

ILLINOIS DEPARTMENT OF PUBLIC HEALTH  
CREATIVE AGENCY FOR COVID-19 MARKETING CAMPAIGNS RFP  
BUDGET TEMPLATE

**Pricing Proposal: Responses must be submitted in a separate email and be all inclusive. Including pricing information with your technical response will result in the submission being deemed non-responsive.**

Over the past year, the state of Illinois has launched several COVID-19 media campaigns, including large campaigns such as the State's \$5 million three-month mask-wearing campaign and \$10 million six-month vaccine confidence campaign, as well as numerous smaller targeted efforts. The Vendor will be tasked with leading creative development across a wide variety of initiatives, and scopes of work will be reviewed and approved on a project-by-project basis. The scenarios below are listed solely as examples and for the purpose of fair evaluation.

For each sample scenario, please include **agency fees** – both overall and line-item – and any estimated **out-of-pocket production costs** if required. Agency pricing should include developing the strategic brief and engaging in any research, leading creative development and production, and overseeing the implementation of the campaign (project management) throughout its duration. Please denote any costs expected to be incurred by a sub-contractor.

IDPH will use the pricing provided for each of the scenarios submitted as the unit costs for actual campaigns of a similar nature. Any deviation from the unit costs must be mutually agreed upon.

**SCENARIO ONE — Statewide marketing campaign:** Providing pricing to create a statewide media campaign that would run over the course of three months. Deliverables for this campaign would include:

- TV/Online Video: two 30-second video commercials and four 15-second video commercials
- Audio: four 30-second audio commercials + Companion banners
- Out of Home: 4 creative versions
- Social media: 6 creative versions in 3 sizes
- Digital display: 8 creative set in 7 sizes

**SCENARIO TWO — Communications plan and social media assets:** Provide pricing to develop a communications plan and creative production to carry public health messaging throughout the state over the course of six months. Deliverables would include:

- Communications plan outlining strategies and tactics to support the state's response and recovery from the COVID-19 pandemic
- An integrated robust suite of static and video assets to support the communications plan, estimated at 24 creative units

**SCENARIO THREE — Initiative launch:** Provide pricing to create assets for an initiative launch, with a project timeline of two weeks. Deliverables would include:

- Development of a logo and slogan
- A single-page microsite
- Multi-page fact sheet
- 2 signs for announcement
- 4 social media assets