



Early Inspiration. Future Success.

MARKETING SERVICES RFP

06.20.2017

BACKGROUND



- Contract with Creative Noggin expires June 30, 2017
- Issued RFP
 - July 1, 2017 through June 30, 2021
 - Initial three-year term and one-year renewal
 - \$2,600,000 Total contract value
 - Initial 3-year term | Value \$1,950,000
 - One-year Renewal | Value \$ 650,000

TIMELINE



Milestone	Date
RFP Released	April 19, 2017
Proposals Due	May 22, 2017
Review by SBO	May 22, 2017
Evaluation Committee Review	June 2017
RFP Scoring	June 9, 2017
Finalist Interviews	June 13, 2017
Board Approval	June 20, 2017
Contract Begins	July 1, 2017

SCORING CRITERIA



Criteria	Points
Experience, Background, Qualifications	20 Points
Proposed Plan	30 Points
Pricing	15 Points
SBEDA Program*	20 Points
Local Preference	Up to 10 Points
Veteran-Owned Small Business Preference	Up to 5 Points

*Includes 30% M/WBE Subcontracting Requirement

RECOMMENDED AGENCY: CREATIVE NOGGIN



- Full Service Agency, Dedicated Staff by Discipline
 - Client Service/Strategy, Creative/Production, Media Planning/Buying, PR, Digital, Social
- Virtual Office Model
 - FTE Staffing (non-consultant)
 - No brick and mortar overhead = higher % dedicated staff on Pre-K 4 SA Account
- Private/Public School Experience, Early Childhood Education
- Developed custom team for Pre-K 4 SA and hired best-in-class staff
- Sophisticated Media Optimization Tools (maximize spend/reach)
- 1.5 years experience with Pre-K 4 SA
 - Led rebrand and launched first multi-target effort with dedicated messaging and plan ⁵



REQUESTED ACTION



- Staff is recommending Creative Noggin, LLC. serve as Agency of Record to Pre-K 4 SA
- Pre-K 4 SA staff is asking board to approve entering into a contract with Creative Noggin, LLC.
 - Initial term of three years and optional one-year renewal (combined term July 1, 2017 through June 30, 2021)
 - Initial three year term totals \$1,950,000
 - Total contract with renewal totals \$2,600,000



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QUESTIONS?