

Request for Proposals: Media Consultant/Buyer

Background:

Connect for Health Colorado (“C4HCO”) is the state’s official health insurance marketplace. Our mission is to *increase access, affordability and choice for individuals purchasing health insurance throughout our state*. For more information on our work and our State Partners, please visit ConnectforHealthCo.com.

To fulfill our mission, C4HCO develops and disseminates various types of advertisements and expository information across numerous media platforms to educate Coloradans about the services that C4HCO offers, how it can benefit them, and how they can avail themselves of these services. While most of our media buys will take place in support of the Open Enrollment period each year from Nov. 1 – Jan. 15, we do initiate media campaigns at other times during the year. The organization’s media buy budget for FY 2021 (which includes all media buys as well as remuneration for the work contemplated by this RFP) is one million dollars (\$1,000,000).

C4HCO is requesting proposals from qualified media services vendors to 1) assist C4HCO in articulating its marketing goals, 2) work with C4HCO in developing a media strategy based on those goals, 3) develop and execute a media buying program that implements the strategy, and then 4) evaluate the success of the media buying strategy/program and identify opportunities for improvement and fine-tuning.

It is C4HCO’s intention to enter into a contract with the successful respondent(s) no later than 10/01/2020 and that this contract has a term of one year with optional extensions.

Scope of Work:

Advise C4HCO in the development of an annual Paid Search and Advertising Plan, including for the Open Enrollment period that begins on Nov. 1, 2020. Collaborate on the Plan with the goal of 1) enhancing the Plan’s effectiveness and efficiency in reaching target population; 2) enhancing the Plan’s effectiveness and efficiency in increasing enrollments; and 3) ensuring the Plan can be executed within budget limits.

Additionally, successful respondents will collaborate with C4HCO in developing a paid search and paid media buy strategy consistent with the marketing Plan that addresses targeted demographics, content guidelines, and media outlet recommendations. Upon approval from C4HCO, make media buys consistent with the media strategy and C4HCO’s budget allocation.

Finally, the selected respondent(s) will assist in designing a reporting process that provides metrics addressing effectiveness and efficiency of the paid search and advertising marketing Plan, media strategy, and media buy program as well as regularly update and review the Plan with C4HCO representatives.

RFP Process:

Vendors must follow the proposal submission requirements outlined below to be considered.

Vendors must submit a complete response to the RFP to be considered. Responses should be submitted in both MSWord and PDF format. Supporting documents and external links should be clearly labeled and arranged for easy access and readability. Supporting documents may be provided in PDF and Microsoft Excel, Visio, Project and PowerPoint formats. All documents provided in response to this RFP should be *cut & paste* enabled for analysis purposes. Response requirements by section are detailed in the table below.

Response Format Requirements	
Section Title	Format Requirements
Table of Contents	Should contain document sections and list all additional documents and links comprising the response.
Cover Letter	Maximum 3 pages
1. Proposal	<p>Maximum 15 pages. Please include the following sections:</p> <ol style="list-style-type: none"> 1. Company History and Background 2. Digital Media Buying Experience 3. Colorado-based Media Buying Experience 4. Health Care/Health Insurance Experience 5. Dashboard Metrics Suggestions/Samples – Based on the information provided in this RFP, please share some thoughts regarding the type of information that you could provide C4HCO on a regular basis that could be used to evaluate the level of success in achieving marketing and media buy goals 6. Contract Terms – Responses should include suggested contract terms for C4HCO review of acceptability. C4HCO will focus on the ability to review and approve content along with flexibility in managing the contractual relationship. 7. Bios – Bios or résumés of the staff that you will assign to this account. 8. References – Please provide three references for whom you have performed similar services. Please include Organization Name, Description of Project/Work performed, timeframe in which project/work was performed, Contact Name, Contact Phone Number and Contact Email Address. 9. Pricing

Please submit your proposal to Communications@c4hco.com. Your proposal must be received no later than 5:00 p.m. on August 14, 2020.

Connect for Health Colorado highly encourages all potential Vendors to describe their commitment to diversity and inclusion in the workplace as well as health equity for all employees and workforce members. C4HCO is committed to a diverse environment and is an equal opportunity employer without regard to race, color, religion, gender, gender identity or

expression, sexual orientation, national origin, genetics, disability, age, or veteran status.

C4HCO will evaluate submissions more favorably for like committed organizations.

Q&A:

For questions, please contact Leslie Chadwick at LChadwick@c4hco.com .