

ADVISORY COMMITTEE ON PROBLEM GAMBLING DRAFT RFP for Public Awareness Campaign

MISSION

To support effective problem gambling prevention, education, treatment, and research programs throughout Nevada.

VISION

Improve the public health of Nevadans through a sustainable and comprehensive system of programs and services that reduce the impact of problem gambling.

PROJECT OVERVIEW

The State of Nevada on behalf of its Advisory Committee on Problem Gambling (ACPG), is seeking a single agency to develop and manage a statewide advertising and marketing program. The ACPG estimated budget for services outlined in this RFP is anticipated to not exceed \$5,000,000 over the life of the contract.

The resulting contract(s) shall be for an initial contract term of Two (2) years, anticipated to begin xxx through xxx, subject to Board of Examiners approval.

1.1 GOALS AND OBJECTIVES

Nevada is a leader in the global gaming industry, and its problem gambling programs should reflect this leadership status. Virtually all problem gambling services in the U.S. are state-funded. Addressing problem gambling is recognized as an important component of legalized gaming. For Nevada to maintain the gold standard as a leader in gaming policy it must innovate in all areas of gaming including responsible gaming.

Nevada's Gaming Policy Committee and Gaming Control Board have heard testimony from gaming industry experts that a strong problem gambling system is critical to the ongoing health of the industry— a perspective that has been met with enthusiasm from all stakeholders in the problem gambling community. The greatest and most cost-effective impacts and outcomes will be achieved by funding a continuum of care, addressing all components of the service system – treatment, prevention, outreach, workforce education, and research.

The ACPG has therefore identified as a critical priority the development of a robust, effective, and efficient communications and marketing program to address awareness/prevention of problem gambling that exists in Nevada.

This RFP is for the development of an advertising and marketing program to support the awareness, education, advocacy and prevention efforts of the ACPG and its grantees. The successful proposer is to develop a marketing plan, design and produce media materials, and develop educational and

outreach materials for the strategies derived from the ACPG Strategic Plan and input from ACPG members and the other stakeholders, as identified by the Health and Human Services department (DHHS).

SCOPE OF WORK

The awarded vendor will be responsible for providing marketing services, creative services, private sector partnership programs, media planning and media placement services. The vendor may also be required to handle advertisement and collateral production, research, surveys and direct marketing on a project basis. All creative materials prepared for this account shall become the property of the State of Nevada. All materials shall be provided to ACPG upon completion in their final format, including layered files and links.

The awarded vendor will work directly with ACPG and Department of Health and Human Services (DHHS) staff to plan, implement and execute all projects. The awarded vendor will provide timely written documentation of all conversations, telephone calls, and meetings to confirm information discussed as requested.

The awarded vendor will be expected to provide the ACPG with a quote and statement of work (including all anticipated time and costs) for each project. The quote shall include the following criteria:

- A listing of the project team, including all members working on the project and their roles and responsibilities;
- A task plan listing clear milestones. Hourly billing rates of each resource assigned to the engagement team and the number of projected hours per task;
- Costs for media placements;
- Costs for any outsourced services;
- A listing of key deliverables (e.g. campaign briefs, media plans, creative, metrics); and
- A timeline for execution of the project/campaign.

The awarded vendor shall provide timely project management and client services that balance planning, monitoring and controlling marketing services within budgeted funds. The awarded vendor shall provide project management that assures that DHHS is kept abreast of all aspects of the preparation, management and execution of media campaigns. Awarded vendor shall conduct monthly meetings to review performance, provide project updates and communicate efforts concerning the coordination/facilitation between DHHS and other agencies on integrated efforts. In addition to managing the project schedules, the awarded vendor shall also provide monthly spending summaries; review media invoices against delivered activity, and provide full reconciliation of media dollars to the Department of Health and Human Services. Deviations from marketing and advertising plans will require approval of these scope changes.

1.2 FY 18–19/19-20 PROBLEM GAMBLING AWARENESS/PREVENTION PROGRAM

The successful proposer must develop an effective marketing and communications strategy including but not be limited to the following the following six strategic imperatives:

1.2.1 TASK 1: WEBSITE HOSTING AND UPDATES

1.2.1.1 Manage and maintain a dynamic web presence and/or other websites as required;

1.2.1.2 Web hosting;

1.2.1.3 Secure local servers;

1.2.1.4 Website maintenance, postings, analytics, and updates as needed to keep content current and to provide site visitors with the latest information; and Website maintenance, postings, analytics, and updates as needed to keep content current, to position the site as a resource for entities interested in actively providing problem gambling prevention messaging, and to provide site visitors with the latest information pertaining to gambling prevention efforts;

1.2.1.5 Deliverables: Include website hosting and site updates or edits as approved by the Department.

1.2.2 TASK 2: ADVERTISING AND MEDIA

1.2.2.1 Conduct advertising and marketing efforts for the various campaigns statewide;

1.2.2.2 Develop applicable advertising messages for statewide campaigns with emphasis on behavioral impact;

1.2.2.3 Develop advertising and media campaigns which include, but are not limited to (by campaign event): the use of television, radio, outdoor, digital, and social media related to problem gambling awareness and prevention programs. This includes design and dissemination of messaging and campaigns specifically for high-risk populations and underserved populations.

1.2.2.4 Media strategy, media negotiations, media purchasing, monitoring and optimization of all advertising placements. Deliverables: Include optimization and distribution of spots to media partners, stock photography for creation, printing, and installation of all outdoor media, pooling of funding for previous spot talent renewals, digital resizes of outdoor media for all billboards, animated and static banners with each new set, serving/managing banners from ad server,

static text ads for all campaigns, printing for posters or signs (as needed), and mass media messages and running paid media.

1.2.3 **TASK 3: SOCIAL MEDIA MANAGEMENT**

1.2.3.1 Through the use of social media, educate, engage and inform Nevadans of the Problem Gambling Awareness/Prevention goals and objectives, for the purpose of increasing overall awareness. Include other priority areas as identified by ACPG/DHHS;

1.2.3.2 With the oversight from the ACPG, develop and disseminate compelling content for social media channels that messages targeted responsible gaming topics. Link into partner events and themes where appropriate in order to leverage and strengthen reach and voice on messages where appropriate (e.g., National Council on Problem Gambling (NCPG), Nevada Council on Problem Gambling, Problem Gambling Awareness Month, etc. Monitor overall social media traffic safety channels and messages. Respond to comments and questions within two (2) businesses days. Regularly review other channels and pages for ideas, trends and opportunities to tie in the Problem Gambling Awareness/Prevention program. Share appropriate citizen comments and cross promote other responsible gaming messages;

1.2.3.3 Using a strategic planning framework, incorporate social media strategies throughout the Problem Gambling Awareness/Prevention program; monitor and measure ongoing social media campaigns to evaluate and implement changes to improve campaigns when needed. Identify new opportunities and tools; guide course of social media's role in the campaign;

1.2.3.4 Develop campaign-specific graphics, images and assets to use for the content calendar and on social media channels. Include the time for creative development and budget for outside purchases;

1.2.3.5 Prepare media budgets to run Promoted Posts and Sponsored Stories on Facebook and Twitter, boosting the reach of posts to supporters and non-supporters, resulting in higher engagement and growth in those supporting the program goals and objectives; and

1.2.3.6 Deliverables: Comprehensive and ever-growing social media presence on Facebook, Twitter, and YouTube. Also includes content creation, including but not limited to: graphics, images, videos and other assets that will be posted to social media channels.

1.2.4 **TASK 4: OUTREACH**

1.2.4.1 Expand the reach and effectiveness of the Problem Gambling Awareness/Prevention program through one-on-one and group interactions, educational programs and private/public partnerships;

- 1.2.4.2 Increase statewide outreach, including, but not limited to: planning, soliciting and staffing outreach activities, workshops and sponsorships with related organizations, which may include: industry events and conferences, public service organizations and state agencies, businesses, university and educational institutions, and other outlets the ACPG deems appropriate;
- 1.2.4.3 Create and sustain a focus on underserved segments of the population, including, but not limited to: older adults, cultural specific and veterans. Provide translation of materials and support for these events, as required;
- 1.2.4.4 Create and procure items that are designed to drive stakeholder engagement, preserve top-of-mind awareness and strengthen the Problem Gambling Awareness/Prevention brand; and
- 1.2.4.5 Deliverables: Monthly report of activities, workshops and outreach events, and upcoming activities and opportunities.

1.2.5 **TASK 5: PARTNERSHIPS AND SPONSORSHIPS**

- 1.2.5.1 Utilize, solicit, and coordinate collaborative partnerships and sponsorships that provide opportunities to expand the reach and effectiveness of the Problem Gambling Awareness/Prevention program to a larger population;
 - 1.2.5.2 Maintain existing and solicit new professional opportunities to sponsor industry-based events and related activities to gain a stronger Problem Gambling Awareness/Prevention presence among target audiences;
 - 1.2.5.3 Provide strategic support for partnerships and sponsorships on behalf of Problem Gambling Awareness/Prevention, to align our messages with other audiences supporting the cause of responsible gaming;
 - 1.2.5.4 Provide professional services to partnerships and sponsorships deemed necessary by these parties. Professional services may include design, programming, scripting, etc.;
 - 1.2.5.5 Regularly coordinate with and follow-up with partners to cultivate relationships;
 - 1.2.5.6 Partnerships include further developing and maintaining relationships with organizations such as The Reno Problem Gambling Center, Rise Recovery, Nevada Council on Problem Gambling, etc. as well reaching out to local and federal government agencies and private NGOs.;
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1.2.5.7 Deliverables: Monthly report detailing the Problem Gambling Awareness/Prevention brand exposure at industry or professional organizations, as requested and approved by DPH.

1.2.6 **TASK 6: ASSESSMENT/EVALUATION**

1.2.6.1 Assess the progress and effectiveness of the Problem Gambling Awareness/Prevention program and campaign messages through the means of primary analysis and observation. Assessment may include qualitative and quantitative survey methods such as phone surveys, online surveys, panel discussions, and focus groups;

1.2.6.2 Utilize unbiased third-party research firm to conduct focus groups for campaign-specific messages, which may include pre- and post-campaign testing;

1.2.6.3 Consider utilizing the services of a third-party research firm to conduct public opinion polling via surveys, focus groups, etc.;

1.2.6.4 Annual public opinion surveys will build upon the previous Problem Gambling Awareness/Prevention survey instrument in order to continue benchmarking the progress of the Problem Gambling Awareness/Prevention program and messages with consistency;

1.2.6.5 Focus group frequency and participation will be determined by the target audience and demographics of specific campaign;

1.2.6.6 Design, develop, and produce documents and supporting materials such as fact sheets and flyers, logos, reports, presentations, etc.; and

1.2.6.7 Deliverables: Survey instruments such as phone survey questionnaire, focus group questionnaire and discussion guide. Also includes survey results in a tabulated report or presentation format.
