



## **ADAMH REQUEST FOR PROPOSALS REBRANDING AND PAID MEDIA CAMPAIGN SERVICES**

The ADAMH Board of Franklin County (herein after referred to as ADAMH) is seeking proposals from marketing and communication firms for a scope of work in support of the upcoming enterprise rebranding initiative. The desired scope of work includes updating the visual identity of ADAMH and the development and strategy, planning and execution of an integrated paid media campaign.

ADAMH is a local, levy-funded agency that funds, evaluates and plans for the necessary mental health and addiction services in Franklin County. ADAMH does not provide any direct alcohol, drug or mental healthcare services, but instead contracts with 30+ non-profit, community-based organizations located throughout Franklin County. ADAMH's primary source of funding is a local property tax levy.

The work defined here will reintroduce ADAMH as Franklin County's authority on equitable, accessible mental health and addiction services. More importantly, it will reframe the value of community-based mental health and addiction services available through the ADAMH network of provider agencies and help reduce the stigma of seeking care for mental health and addiction. The goal is to connect those in need to resources available in Franklin County through the ADAMH provider network.

The rebranding work will include the creation of a new logo, a slogan used to define the campaign, an update to ADAMH's messaging to reflect the new enterprise positioning and guide the campaign, refresh of the color palate and possibly font to align with the new mark and updated brand identity guidelines for consistency across ADAMH and its partners, made relevant particularly in these times of increased community needs.

This rebranding work will lay the foundation for an integrated marketing and communications strategy to elevate awareness of community-based resources and drive Franklin County residents and their families seeking support for issues related to mental health and addiction to a centralized hotline and website to access information.

If you are interested in bidding on this project, please submit a brief proposal, which includes the information listed below by 12:00 noon, Friday, September 17, 2021, to [RFPsubmission@adamhfranklin.org](mailto:RFPsubmission@adamhfranklin.org). Currently paper copies cannot be processed. While the information below is required, the proposal is not limited to this information. You may include additional services for consideration as part of your proposal. However, the final proposal should not exceed the outlined cost of the project.

Select applicants will be invited to offer a virtual presentation to the ADAMH selection team during the week of September 20th. Applicants must be available during the times listed below.

Work will officially begin upon selection of a vendor and signing of a contract, anticipating the work to start the beginning of November. The duration of the project is November 1, 2021 to December 30, 2022. Rebranding must be completed by March 1, 2022, and the media campaign must be executed from April to December 2022.

## **ADAMH REQUEST FOR PROPOSALS REBRANDING AND PAID MEDIA CAMPAIGN SERVICES**

ADAMH will accept any questions about the project via email at [RFPsubmission@adamhfranklin.org](mailto:RFPsubmission@adamhfranklin.org) through Monday, August 30 and will respond on Friday, September 3 via the funding page on its website.

**Deliverables:** The required project plan must address these deliverables:

1. Rebranding work, which is to begin on November 1, 2021 and be completed by March 1, 2022. It includes development of a new logo, campaign slogan, brand positioning and messaging, updated color palette and review of fonts and new brand guidelines. We expect research to be conducted to guide the positioning and must include focus group input from individuals with relevant lived experiences.
2. Key collateral materials that include designs for business cards, stationary, internal and external building signage and recommendations for how to evolve the ADAMH website. Work on the website itself would be a separate scope of work.
3. An integrated paid media campaign to launch in second quarter 2022. The strategy should consider community outreach, digital and social paid media and organic content, and a mix of broadcast and print ad placement.
4. Campaign development and related creative work to activate the plan that includes the development of compelling video, digital and print collateral, and radio production costs. The strategy should incorporate ways to engage providers in ADAMH's system of care.
5. Development of equitably accessible and relevant messaging, campaign assets and collateral materials for diverse populations and individuals with lived experiences as well as translation services for some digital assets into Spanish, Somali, Bhutanese and Arabic should be incorporated in the bid.
6. Campaign execution, management, ongoing optimizations, and reporting. Measurable outcomes should include the number of people reached, number of calls into the hotline and number of people served by ADAMH providers. Defined metrics will be identified by ADAMH during the planning phase.

The selected firm will work closely with the ADAMH communications team on implementation of the plan. For relationship purposes, there may be some tactics that are identified to be led by the ADAMH communications team and others that are led by the firm. Throughout development and execution of the plan, the communications team will be available to answer questions and work collaboratively to execute the plan.

**Cost Estimates:** The total budget is \$425,000 and the breakdown is:

- |   |           |
|---|-----------|
| • Rebranding work and integrated paid media plan              | \$100,000 |
| • Campaign creative asset development for paid media campaign | \$ 85,000 |
| • Paid media budget (must include commissions)                | \$245,000 |

Note that \$75,000 of the rebranding work must be completed in 2021.

**ADAMH REQUEST FOR PROPOSALS  
REBRANDING AND PAID MEDIA CAMPAIGN SERVICES**

**Proposal Information:** The following information must be submitted:

1. A project plan that includes a timeline with step-by-step completion dates and final deliverables, as defined above.
2. Your mission statement, a brief description of services you offer, and a statement that identifies how long you have been in business addressing the type of product requested.
3. A description of your company's structure and methodology, including staffing level, experience level and other relevant information including biographies and specialties of staff members who would do this work for ADAMH and any professional in-house operations or capabilities that would be a cost-savings for ADAMH or advantage you for this work.
4. A list of organizations for which you have performed similar services. Provide electronic samples of your work for them. Include two references who can discuss your product. Include contact's name, business name, and telephone number. We reserve the right to contact either reference if necessary.
5. A budget that includes a breakdown of all costs.
6. A statement that lists any designations as an applicable small and emerging business, if applicable, and as defined on the following pages. Proposals should account for minority subcontractors to provide perspective and produce work that reflects the diverse population that is served through the ADAMH network.

**Timeline:**

RFP RELEASED.....Friday, August 20

QUESTIONS DUE .....Monday, August 30

RESPONSES POSTED .....Friday, September 3

PROPOSALS DUE .....Friday, September 17

PRESENTATIONS.....Monday, September 27 at 10:00 a.m.  
Monday, September 27 at 1:00 p.m.  
Wednesday, September 29 at 1:00 p.m.

VENDOR RECOMMENDATION DUE .....Friday, October 1

BOARD APPROVAL EXPECTED .....Tuesday, October 19

CONTRACT EXECUTED .....Monday, November 1

**ADAMH REQUEST FOR PROPOSALS  
REBRANDING AND PAID MEDIA CAMPAIGN SERVICES**

**Small and Emerging Business Enterprise Categories:**

In response to item 6 in the proposal information section above, identify *all categories that apply*:

- 8(a) Business Development Program** In order to help small, disadvantaged businesses compete in the marketplace, the SBA created the 8(a) Business Development Program. The 8(a) Business Development Program is a business assistance program for small disadvantaged businesses. The 8(a) Program offers a broad scope of assistance to firms that are owned and controlled at least 51% by socially and economically disadvantaged individuals. Participation in the program is divided into two phases over nine years: a four- year developmental stage and a five- year transition stage
- Disadvantaged Business Enterprise (“DBE”)** DBEs are for-profit small business concerns where socially and economically disadvantaged individuals\* own at least a 51% interest and also control management and daily business operations. (\*African Americans, Hispanics, Native Americans, Asian-Pacific and Subcontinent Asian Americans, and women are presumed to be socially and economically disadvantaged). Other individuals can also qualify as socially and economically disadvantaged on a case-by-case basis. To participate in the DBE program, a small business owned and controlled by socially and economically disadvantaged individuals must receive DBE certification from the relevant state– generally through the state Uniform Certification Program (UCP). To be regarded as economically disadvantaged, an individual must have a personal net worth that does not exceed \$1.32 million. To be seen as a small business, a firm must meet SBA size criteria AND have average annual gross receipts not to exceed \$22.41 million. Size limits for the airport concessions DBE program are higher. The Department has issued a final rule amending its disadvantaged business enterprise (DBE) program at 49 CFR part 26.
- Encouraging Diversity, Growth and Equity (“EDGE”)-Certified Business Enterprise** An EDGE-certified business must be owned and controlled by a U.S. citizen who is a resident of Ohio. A business may qualify for EDGE certification if either (a) its owner is both socially and economically disadvantaged, or (b) the business is located in a qualified census tract and the owner is economically disadvantaged. A business enterprise that is eligible for EDGE certification must (1) have been in business for at least one year prior to applying; and (2) be at least 51 percent owned by socially and economically disadvantaged individuals. The business owner must (1) have day-to-day control over the business, exercising final authority over all aspects of the daily operations of the business, including but not limited to operations, financial ATTACHMENT 4 and business management, and human resources and policy decisions; and (2) possess all licenses and permits required by law to perform the scope of work within classifications requested.
- Lesbian, Gay, Bisexual, Transgender Business Enterprise (“LGBTBE”)** An independent business concern that is at least fifty-one percent (51%) owned and controlled by one or more LGBT persons who are U.S. citizens or lawful permanent residents, or in the case of any publicly-owned business, at least fifty-one percent (51%) of the equity of which is owned and controlled by one or more LGBT persons who are U.S. citizens or lawful permanent residents; and whose management and daily operation is controlled by one or more of the LGBT owners.
- Local Economically Disadvantaged Enterprise (“LEDE”)** A sole proprietorship, partnership, company, corporation or joint venture that has been in business for at least

**ADAMH REQUEST FOR PROPOSALS  
REBRANDING AND PAID MEDIA CAMPAIGN SERVICES**

one year prior to the date of determination in connection with the County's contracting or procurement activities and that meets certain size limitations based on the Federal Small Business Administration Regulations set forth in 13 C.F.R. §121.201 and the revisions thereto. The enterprise must be local, having (a) its principal place of business within Franklin County, Ohio as determined by the payment of real or personal property taxes on property located in such county for not less than one taxable year immediately prior to the date of determination or (b) more than 50% of its full-time employees residing within the boundaries of Franklin County; and must be economically disadvantaged such that the enterprise is at least 51% owned and controlled directly or indirectly by one or more individuals, each with a personal net worth equal to or less than \$750,000. Personal net worth of an individual includes the personal net worth of the individual's spouse, if any, but does not include (1) the individual's ownership interest in the enterprise being considered in connection with the County's contracting and procurement activities or (2) the individual's equity in his or her primary residence. Additionally, a contingent liability does not reduce an individual's personal net worth.

- Minority Business Enterprise ("MBE")** Minority business concern, as used in this definition, means a small business concern (1) which is at least 51 percent owned by one or more minorities or, in the case of any publicly owned business, at least 51 percent of the stock of which is owned by one or more minorities; and (2) whose management and daily business operations are controlled by one or more minorities.. "Minority business enterprise" means Blacks or African Americans, American Indians, Hispanics or Latinos, and Asians as defined in the Ohio Revised Code.
- Small and Emerging Business Enterprise ("SEBE")** A small and emerging business enterprise is defined as a business concern, operated, not dominant in the field of operation in which it is bidding on government contracts, and qualified as a small business under the criteria and size standards in 13 CFR Part 121.201. Such a concern is "not dominant in its field of operation" when it does not exercise a controlling or major influence on a national basis in a kind of business activity in which a number of business concerns are primarily engaged.
- Veteran Business Enterprise ("VBE")** A veteran business enterprise is defined as a business concern (1) which is at least 51 percent owned by one or more veterans or service-disabled veterans, or in the case of any publicly owned business, at least 51 percent of the stock of which is owned by one or more veterans or service-disabled veterans; and (2) whose management and daily business operations are controlled by one or more veterans or service-disabled veterans. "Veteran" means a veteran of the U.S. military, – either active duty or reservist – from all five Service Branches (Army, Navy, Air Force, Marine Corps and Coast Guard).
- Women Business Enterprise ("WBE")** Women-owned business concern, as used in this definition, means a small business concern (1) which is at least 51 percent owned by one or more women or, in the case of any publicly owned business, at least 51 percent of the stock of which is owned by one or more women; and (2) whose management and daily business operations are controlled by one or more women.
- None of the Above** The business bidding does not meet one of the above definitions.