

**Board of Health****REQUEST FOR SERVICES
MARKETING CONSULTANT**

The DeKalb County Board of Health (DCBOH) is requesting not-to-exceed quotes from qualified consultant vendor experienced in branding and promotions to assist a DCBOH communications team. This project is a component of the Racial and Ethnic Approaches to Community Health (REACH) grant funded by the Center for Disease Control and Prevention (CDC). REACH is a grant funded program within the DCBOH's Health Assessment and Promotion (HAP) Department. The HAP communications team is responsible for assisting local faith-based organizations, DeKalb County schools, and Georgia State University in promoting physical activity and nutrition within the DeKalb County community.

Scope of Work

The scope of services shall include:

- Facilitate a brand discovery process for the DCBOH's REACH grant program in order to determine appropriate positioning and messaging hierarchy.
- Evaluate existing qualitative/quantitative research for best practices recommendations on promoting physical activity to African American audiences.
- Liaison between DCBOH external agencies and/or partners to provide recommendations on demographics, cultural nuances, and best practices in reaching African American target audiences within DeKalb County, GA.
- Define a brand strategy including but not limited to unique value proposition, brand promise (tagline/slogan), constituent-facing name and identity (e.g. logo, signage, etc.). Three options should be provided for consideration.
- Collaborate with a graphic designer to create a unique "look and feel" for specific REACH initiatives.
- Submit reports and findings to include recommendations for messaging, branding, and execution of marketing plans.
- Submit a creative brief and blueprint for consistent marketing campaign for use in printed materials, broadcast advertising, and social media for specific REACH initiatives.
- Assist REACH program as needed with qualitative testing and assessment of brand effectiveness via surveys and/or constituent interviews.
- Attend meetings with DCBOH staff and contracted partners as needed. A minimum of two (2) face-to-face meetings will be required.
- Awarded contract will begin upon full execution and remain in effect through September 15, 2016.

Requirements and Preferred Qualifications

- 5 to 10 years of branding experience, advertising and marketing with at least 5 years focused on multicultural marketing initiatives (specifically urban African American markets) preferred.
- Experience in public health/social marketing for nutrition or physical activity preferred.
- Knowledge of DeKalb County, GA preferred
- Previous contracting experience preferred
- Strong communication skills
- Ability to work independently as well as within a team.

SUBMISSION REQUIREMENTS

- A minimum of three (3) client references be required
- You are invited to include additional information that may be of use in consideration of your submission. (e.g. Resume's, samples of previous work, etc.)
- The responder is responsible for ensuring that all required documentation is uploaded and attached to the response.
- Responses should be an all-inclusive, not-to-exceed cost, including fixed costs and hourly charges, if applicable
- The following table can be used to guide the vendor in calculating the not-to-exceed cost for the requested services:

Description of Services	Estimate Due Date	Quantity/ Unit Required	Total
Meetings (initial and follow-ups)	Upon contract execution- ongoing	3 ea.	
Research and Development	Within One month of contract execution	1 ea.	
Creative brief and blueprint	Within two months	1 ea.	
Reporting (monthly progress, final)	Beginning 5/16/16	4 ea.	
Total Not-to-Exceed Quote			

Payment will be made to the contractor within ten (10) days of final receipt and acceptance of detailed invoices for services performed to the DCBOH.