

A Request for Bids

Local Advertising Agency

Summary:

The New Jersey Department of Community Affairs requests bids for the development of a coordinated marketing/advertising campaign for the Low Income Home Energy Assistance Program (LIHEAP) and the Universal Service Fund Program (USF) from third party vendors specializing in promotions targeting a select audience. The campaign will create more awareness and visibility for the LIHEAP and USF programs amongst residents of New Jersey within the qualifying income bracket for the Program. The New Jersey Department of Community Affairs will engage one or more New Jersey based advertising agencies/media planners/creative agencies (vendor) for purposes of developing and running the advertisement campaign in local print, social media platforms and electronic media (Radio/Online). Bids are due no later than 4:30 p.m. on November 15, 2018.

Bids should be sent to the attention of:

Jose Sanchez Room# 515
New Jersey Department of Community Affairs
Division of Housing and Community Resources
PO BOX 811
Trenton, New Jersey 08625-0811

Low Income Home Energy Assistance Program (LIHEAP):

LIHEAP is a federally funded program that helps low-income households pay for heating costs (includes: electric, natural, gas, oil and other deliverable fuels). The Program is administered in New Jersey by the Department of Community Affairs.

Universal Service Fund Programs (USF):

USF is a program created by the State of New Jersey to help make natural gas and electric bill more affordable for low-income households.

Overview:

The vendor will develop and implement a mixed media branding and advertising plan for the LIHEAP and USF programs. The vendor will develop and implement mutually agreed upon advertising and branding plans for LIHEAP and USF. The plan must be targeted towards New Jersey homeowners/tenants who may need assistance with their gas, electric, and deliverable fuel bills; and qualify for such assistance through an income verification process.

Scope of Services:

The Department intends to launch a media campaign to increase visibility for the LIHEAP and USF programs. It will include but not be limited to the following:

1. Execute targeted public relations campaigns to generate awareness amongst the residents of New Jersey through publicity in print, social media platforms, radio and other online outlets.
2. Strategically post advertisements in high populated areas.
3. Write, create and distribute press releases to print, online, broadcast media.
4. Conduct personal follow-up.
5. Utilize social media to generate publicity and grow the Program's overall social media presence. Utilize tools and technology to support day to day marketing efforts.
6. Track coverage and measure overall efforts, deliver weekly reports and comprehensive reports monthly (including estimated number of impressions and media value).

Funds Available : \$39,999.00

Services:

The services to be provided include, but are not limited to the following:

- Ad campaign planning and execution
- Comprehensive, statewide coverage through radio broadcasts, internet stream, and social media platforms reaching all New Jersey low income demographics and timeslots
- Messages broadcast in English and Spanish and aired on a variety of stations including Hispanic format stations
- Other marketing programs' design and execution as needed to support business goals

Required Experience:

- Demonstrate knowledge of New Jersey's market
- Provide pieces of work placed in the New Jersey market
- List 3 Client references (Finalists' references will be contacted)
- List any subcontractors you might employ for this work
- Describe work experience within New Jersey's market, and address any potential conflicts of interest
- Provide visual samples of proposed LIHEAP and USF digital marketing

Duration of Campaign:

The media campaigns will commence:

- (1) December 5, 2018 and run through February 17, 2018 and;
- (2) February 18, 2018 through May 3, 2018.