

April 8, 2013

This is an RFQ (request for qualifications) from the Suffolk County Industrial Development Agency (IDA). There are two components to the RFQ the IDA seeks feedback on. The first is for advertising and public relations and the second is for digital media. Below are outlines of both projects. A company may submit qualifications for one or both of the components.

I. Project A – Advertising & Public Relations

The IDA has not done mass advertising to broadcast its economic development programs. It is critical that the IDA has a proactive advertising campaign to the business community especially given today's highly competitive climate.

- a. Contribute to the development of a marketing program that promotes the Economic Development mission of Suffolk County
- b. Demonstrate a strong understanding of various advertising platforms
- c. Be responsible for managing the program, designing/producing the advertisements and placing the media.
- d. Development of public relations initiatives that results in earned media placements for IDA/Economic Development projects
- e. Timeframe; Respond with qualifications by April 16, 2013, followed by a review period, then company selection by April 25, 2013
- f. Open to Long Island based firms only

II. Project B – Digital Media

Digital media is important to an advertising campaign, therefore, the second part of the project encompasses the following:

- a. Demonstrate cutting edge digital advertising techniques
- b. Experience in placing advertisings across online media platforms (social and traditional)
- c. Ability to develop online advertising and effective messaging
- d. Provide strategy on application (app) design and feasibility
- e. Timeframe; Respond with qualifications by April 16, 2013, followed by a review period, then company selection by April 25, 2013
- f. Open to Long Island based firms only

Please respond with a letter outlining your qualifications and provide select, relevant portfolio pieces no later than April 16, 2013. Your material should be forwarded as directed below

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