



MISSISSIPPI STATE DEPARTMENT OF HEALTH

**AMENDED FORMAL NOTICE OF INTENT TO AWARD  
Public Health Campaigns and Marketing Services for Master  
Contract**

**RFx# 3140003831**

May 3, 2024

<b>Procurement Type and Number</b>	Request for Qualifications – <b>RFx# 3140003831</b>
<b>Procurement Title</b>	<b>Public Health Campaigns and Marketing Services for Master Contract</b>
<b>Opening Date and Time</b>	April 19, 2024; 11:00 AM CT

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

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

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

- Maris West & Baker
- Alpha Media USA, LLC
- The Ramey Agency, LLC
- The Focus Group
- Mad Genius, Inc.

- Octagon Media
- Cornerstone Government Affairs
- The Cirlot Agency

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

The following submissions were found to be responsive and were evaluated according to the criteria stated in the solicitation. We announce our intent to award contracts to the following vendors upon approval by the Public Procurement Review Board.

Vendor(s)	Projected 5 Year Contract Total
Maris West & Baker The Focus Group Mad Genius, Inc.	\$20,000,000.00

We would like to thank each vendor for your time and efforts in preparing a response to this solicitation. Additional information may be found in the Evaluation Committee Report attached hereto.

We invite you to contact Dorthy Young, Chief Procurement Officer, if you would like to request a post-award vendor debriefing where we can share with you any applicable information about **your response** including significant weaknesses or deficiencies, technical ratings, and overall ranking specific to **your company's response**. This debriefing is a meeting and not a hearing; therefore, legal representation is not required. However, if you prefer to have legal representation present, you must provide notification prior to the scheduled meeting so that we can also have legal representation present. Your request for debriefing must be received within three (3) business days after the issuance of this notice or no later than, **Wednesday, May 8, 2024**.

Vendors are reminded that any protests of this decision must be submitted to Dorthy Young, Chief Procurement Officer, within seven (7) calendar days after the issuance of this notice or no later than **Friday, May 10, 2024**. The protest must be received in writing by U.S. mail or delivery, identify the name and address of the protestor, provide appropriate identification of the procurement and resulting contract number (if known), and detail the nature of the protest, including available supporting exhibits, evidence, or documents to substantiate any claims.

The successful vendors are instructed not to begin work, purchase materials, or enter subcontracts relating to the project or services until execution of the contract.

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

Sincerely,

*Dorothy Young*

Dorothy Young, PhD, MHSA, CMPA  
Chief Procurement Officer  
Chief Health Data, Operations and Research Officer  
Mississippi State Department of Health  
570 E Woodrow Wilson  
Jackson, MS 39216  
Phone: (601) 576-7924  
Email: [Procurement@msdh.ms.gov](mailto:Procurement@msdh.ms.gov)



**MISSISSIPPI STATE DEPARTMENT OF HEALTH**

**Evaluation Committee Report**

<b>Procurement Number</b>	Request for Qualifications – RFx# 3140003831
<b>RFQ Name</b>	Public Health Campaigns and Marketing Services for Master Contract
<b>RFQ Release Date</b>	March 19, 2024
<b>Proposal Due Date and Time</b>	April 19, 2024; 10:00 AM CT
<b>Contract Effective Date</b>	June 6, 2024, or upon approval of PPRB

The Mississippi State Department of Health (MSDH) is soliciting written qualifications from skilled vendors for a professional services consultant to create a variety of public health campaigns, including but not limited to, social media, broadcast, print, etc., as directed by the MSDH Director of Communications. At times these campaigns will be created, developed, and placed in short time frames to respond quickly to specific health issues, diseases, and disasters.

A copy of the RFQ can be requested by contacting Dorthy Young, Chief Procurement Officer via email at [dorthy.young@Procurement.msdh.ms.gov](mailto:dorthy.young@Procurement.msdh.ms.gov).

MSDH intends to enter into a firm fixed price agreement. The initial term of the contract resulting from the RFQ shall be for a period of four (4) years. MSDH reserves the right to exercise an option to renew the contract for one (1) successive year under the same prices, terms, and conditions as in the original contract. The total number of renewal years permitted shall not exceed one.

A contract will be awarded to the Offeror(s) whose qualifications are determined to be the most advantageous to the State, taking into consideration the factors set forth in the RFQ.

The following vendors submitted responses to the above RFQ:

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

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

MSDH adhered to the applicable provisions of the *Public Procurement Review Board, Office of Personal Service Contract Review Rules and Regulations*, as well as agency guidelines, to evaluate the proposals received to ensure that each received a comprehensive, fair, and impartial evaluation. The evaluator committee evaluated the proposals as described in the RFQ, consisting of the Compliance and Analysis phases. A description of the evaluation process is provided in **Section 4- Evaluation and Award**, beginning on page 19 of the RFQ. Specifically, the evaluation factors and their weight included Cost 35% and Management 65%.

As a result of the evaluation process described herein, the proposals are ranked by vendor in order of final score, highest to lowest as follows:

<b>Vendor</b>	<b>Total</b>	<b>Rank</b>
Maris West & Baker	97.5	1
The Focus Group	93.25	2
Mad Genius, Inc.	93	3
The Ramey Agency, LLC	91.25	4
Octagon Media	87	5
The Cirlot Agency	84.5	6
Alpha Media USA, LLC	72.5	7
Cornerstone Government Affairs	63.125	8

\*Covalent Logic, LLC/Foster Relations, CrumbSnatchers Marketing, and Copperwire Designs were determined nonresponsive.\*

Attached is the Evaluation Composite Scoresheet Summary. The evaluation committee was comprised of the following individuals based on their knowledge and experience related to the services being solicited. The evaluation committee consisted of the following MSDH employees:

<b>Committee Member</b>	<b>Title</b>
Christina Adcock	Senior Deputy
Nikki Johnson, DrPH, MPH	Director, Office of Health Equity
Melissa Parker, CPM	Assistant Senior Deputy
Martha Grace Gray	Multimedia Supervisor, Communications

Based on the evaluation results, the evaluation committee recommends that the agency enter into agreements with Maris West & Baker, The Focus Group, and Mad Genius, Inc., for four years, with one (1) one year option to renew in accordance with the terms as specified in the RFQ and agreed to by the independent contractor(s). The contract has an estimated value of \$16,000,000.00 for a period of four (4) years. MSDH reserves the right to exercise an option to renew the contract for one (1) successive year under the same prices, terms, and conditions as in the original contract. The total number of renewal years permitted shall not exceed one.

Submitted May 3, 2024

*Christina Adcock*

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Committee Member Signature

**Christina Adcock**

Senior Deputy

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Print Name

Title

**EVALUATION COMPOSITE SCORESHEET SUMMARY**

<b>Vendor</b>	<b>Compliance (Pass/Fail)</b>	<b>Management I Company Background/Experience 25 pts</b>	<b>Management II Evaluation of Campaigns 25 pts</b>	<b>Management III Proposed Staff Qualifications 15 pts</b>	<b>Cost 35 pts</b>	<b>Total 100 pts</b>	<b>Rank</b>
<b>1</b> Maris West & Baker Alpha Media USA, LLC	<b>P</b>	25	23.75	13.75	35	97.5	<b>1</b>
<b>2</b> The Ramey Agency, LLC	<b>P</b>	15.75	11.25	10.5	35	72.5	<b>7</b>
<b>3</b> The Focus Group	<b>P</b>	22.5	20	13.75	35	91.25	<b>4</b>
<b>4</b> Mad Genius, Inc	<b>P</b>	23.75	21.25	13.25	35	93.25	<b>2</b>
<b>5</b> Octagon Media	<b>P</b>	23	20.75	14.25	35	93	<b>3</b>
<b>6</b> Cornerstone Government Affairs	<b>P</b>	21.25	17	13.75	35	87	<b>5</b>
<b>7</b> The Cirlot Agency	<b>P</b>	16.875	5	6.25	35	63.125	<b>8</b>
<b>8</b>	<b>P</b>	19.5	17.5	12.5	35	84.5	<b>6</b>