

IDAHO DIVISION OF TOURISM DEVELOPMENT
IDAHO TRAVEL COUNCIL
Advertising Agency RFP

Instructions to Evaluators, including fiscal evaluation:

Assign scores between 0-50 to each candidate in each area using the following criteria:

0	=	No Response	
10	=	Poor	Falls short in essential criteria
25	=	Satisfactory	Minimally meets essential criteria
35	=	Very Good	Meets all essential criteria and offers some enhancements
50	=	Excellent	Outstanding in all areas

Explanation of Evaluation Criteria

1. Cost - 200 points
Evaluated by Fiscal Officer
2. Account Services - 200 points total for a and b
Key areas: full-service agencies located in Idaho, with sufficient employees to handle a very large account.

a) Full-Service departments - **Agency Questionnaire #5, #12, #13**

Look for individuals dedicated to specific positions within each department: media, account services, creative, accounting. To receive 50, an agency must have at least one individual who functions in only one department, no overlap. A 25 would be a staff of individuals who perform various functions in all departments. A 10 would be an agency which must contract out functions on a regular basis.

b) Client balance/experience - **Agency Questionnaire #7, #13**

Look for an agency with a minimum number of employees dedicated to large accounts, an indication they would have the ability to take on a larger account such as this. A 50 would be agencies with employees in each department dedicated to individual accounts, particularly in the areas of creative and account services. A 25 would be a minimal account load. Demonstrated experience by employee is shown in #13 by length of service, other accounts, and portion of the employees' time he may spend on this account.

3. Agency Criteria - 200 points total for a, b, and c
Key areas: proximity to the Department of Commerce, branch offices, research experience, internet marketing experience.

a) Location/Branch offices - Agency Questionnaire #6

A 50 would be an agency located in the Treasure Valley. A 35 would be an agency located in Idaho. A 25 would be an agency planning to set up a satellite shop/branch office in Idaho. 10 would be an agency located out-of-state.

b) Research experience - Agency Questionnaire #14

50 would be direct tourism research experience, either conducting or directing research projects. 25 would be some research management experience on the behalf of a client.

c) Web development - Agency Questionnaire #16

A 50 would be an agency that has staff capabilities for web development in house; a 35 would be an agency with the ability to do the majority of web development in house with some outsourcing. A 25 would be an agency that has limited capabilities, can do some in house but contracts out the majority; a 10 would be an agency that contracts out all web development efforts.

4. Travel & Tourism account experience - 100 points total for a and b
Key areas: experience with travel & tourism accounts and membership in tourism associations.

a) Tourism account experience - Agency Questionnaire #9, #11

A score of 50 would mean the agency currently services at least one major tourism account (such as resort, hotel, regional committees, chambers, convention & visitor bureaus); 25 would mean they have serviced at least one tourism account within the last two years either as a direct client or sub-contractor. 0 would mean no tourism account experience.

b) Tourism associations - Agency Questionnaire #10

A 50 would be a current membership in tourism related associations, such as regional committees, national tourism associations, etc. Must be current members in good standing. 0 means no such memberships. BE SURE THE MEMBERSHIP IS NOT NEW FOR THE SAKE OF BIDDING ON THIS ACCOUNT.

5. Sales & Financial Management Experience - 100 points total for a and b
Key areas: experience in producing advertising-supported publications with responsibility for advertising sales as well as layout and design.

a) Experience as sales agent - Agency Questionnaire #15

A score of 50 would be recent demonstrated experience in performing all aspects of the sales agency, including preparing sales materials, collecting money, keeping records, etc. A score of 25 would be some experience in actual selling, without the other activities. 0 means no experience.

b) Accounts receivable - Agency Questionnaire #17

A score of 50 means they answer affirmatively without reservations. The reason the agency must be financially solvent is to handle ITC projects such as the Idaho Travel Guide ad sales and ITC grant co-operative programs.

6. Tourism production & media exercise - 200 points total for a, b, c and d
Key areas: logically presented, detailed analysis of related costs

Relating to the four projects, look at clear, concise answers, targeting complete bid specifications with costs, reasonable content, and above all look for clarification regarding all answers. Clarity, creativity, targeted message and market, and value in media selection should receive 50 points.

EXHIBIT I

IDAHO DIVISION OF TOURISM DEVELOPMENT
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Evaluation Criteria

BIDDER One per bidder.

EVALUATOR _____

I. COST (Maximum: 200 points): _____

II. ACCOUNT SERVICES - see advertising agency questionnaire,
page 10, of the request for proposals (score between 10-50 points ea.)
Maximum: 200 points

a) Full-service departments: _____ x 2 = _____

b) Client balance/experience: _____ x 2 = _____

III. AGENCY CRITERIA:
see advertising agency questionnaire, page 10, of the request for proposals
(score between 10-50 points ea.)
Maximum: 200 points

a) Location/Branch offices: _____ x 1.33 = _____

b) Research experience: _____ x 1.33 = _____

c) Web development: _____ x 1.34 = _____

IV. TRAVEL AND TOURISM ACCOUNT EXPERIENCE:

see advertising agency questionnaire, pg. 11, of the request for proposals (score between 0-50 points ea.)

Maximum: 100 points

a) Tourism account experience _____

b) Tourism associations _____

V. SALES AND FINANCIAL MANAGEMENT EXPERIENCE:

see advertising agency questionnaire, page 10, of the request for proposals (score between 0-50 points each).

Maximum: 100 points

a) Experience as sales agent _____

b) Accounts receivable _____

VI. TOURISM PRODUCTION AND MEDIA EXERCISE:
see advertising agency questionnaire, question # 18, page 11-12,
of the request for proposals (score between 10- 50 points each).
Maximum: 200 points

Project A:

Project B:

Project C:

Project D:

Total Points Exhibit I:

EXHIBIT II

**IDAHO DIVISION OF TOURISM DEVELOPMENT
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Creative Case Study Evaluation Criteria**

There are 1000 points possible for this phase. Score each vendor between 10-50 utilizing the following criteria:

Originality should be judged based on freshness of work and examples should include new promotional ideas for Idaho tourism. Other attributes to look for would be presentation style, techniques used, clarity of message, effectiveness of presentation and pertinence to tourism product. As in creativity, each oral presentation must be judged independently. It is important to remember, our advertising represents the State of Idaho and as such, should be politically correct, represent diversity and be in good taste.

1. Originality _____ X 10 = _____

Creativity is a judgement made by the evaluators based on their own personal view of what represents a visionary advertising campaign and/or creative design or artwork. It is important for the evaluator to not lose sight of the Idaho Travel Council's marketing plan and the tourism product in favor of sheer creativity. Cost considerations and available resources must also be taken into account. Each oral presentation must be evaluated on its own merit and not in comparison with other competitors.

2. Creative Appeal _____ X 10 = _____

Total points for Exhibit II (maximum of 1000): _____

Total points from Exhibit I on previous page (maximum of 1000): _____

Grand Total (Points from Exhibits I and II): _____

Part of RFP.

4-1 EVALUATION CRITERIA

Contractor selection will be made after a thorough review of each proposal to determine the competency and responsibility of the proposer based upon the quality and substance of the proposal submitted and through independent inquiry.

An evaluation committee will evaluate the proposal using the following criteria:

- 200 points COSTS (costs will be evaluated with regard to items listed in #19 and #20 in the enclosed questionnaire)
- 200 points ACCOUNT SERVICES
- 200 points AGENCY CRITERIA
- 100 points TRAVEL AND TOURISM ACCOUNT EXPERIENCE, INDUSTRY KNOWLEDGE
- 100 points SALES EXPERIENCE/FINANCIAL MANAGEMENT EXPERIENCE
- 200 points TOURISM PRODUCTION AND MEDIA EXERCISE
- 1000 MAXIMUM TOTAL POINTS

4-2 ORAL INTERVIEWS

Up to five vendors receiving the highest total points may be requested to appear before the evaluation committee for oral interviews and creative case study reviews. This process would carry with it a possible 100 additional points to be added to each vendor's score from the written evaluation (4-1).

4-3 AWARD

Upon selection of a proposer, the State of Idaho, Division of Purchasing, will issue a letter of intent.