



**AMENDMENT #2 TO INVITATION FOR BID (IFB) NUMBER 3160006299  
MARKETING SERVICES**

***Questions and Answers***

Please acknowledge receipt of Amendment #2 by returning it, no later than Wednesday, February 7, 2024, by 2:00 PM, CT. This acknowledgement should be enclosed in your bid package. **Failure to submit this acknowledgement may result in rejection of your bid package.**

\_\_\_\_\_  
Name of Company

\_\_\_\_\_  
Authorized Official's Typed Name/Title

\_\_\_\_\_  
Signature of Authorized Official  
(No stamped signature)

\_\_\_\_\_  
Date

Should an amendment to the IFB be issued, it will be posted on the MDHS website ([www.mdhs.ms.gov](http://www.mdhs.ms.gov)) in a manner that all bidders will be able to view. Further, bidders must acknowledge receipt of any amendment to the solicitation by signing and returning the amendment with the bid package, by identifying the amendment number and date in the space provided for this purpose on this form, or by letter. The acknowledgment must be received by MDHS by the time and at the place specified for receipt of bids. It is the bidder's sole responsibility to monitor the website for amendments to the IFB.

**Amendment# 2**  
**IFB – Marketing Services RFx 3160006299**  
**Questions and Answers**

1. Quality Support System branding:

a. Graphic design services for 15+ individual badges for credentials

**\* Will this be 15 + individuals seeking separate design projects or 1 entity containing 15 + individuals? This will be one entity containing 15+ individual designs for badges for our Quality Support System.**

i. Art direction

ii. File preparation

iii. Project management

iv. PowerPoint templates for trainings

**\*Will these require any print work needing to be done by the winning company? if so, can you provide a rough estimate on type of print?\* Yes, there will be print work needed for this. Procurement of printing services would need to adhere to state purchasing laws.**

2. Branding for the Resource and Referral Network:

a. Name development

b. Logo development

c. Color scheme development

**\*Will these require any print work needing to be done by the winning company? if so, can you provide a rough estimate on type of print and quantity? \* Yes, print work will be needed for this project.**

3. MS LIFT project continuation:

a. Email header and footer for newsletter

**\*Will this newsletter be digital or print? If digital, does it require a website or will the newsletter be hosted on a previous site and will mainly be used for email marketing campaigns?\* This will be a digital newsletter that will be hosted online.**

b. Billboard design

**\*Will the winning company be responsible for the billboard ad purchasing or just the design work?\* The selected vendor will be responsible for the billboard ad purchasing along with the design work. Vendor procures the placement of the billboard.**

c. Social media templates

d. Three direct mailing campaigns:

i. Graphic design

ii. Insert design

**\*Will these require any print work needing to be done by the winning company? if so, can you provide a rough estimate on type of print and quantity?\* Direct mailing campaigns will be printed. There will be three different campaigns that will need print work and distribution. These will be disseminated across the state.**

**Vendor must assure that transfer and storage of contact information will meet all agency privacy standards.**

e. Video production: Including concept, script, video, and post-production:

i. One 30 second spot

ii. One 15 second spot

iii. One 1:30 second spot

**\*Will this be "1" video project campaign or will it be "Separate" projects and will the winning company be responsible for the ad buying of the spot?\* This will be 3 separate projects that are similar in their scope of service. MDHS Communications will work with the vendor to ensure videos meet current project tone, colors, and deliverables.**

4. Would you consider working with multiple vendors for this project, for example would you work with a specific vendor on just the video production elements of this IFB, or does one company have to provide all services in the Scope of Work? **The selected vendor must provide all services in the Scope of Work.**

5. Are you currently working with an incumbent vendor to provide these marketing services including video production? **No, we are not currently working with an incumbent vendor to provide these marketing services.**

a. If yes, who is the incumbent vendor and what is the current contract number?

6. Can you please share the budget for this project? **MDHS is seeking bids based on the services described in the IFB. As outlined in the IFB, Bids will be evaluated based on the requirements set forth in IFB No. 3160006299, which may include criteria to determine acceptability, such as, inspection, testing, quality, workmanship, delivery, and suitability for a particular purpose.**

7. Can you share the budget for the video production elements of this project? **MDHS is seeking bids based on the services described in the IFB. As outlined in the IFB, Bids will be evaluated based on the requirements set forth in IFB No. 3160006299, which may include criteria to determine acceptability, such as, inspection, testing, quality, workmanship, delivery, and suitability for a particular purpose.**

8. Can you share a video sample that you like that shows the level of production you are trying to match for this project? **MDHS does not have any video samples to share. Video production value must be at a level that videos can be utilized on multiple online platforms and other media sources.**

9. Are you interested in engaging stakeholder groups in the brand and campaign development research phase? **Not at this time.**

10. Is there a budget? **MDHS is seeking bids based on the services described in the IFB. As outlined in the IFB, Bids will be evaluated based on the requirements set forth in IFB No. 3160006299, which may include criteria to determine acceptability, such as, inspection, testing, quality, workmanship, delivery, and suitability for a particular purpose.**

11. While the IFB states that "Failure to submit a bid on the bid form provided shall be considered just cause for rejection of the bid. Modifications or additions to any portion of the procurement document may be cause for rejection of the bid," we were looking to clarify if it was appropriate to include any additional attachments with the completed and unmodified bid format provided. Per the request of MDHS we will complete and answer all attachments, but per the scope of work, were wondering if it would be acceptable to provide an attachment that would include but not limited to, our capabilities statement, organizational chart, team resumés, company philosophy and additional information as it pertains to the bid. **Respondents are encouraged to submit any documentation that would provide evidence of their ability to perform the work outlined in the IFB.**

12. While we have noted the 1-year time frame as the anticipated term of the contract, we were wondering if there was a particular budget that MDHS could not exceed. The Scope of Services aligns perfectly with our experience and capabilities and any help in understanding a potential budget or expectations would assist us in knowing the full scope of what we may be able to deploy. **MDHS is seeking bids based on the services described in the IFB. As outlined in the IFB, Bids will be evaluated based on the requirements set forth in Amendment No. 2 to IFB 3160006299, Marketing Services**

*IFB No. 3160006299, which may include criteria to determine acceptability, such as, inspection, testing, quality, workmanship, delivery, and suitability for a particular purpose.*

13. What is the annual budget for marketing services? **MDHS is seeking bids based on the services described in the IFB. As outlined in the IFB, Bids will be evaluated based on the requirements set forth in IFB No. 3160006299, which may include criteria to determine acceptability, such as, inspection, testing, quality, workmanship, delivery, and suitability for a particular purpose.**

14. What is estimated budget for the campaign? **MDHS is seeking bids based on the services described in the RFB. As outlined in the RFB, Bids will be evaluated based on the requirements set forth in IFB No. 3160006299, which may include criteria to determine acceptability, such as, inspection, testing, quality, workmanship, delivery, and suitability for a particular purpose.**

15. Should we submit a proposes break down of the cost for each tactic? **Respondents are encouraged to submit any documentation that would provide evidence of their ability to perform the work outlined in the IFB.**

16. Should we include media buys IN the proposal for digital, or are "media buys/ad spend" coming from another budget? **Respondents are encouraged to submit any documentation that would provide evidence of their ability to perform the work outlined in the IFB.**  
**Yes, all of these should be included.**

17. Is there a preference for a locally based company? **The selected vendor will be expected to be available for meetings including in-person if warranted. Some of the services included in the RFB will require the selected vendor to work directly with MDHS staff (i.e., video campaign).**

18. Are in person meetings required? **The selected vendor will be expected to be available for meetings including in-person if warranted. Some of the services included in the RFB will require the selected vendor to work directly with MDHS staff (i.e., video campaign).**

19. In our proposal packet, what information would you like to see - - should we include past examples of logos, ads and case studies? **Respondents are encouraged to submit any documentation that would provide evidence of their ability to perform the work outlined in the RFB.**

20. Section 1.3.2 mentions that the prices quoted shall be inclusive of all hard costs (listed on pg. 3 of the IFB). Should additional costs be required during the term of the agreement, is the contract amendable? **No. The services requested would need to fit within the bid submitted to meet the requirements of the program.**

#### Section 2.2 Scope of Services Questions: **Quality Support System Branding**

22. Does the program currently have approved and updated brand guidelines from which our team will be building out the graphic design services for the 15+ individual badges for credentials? If so, can those brand guidelines please be shared with our team for review? **Yes, brand guidelines exist. The selected vendor will be expected to work within those guidelines, MDHS will not share the any brand guidelines until a vendor is selected and a contract is in place.**

23. How many PowerPoint templates for training need to be included in our scope of work? **We do not anticipate more than ten templates being needed.**

## Branding for the Resource and Referral Network

24. Should the scope of work include final Brand Guidelines for internal use and application of the Resource and Referral Network brand? **Yes, final branding guidelines must coordinate with current branding guidelines.**

## MS LIFT Project Continuation

25. Quantify how many social media templates and for what platforms? **We are currently utilizing Facebook, Twitter, Instagram, Pinterest, and YouTube.**

26. Define the scope of services for direct mailing campaigns (i.e. is the agency selected required to obtain the list and manage the mailing distribution or will that be handled internally?) **The selected vendor will be expected to handle the design and mailing distribution for these projects.**

27. Video production - is the intent for the agency to capture new footage for the video, or rather utilize existing footage or stock footage? **MDHS will require new footage to be obtained.**

28. How will these videos be used/distributed? **Videos will be used for commercial purposes through public broadcasting in MS along with online via our social media channels.**

29. Is it correct to assume the three different video times are versions of the 1:30 or are you expecting three distinct videos? **MDHS requires three videos that will incorporate different elements of our programming.**

QUESTIONS TO INFORM OUR RESPONSE - Can our team receive the following to inform our response?

30. Are there specific dates/deadlines we should be aware of concerning the deliverables? If not, should we provide a suggested timeline in our response? **Respondents are encouraged to submit any documentation that would provide evidence of their ability to perform the work outlined in the IFB.**

31. Who are the persons or teams at MDHS team our agency would report to? **The selected vendor will be working directly with members of the Division of Early Childhood Care and Development and/or members of the MDHS Executive Leadership Team.**

32. Can you provide a program brief with goals and background information as to why MDHS / DECCD is looking for an outside partner for this work and what matters most (i.e. what does success look like? How will we measure success?) **Information pertaining to the scope of services is outlined in the IFB. For additional information about DECCD programs, please refer to [www.mdhs.ms.gov](http://www.mdhs.ms.gov).**

33. Is the MDHS / DECCD currently working with an agency that completed the work preceding this request, or is completing tangential work? **No, MDHS/DECCD is not currently working with an agency on marketing services. The selected vendor will be expected to adhere to work within a set of branding guidelines that have been established by work with a previous agency.**

34. Will there be a presentation phase? Can this be in person? **No, there will not be a presentation phase.**

35. The RFP says on page 2 “Failure to submit a bid on the bid form provided shall be considered just cause for rejection of the bid. Modifications or additions to any portion of the procurement document may be cause for rejection of the bid” - does this mean that any stylization, branding, or design of our submission is prohibited? Are we simply to replicate the document as is without any formatting changes? **Bid forms that are provided and required shall be submitted on the bid form in the current format provided. Any additional**

**information contained in the supplemental information may contain company stylization, branding or designs.**

36. 3.15 says Any bids received may be rejected in whole or in part when in the best interest of the State. Could multiple agencies be awarded portions of this contract? **No.**

37. The 2.2. Scope of Services, page 5 of the IFB includes billboard design and video production. TriMetrix would like to understand the extent of the contractor's responsibilities regarding securing and managing broadcast television and/or billboard spots. Specifically, is the contractor's role to solely design/produce these media in partnership with MDHS or is the contractor also responsible for leveraging, establishing, and managing media partnerships within Mississippi? This clarification would greatly assist in understanding the full scope of the contractor's role and the potential synergies with MDHS Communications' resources and capabilities. **The selected vendor will be responsible for all design and working with vendors to execute this media campaign.**

38. The 2.2. Scope of Services, page 5 of the IFB includes video production for three video shots. Does MDHS have a specific vision for the format of these videos (animated, live-acted, interviews, etc.) or would MDHS like the contractor to propose a format for these? **Our team does have an idea of the type of videos we would like to produce. Two of these would be live action/interviews and the other would-be animation of our current logo.**

Note: **Communications reserves final review of all processes, publications, campaigns.**