

Request for Information (RFI) and Industry Day Notice for the National Highway Traffic Safety Administration (NHTSA) for National Communications, Marketing, and Media Support

ACTIVE

Contract Opportunity

Notice ID

693JJ923RQ000208

Related Notice

Department/Ind. Agency

TRANSPORTATION, DEPARTMENT OF

Sub-tier

NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION

Office

693JJ9 NHTSA OFFICE OF ACQUISITION

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General Information

- **Contract Opportunity Type:** Sources Sought (Original)
- **All Dates/Times are:** (UTC-05:00) EASTERN STANDARD TIME, NEW YORK, USA
- **Original Published Date:** Dec 01, 2022 04:54 pm EST
- **Original Response Date:** Jan 09, 2023 10:00 am EST
- **Inactive Policy:** 15 days after response date
- **Original Inactive Date:**
- **Initiative:**
 - None

Classification

- **Original Set Aside:**
- **Product Service Code:** R701 - SUPPORT- MANAGEMENT: ADVERTISING
- **NAICS Code:**
- **Place of Performance:**

Washington , DC 20590

USA

Description

Notice Type: Request For Information (RFI)

Notice Number: 693JJ923RQ000208

Title: Request for Information (RFI) and Industry Day Notice for the National Highway Traffic Safety Administration (NHTSA) for National Communications, Marketing, and Media Support

Product Service Code: R701, Support- Management: Advertising

NAICS code: 541810 – Advertising Agencies; \$22.5M

Synopsis:

I. DESCRIPTION

THIS IS NOT A SOLICITATION ANNOUNCEMENT. THIS IS A REQUEST FOR INFORMATION to determine the availability and capability of firms to provide comprehensive campaign services for the planning, development, production, and delivery of diverse consumer-based communication programs, strategies, and materials for the National Highway Traffic Safety Administration's (NHTSA) multiple multichannel consumer advertising campaigns targeting both national and niche audiences.

NHTSA requires a full-service advertising agency capable of providing comprehensive campaign services for multiple consumer advertising campaigns targeting large and small audiences to include, but not limited to financing and placing multiple national paid media buys in excess of \$50 million annually.

The Government anticipates opportunities for setting aside this requirement for small business and contemplates issuing a solicitation for a single award IDIQ contract with a 5-year ordering period. A draft Statement of Work (SOW) for this requirement is attached.

II. BACKGROUND

The National Highway Traffic Safety Administration (NHTSA) is an operating administration within the U.S. Department of Transportation (DOT). NHTSA's mission is to save lives, prevent injuries, and reduce traffic-related deaths and economic losses

resulting from motor vehicle crashes. Pursuant to its authority under 23 U.S.C. 401, et. Seq., the agency develops, promotes, and implements educational, engineering and enforcement programs with the goal of ending preventable tragedies and reducing economic costs associated with motor vehicle use and highway travel.

Motor vehicle travel is the primary means of transportation in the United States. Yet for all its advantages, motor vehicle crashes are a leading cause of death for people living in the United States. In response to this issue, NHTSA promotes programs that encourage drivers and passengers to drive and ride safely.

The success of these safety programs requires working with various partners and State agencies to help encourage safer behaviors of drivers, motorcyclists, vehicle occupants, cyclists, and pedestrians. Since traffic safety problems affect people in all communities, the effort to implement programs to improve safety involves people at all levels of the Government, within businesses and organizations, and both organizational and individual volunteers. It also requires successful communications programs.

NHTSA has developed its communications programs in a process that is first grounded in sound Agency policy and program, and then relies on the development and implementation of national traffic safety campaigns to encourage targeted road users to adopt positive traffic safety behaviors.

Objective:

The purpose of this contract is to provide NHTSA with a timely and effective mechanism to obtain technical services supporting a full range of communication activities. Such activities include but are not limited to planning, developing, producing, and delivering messaging, strategies, and materials for multiple multiplatform consumer advertising campaigns targeting both national and niche audiences. The Contractor shall provide comprehensive communication services to include developing and executing consumer-targeted advertising campaigns and that includes financing and placing national media buys. The Contractor shall also develop and distribute innovative campaign materials and execute other communication activities to support NHTSA's behavioral campaigns and traffic safety issues.

Contract Requirements:

Contract Kickoff Meeting

Although specific requirements shall be identified in each individual Task Orders, the Contractor shall participate in a Base Contract Kickoff Meeting within (14) days after Contract Award. Key members of the Contractor's staff shall meet with key NHTSA personnel to discuss the performance and administration of this Contract and awarded

Task Orders. More specifically, the terms and conditions of the Contract, the review of Task Orders and award process, and the invoice submission and approval process will be discussed.

General Requirements

As discussed, specific project requirements will be assigned to the Contractor through execution of Contract Task Orders. In general terms, Task Order requirements could include the following:

- Develop and implement communication strategies and marketing plans. The Contractor shall develop marketing plans with measurable objectives, audience information, message and materials testing plans, strategy development, tactics, evaluation plans, timetables, and work plans. Detailed marketing plans shall be based on exploratory and/or consumer market research and reflect the latest trends in communication, audience segmentation, dissemination, and outreach and provide innovative and comprehensive strategies. Plans shall include strategies and tactics that are feasible for NHTSA as a regulatory, research-based Government organization and the plans shall be actionable and measurable.
- Develop national, large-scale, and fully integrated paid media advertising campaigns that raise awareness about traffic safety issues and change behavior.
- Develop and execute an annual communication plan, creative strategy plan, and targeted creative strategies that include creative briefs and ensure unique characteristics, behaviors, and beliefs of the targeted audiences, and relevant historical, environmental, and social forces are taken into consideration in the development and execution of a targeted creative strategy.
- Develop creative materials for diverse audiences. Campaign materials may include but are not limited to television, radio, print, outdoor, digital, social graphics, mobile ads, and video content. All content must be in compliance with Federal standards for plain language, usability, and Section 508. The Contractor shall analyze and build upon the promising themes identified through prior and future research and apply key findings to develop new creative concepts.
- Conduct exploratory, communication checks and/or additional consumer market research (qualitative and quantitative) at various stages of the campaigns to enable NHTSA and its partners to reach target audiences effectively and efficiently.
- Prepare documents necessary to obtain approval from the Office of Management and Budget (OMB) and DOT/NHTSA management. The Contractor shall provide all the applicable information necessary for the OMB packages, including testing surveys or moderator guides, stimuli, information about informed consent, incentives, and recruitment methods. OMB approval for specific activities shall be sought through NHTSA's existing generic clearances whenever possible. Other information collection needs, and the appropriate mechanism for obtaining OMB approval, shall be evaluated on a case-by-case basis. The Contractor shall also

be prepared to execute all aspects of the research including study recruitment, data collection, records management, data analysis, and reporting.

- Develop and execute strategic national multi-million-dollar-value paid media strategies. Detailed paid media strategies and tactical paid media plans for each campaign shall include opportunities for paid media buys, purchased by the Contractor on behalf of the Government, to ensure appropriate exposure of intended audiences to campaign messages and content. Paid media buy plans shall include the specific media properties and markets proposed, schedules, costs, and other relevant details to extend paid media reach and frequency. In developing plans, the Contractor shall take into consideration the multifaceted and ever-changing media landscape and consider established and emerging tactics and added value opportunities. The Contractor shall also demonstrate an understanding of the existing campaign strategies and provide a clear rationale for new recommendations and changes in campaign strategic direction.
- Revise paid media plans as requirements change, including having the staffing capability to shift paid media allocations rapidly, and deploy new or revised ads on any channel with a minimum of delay from direction to implementation.
- Develop and execute digital strategies and tools, including but not limited to social media.
- Develop, cultivate, and support new and existing strategic partnerships.
- Negotiate usage rights for television, radio, print, and digital materials, as necessary, and procure the proper ad usage rights for placement, to include that all talent, images, and other materials procured are negotiated to include buy-out rights as available. The Contractor may be asked to ensure that all TV and digital advertisements are available to be localized by groups qualified such as state highway safety offices and shall allow for the insertion of the qualified organization's name and contact information in the advertisement.
- Monitor and measure the performance and effectiveness of all campaign materials and submit analytic reports that include placement, reach, value, value add and other important information.
- Suggest new strategies and approaches to improve campaign performance with the goal of behavior change.
- Provide public relations, media outreach, and event support.
- Conduct and participate in meetings, conferences, and conference calls in support of campaign activities and provide notes in a timely manner.
- Produce and submit reports that provide well-organized and detailed analyses of campaign activities.
- Utilize highly skilled production teams to develop creative concepts and execute creative content. Prior to testing and production, the Contractor shall draft scripts and storyboards and advise on other components.
- Conduct photo, TV, and video shoots.

III. DISCLAIMER TO PROSPECTIVE RESPONDENTS:

Interested parties are advised that the U.S. Government will not pay for any information or administrative costs incurred in response to this RFI; all costs associated with

responding to this RFI will be solely at the interested party's expense. Respondents are advised that the Government is under no obligation to acknowledge receipt of the information received or provide feedback to respondents with respect to any information submitted. Those not responding to this RFI are not prohibited from participation in any future RFP, if any. If a solicitation is released, it will be synopsisized on the beta.SAM.gov (Beta SAM) website as the Government's official government-wide point of entry (GPE).

IV. INFORMATION FROM INDUSTRY:

To achieve a thorough understanding of your agency's capabilities and capacity to perform this work, please provide a short but detailed explanation for each of the questions below.

1. Have you developed and executed national paid advertising campaigns across multiple platforms that include TV, radio, outdoor, digital, and custom content? Please explain. Please explain your agency's overall behavior change marketing approach including integrated branding, marketing and communications capabilities, and resource capacity.
2. Indicate whether your agency directly provides media buying services. If so, has your agency developed and executed integrated national multi-million-dollar paid media buys? Please explain your experience buying TV, radio, and digital media on a national level. Please also provide a list of the clients you currently provide this service for, along with your total 2021 billings (across all clients) for each following media: TV, radio, and digital. If your agency does not provide media services please indicate if you offer such services through a partnership with another firm. Name the partner, list the clients you have actively partnered together on over the last 3 years, and provide the total projected media billings by medium for the partner firm.
3. Provide an overview of your agency's account planning and market research capabilities. Elaborate on what experience your agency has using consumer market research (qualitative and quantitative) to develop, execute, and refine integrated marketing communications. Also include experience working with national consumer market research firms for exploratory research and creative development for national TV advertisements. Do you have experience with managing Paperwork Reduction Act Information Collection Request process for Office of Management and Budget clearance? Elaborate on that as well.
4. Provide a brief description and examples of campaign partnerships, including value added opportunities, your agency has planned and executed on behalf of your clients.
5. Please offer any suggestions on how NHTSA can best structure the contract requirements to facilitate competition by and among small businesses.
6. Provide examples of innovative creative content have you developed for your clients, including national TV advertisements.

7. How do you ensure your agency's creative campaigns and advertising work has fresh ideas and influences behavioral change?
8. How versed is your agency in concept development, copy writing, and design?
9. Describe your agency's national capabilities, experience in planning, and provide examples of developing and executing integrated campaigns of similar size and scope, including financing and placing media buys nationally in excess of \$50 million annually?
10. Do you understand the majority of this contract includes money for statutory mandated advertising (SMA). With SMA money, the Contractor cannot make a profit on the money that is used to pay for the media space. NHTSA will only reimburse the Contractor for the labor to place the buy.
11. Please explain your experience handling multiple projects concurrently while working in a fast-paced environment.
12. Please explain your experience creating content, including television, radio, and digital advertisements in Spanish-language.
13. The Government requires exceptional and accurate budget planning, execution and reporting capabilities to ensure detailed tracking of expenditures across multiple campaigns, including the ability to provide monthly reports accounting for labor and other direct costs (ODC) billing by campaign and across campaigns, as well as reporting across product types or target audiences. Please explain your capabilities in this area and what barriers your company may have to do this.
14. Describe the typical benchmarks and methods your agency utilizes to evaluate the success of behavior change marketing campaigns including short – and long-term outcomes.

IV. DESCRIPTION OF INFORMATION REQUESTED:

Interested parties shall furnish the following minimum information:

- Name, Address of Organization, and Organizations webpage;
- Name, title, and email address, of Business and Technical Point(s) of Contact;
- Unique Entity Identifier (UEI) Number;
- Business Size of Organization;
- Socio-economic status of Organization;
- Indicate whether or not your Organization is registered in System for Award Management (SAM);
- Nature of the interested Organization (Examples include but are not limited to: University, Non-profit, General Partnership, Joint Venture, Limited Liability Company (LLC), Limited Liability Partnership (LLP), Sole Proprietorship, Corporation (C or S);
- Your interest as either the prime or subcontractor;
- If replying as a subcontractor, please indicate which areas of work are you interested in performing;

- A discussion of any subcontracting arrangements, partnerships, collaborations, research or university consortiums or other teaming arrangements that your organization may consider for this effort; and,
- A discussion of the Organization's capabilities to perform the activities identified above in Capability Assessment Information (*i.e. Corporate Capability Statement*).
- Prepared responses to questions listed in Section IV, Information from Industry above concerning qualifications and level of experience conducting National paid advertising campaigns.

You must submit your response electronically in a MS Word or Adobe Portable Document Format (PDF) in no more than ten (15) pages, with standard 1" margins, and 11 Ariel font. The cover page is not included. Any pages exceeding the page limitation designated herein may not be reviewed. Agencies are encouraged to provide a concise response specifically responding to the questions above. **The due date for the submission of responses to this RFI is 10a.m. EST on Monday, January 09, 2023.** The RFI response must be sent via e-mail to vincent.lynch@dot.gov with subject line ***"Response to RFI Notice Number: 693JJ923000208, National Communications, Marketing, and Media Support."*** Any questions related to this RFI should be directed to vincent.lynch@dot.gov with the subject line entitled: ***"Question to RFI Notice Number: 693JJ923000208, National Communications, Marketing, and Media Support."***

V. INDUSTRY DAY

NHTSA will hold a virtual Industry Day for National Communications, Marketing, and Media Support on **Thursday, December 15, 2022 at 2p.m. EST.** Furthermore, at 1:55p.m. EST there will be a 5-minute early systems compatibility check-in prior to the meeting; which will start promptly at 2p.m. EST (***see meeting registration and invite links below to join the discussion***)

Microsoft Teams meeting

Join on your computer, mobile app or room device

Click here to join the meeting

Meeting ID: 217 872 552 87

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+1 509-931-1572,,297895527# United States, Spokane

Phone Conference ID: 297 895 527#

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Registration Instructions:

If you are a small business or other than small business listed under NAICS code 541810 – Advertising Agencies and interested in attending Industry Day, you must register here for the virtual Industry Day Discussion by ***C.O.B. Tuesday, December 13, 2022*** to attend.

Only two (2) individuals per firm may attend this event.

The industry day will serve as an opportunity for NHTSA to provide a comprehensive overview of the requirement and allow for a greater understanding of the government's requirement by interested potential small business offerors. Interested other than small businesses are encouraged to seek opportunities to establish relations with small businesses for potential teaming arrangements and/or subcontracting opportunities. The purpose of Industry Day is to provide our industry partners an opportunity to learn about future requirements of NHTSA's consumer information programs and campaigns and to meet NHTSA program and contracting office personnel.

Participation in this Industry Day is voluntary and in no way obligated the Government to award any contracts or pay any costs associated with the participation. Industry Day is part of the Government's ongoing market research for planning purposes only.

VI. ATTACHMENTS

Attachment 1 – (Draft Statement of Work)

CONFIDENTIALITY:

No proprietary, classified, confidential, or sensitive information should be included in your response. The Government reserves the right to use information provided by respondents for any purpose(s) it deems necessary and legally appropriate.

Attachments/Links

Download All Attachments/Links
Attachments

Document	File Size	Access	Updated Date
RFI Notice (693JJ923RQ000208) National Comm Marketing and Media Contract.pdf (opens in new window)	234 KB	Public	Dec 01, 2022
Draft SOW for Market Research (693JJ923RQ000208).pdf (opens in new window)	186 KB	Public	Dec 01, 2022

Document	File Size	Access	Updated Date
Technical Questions for Market Research (693JJ923RQ000208).docx (opens in new window)	23 KB	Public	Dec 01, 2022

Contact Information

Contracting Office Address

- OFFICE OF ACQUISITION MANAGEMENT 1200 NEW JERSEY AVE SE, ROOM W51-30
- WASHINGTON , DC 20590
- USA

Primary Point of Contact

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