



MISSISSIPPI STATE DEPARTMENT OF HEALTH

AMENDED PUBLIC NOTICE OF INTENT TO AWARD

Public Health Campaigns and Marketing Services for Master Contract

RFx# 3140003831

April 26, 2024

Procurement Type and Number	Request for Qualifications – RFx# 3140003831
Procurement Title	Public Health Campaigns and Marketing Services for Master Contract Advertising Agencies Only
Opening Date and Time	April 19, 2024 11:00 AM CT

The following vendor(s) submitted responses to the above referenced solicitation:

- Alpha Media
- Copperwing Design
- Cornerstone Government Affairs
- Covalent Logic, LLC/Foster Relations
- Crumbsnatchers Design
- Mad Genius Inc.
- Maris, West and Baker
- Octagon Media
- The Cirlot Agency
- The Focus Group
- The Ramey Agency

The following submissions were found to be responsive and were evaluated according to the criteria stated in the solicitation.

- Alpha Media
- Cornerstone Government Affairs
- Mad Genius Inc.
- Maris, West and Baker
- Octagon Media
- The Cirlot Agency
- The Focus Group
- The Ramey Agency

Covalent Logic LLC/Foster Relations were found to be nonresponsive because their bid was received after the deadline. CrumbSnatchers Design and Copperwing Design were found to be nonresponsive because they did not meet the criteria in 3.4.1(a).

We announce our intent to award a contract to the following vendor(s) upon approval by the Public Procurement Review Board.

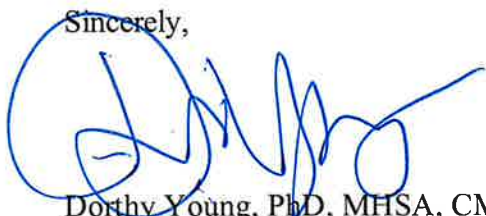
Vendor(s)	Projected 4 Year Contract Total
Mad Genius, LLC; Maris, West and Baker; The Focus Group	\$16,000,000

We would like to thank each vendor for their time and efforts in preparing a response to this solicitation.

The successful vendor is instructed not to begin work, purchase materials, or enter subcontracts relating to the project or services until execution of the contract. A Formal Notice of Intent to Award will be at least 48 hours after this Public Notice of Intent to Award.

We appreciate your interest in doing business with the State of Mississippi.

Sincerely,



Dorothy Young, PhD, MHSA, CMPA
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Chief Health Data, Operations and Research Officer
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