



Request for Proposals for Marketing Services

**Proposals due: Thursday, September 26, 2019
by 5:00 p.m. (Eastern)**

Submit one original proposal and one electronic proposal to Connecticut Innovations' sole point of contact for this RFP:

Lauren Carmody
Vice President of Marketing and Communications
Connecticut Innovations
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SUMMARY

Through this request for proposals (RFP), Connecticut Innovations (CI), with assistance from BioCT, an industry association that supports the needs and serves as the unified voice of the bioscience community in Connecticut, is requesting competitive proposals from qualified marketing agencies, freelancers and/or teams to support CI with a full-scale marketing campaign that touts the state as a hub for bioscience. CI intends to award a contract to the successful proposer in connection with this RFP.

Proposals postmarked or received after the submittal deadline of Thursday, September 26, 2019 shall be considered late and rejected.

Please direct all questions about this solicitation to Lauren Carmody at lauren.carmody@ctinnovations.com.

MANDATORY AND PREFERRED QUALIFICATIONS

Mandatory Minimum Qualifications

Proposers must:

- a) Have a demonstrated success record of marketing high-tech, bioscience or healthcare services or similar
- b) Possess experience creating and implementing a multi-channel marketing campaign

Proposals that do not satisfy each mandatory requirement will be considered non-responsive.

Preferred Qualifications

- a) Commitment to creating results-based campaigns with measurable objectives
- b) The ability to aggregate, distill and package stories from the ecosystem with a focus on storytelling
- c) A deep understanding of Connecticut and the innovation ecosystem

STATEMENT OF WORK

1. Project Goals

The goals of this project include positioning Connecticut as a hub for bioscience and to:

- a. Explore, through research, to identify a subject area that Connecticut is uniquely positioned to own. (One such area may be precision/personalized medicine.)
- b. Develop an actionable and measurable marketing campaign that will cause stakeholders to take action.
- c. Create clear metrics that can be reported after a six-month timeframe and regularly as the project continues.

2. Scope of Work

We are looking for the most effective way to assess and promote Connecticut as a hub for bioscience.

The selected agency will work with the vice president of marketing and communications at Connecticut Innovations to develop and implement an overall marketing and communications strategy for the state.

Primary objectives:

- 1) Determine whether personalized/precision medicine is a strong enough hook for the state to build a campaign around by researching it alongside community stakeholders—investors, companies, trade associations, etc. If precision medicine does not hold up, identify the strongest area that Connecticut can own.
- 2) Draft, test and finalize messaging that can be used throughout the campaign and by various stakeholders.
- 3) Develop and provide a blueprint for marketing the strengths of Connecticut's bioscience sector.
- 4) Market Connecticut as a bioscience, tech and entrepreneurial hub.
- 5) Assess the current website ([BioCT](#)) and its ability to connect to desired stakeholders. Make recommended enhancements or make the case for a new site.
- 6) Develop a digital marketing plan using all digital mediums, paid and earned, including the new or existing website, social media (Instagram, Twitter, LinkedIn, Facebook and YouTube/Vimeo), video, email, events, e-newsletter and any other tactics you think suitable.

- 7) Recommend a targeted communications strategy to achieve goals that includes story angles, overall direction and particular media segments.
- 8) Create and deploy an earned media campaign, which includes thought-leadership content placement, messaging and media outreach that elevates awareness nationally and internationally.
- 9) Recommend how to use the partner marketing and cobranding (Connecticut Innovations, BioCT, DECD, CERC and others) to integrate a refreshed look and feel across all marketing assets (collateral, web, digital and print). Alternatively, make a case for a new design.

3. Target Deliverable Schedule

The expected project completion date is December 2020. Within your response, outline the process you would use to best map out the timeline for a plan. The initial plan for approval should be submitted three months after the engagement begins. If you need to adjust any dates, include your proposed date changes and your reasoning. All proposed date changes will be considered.

4. Existing Roadblocks or Technical Issues

Respondents should be aware of the following roadblocks:

1. Although Connecticut is small, bioscience activity is spread across the state (Stamford, New Haven, New London/Groton and Farmington). We think the campaign would be stronger if it were attached to a city (like New Haven), but we must address the other areas of activity and tie them to the campaign.
2. Bioscience is a broad industry, and while we have touted our focus in that area for several years, we think we must be laser-focused in our approach to have an impact. Based on the number of related companies in Connecticut, Jackson Laboratory, the work of our universities including Yale and UConn, the funding from the Connecticut Bioscience Innovation Fund, and the talent pool in Connecticut dedicated to precision medicine, we believe we have a compelling case to make.
3. The campaign will be organized and funded through Connecticut Innovations, with BioCT available as a resource for the campaign and messaging.
4. Connecticut is often viewed as the highway that connects New York and Boston, and we have long marketed the state accordingly by touting lower housing costs and an excellent quality of living (plus great pizza).

We think it is worth taking another look at what we offer people who come to Connecticut. Instead of talking about our proximity to other metro markets, let's establish Connecticut as a destination that stands on its own merits.

5. Budget Constraints

The overall budget for this project is \$1 million over two years (\$500,000 per year) for 2019 and 2020. This is the entire budget and must include all agency and paid advertising. If it makes sense to spread the spend over three years, we will entertain this proposal, as we recognize the funding is finite and must achieve impact.

6. Evaluation Metrics

Connecticut Innovations will evaluate bidders and proposals based on the following:

1. Previous experience/past performance
2. Samples and/or case studies from previous projects
3. Projected costs
4. Milestones and metrics by which we can objectively evaluate the results on a quantitative basis. There must be quantitative go/no-go gates built in based upon success or failure to meet metrics.
5. Experience and technical expertise
6. Responsiveness and answers to questions in the next section

7. Questions Bidders Must Answer to Be Considered

1. What types of projects have you worked on that include marketing life sciences to companies, investors, legislators or other stakeholders?
2. If you had to map out a plan to determine the topic, audience and messaging, what would the first 100 days look like?
3. What is the biggest challenge for Connecticut as we look to promote the state as a hub for precision/personalized medicine?

8. Submission Requirements

- Bidders must include samples and references with the proposal.
- Proposals must address all five metrics in Section 6.
- Electronic proposals must be received by **Thursday, September 26, 2019**, by 5:00 p.m.
- Proposals should be no more than 12 pages of no smaller than 11-point, single-spaced type, including supplementals (case studies and prior relevant experience do not count toward the page count). Failure to comply to this guideline will result in automatic rejection.

- A proposed schedule must be included and clearly expressed.

9. Contract Requirements

- If selected, the agency, individual or team will be asked to complete a professional services agreement (PSA), which will outline the scope, terms and timeline of the engagement.
- The selected bidder must submit a monthly report on metrics and campaign progress upon launch.
- Prior to launch, the selected bidder would present a plan to selected members of the Connecticut Innovations and BioCT teams.

Attachment A

Connecticut Innovations, Incorporated

References

Please provide a minimum of five (5) recent client references for projects similar in nature to the work being requested in the RFP. If necessary, please feel free to include additional client references in the format below:

CLIENT REFERENCE #1

CONTACT & TITLE: _____

ORGANIZATION: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP CODE: _____

CONTACT PHONE #: _____ BEST TIME TO CONTACT: _____

EMAIL ADDRESS: _____

CLIENT REFERENCE #2

CONTACT & TITLE: _____

ORGANIZATION: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP CODE: _____

CONTACT PHONE #: _____ BEST TIME TO CONTACT: _____

EMAIL ADDRESS: _____

CLIENT REFERENCE #3

CONTACT & TITLE: _____

ORGANIZATION: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP CODE: _____

CONTACT PHONE #: _____ BEST TIME TO CONTACT: _____

EMAIL ADDRESS: _____

CLIENT REFERENCE #4

CONTACT & TITLE: _____

ORGANIZATION: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP CODE: _____

CONTACT PHONE #: _____ BEST TIME TO CONTACT: _____

EMAIL ADDRESS: _____

CLIENT REFERENCE #5

CONTACT & TITLE: _____

ORGANIZATION: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP CODE: _____

CONTACT PHONE #: _____ BEST TIME TO CONTACT: _____

EMAIL ADDRESS: _____

Attachment B

State Contracting Requirements

1. Attached and made part of this RFP are the following:
 - a. SEEC Form 10, entitled "Notice to Executive Branch State Contractors and Prospective State Contractors of Campaign Contribution and Solicitation Ban"; and
 - b. "Guide to the Code of Ethics for Current or Potential State Contractors."
2. At the time a firm is selected pursuant to this RFP and as a condition of contract award, the firm will be required to complete and submit the applicable certifications, affidavits and affirmations described on the website of the Office of Policy and Management under "Ethics Forms." The OPM landing page listing the required forms is attached and made part of this RFP.
3. At the time a firm is selected pursuant to this RFP and as a condition of contract award, the firm will be required to complete and submit the applicable certifications, affidavits and affirmations described on the website of the Office of Policy and Management under "Nondiscrimination Certification." The OPM landing page listing the required forms is attached and made part of this RFP.