A Request for Bids

Summary:

The New Jersey Department of Community Affairs requests bids for the development of a coordinated marketing/advertising campaign for the COVID-19 Emergency Rental Assistance Program Phase II (CVERAP II) and other assistance programs. The selected vendor should specialize in promoting to the targeted audience and create a campaign to create more awareness and visibility for CVERAP II and other assistance programs amongst residents of New Jersey within the qualifying income bracket for the programs.

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 using digital and print billboards, including transit shelters.

Bids should be sent to the attention of:
Tammori Petty
New Jersey Department of Community Affairs
PO Box 800
Trenton, New Jersey 08625-0811

Bids can also be mailed or emailed to Tammori.Petty@dca.nj.gov no later than Friday, August 6, 2021 by 5 p.m.

Programs:

COVID-19 Emergency Rental Assistance Program Phase II (CVERAP)
COVID-19 Emergency Rental Assistance Program Phase II (CVERAP Phase II provides rental arrears and temporary rental assistance to low- and moderate-income households that have had a substantial reduction in income, have qualified for unemployment benefits, incurred significant costs, or experienced a financial hardship due, directly, or indirectly, to the COVID-19 pandemic. Property managers or owners of a residential dwelling may apply for assistance on behalf of a tenant.

Overview:

The Department intends to launch a media campaign to increase visibility for CVERAP II and other assistance programs. The vendor will develop and implement an advertising plan for these programs. The plan must be targeted towards New Jersey homeowners/tenants who may need assistance with their rental arrears, or other utilities; and qualify for such assistance through an income verification process.
Scope of Services:

Services will include but not be limited to the following:

- Execute targeted public relations campaigns to generate awareness amongst the residents of New Jersey through digital and print billboards.
- Strategically post advertisements in high populated areas with a specific focus in low-income neighborhoods (Targeted cities have been provided)
- Track coverage and measure overall efforts, deliver weekly reports and comprehensive monthly reports (including estimated number of impressions and media value).

Funds Available: $93,500.00

Services:

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

- Ad campaign planning and execution
- Comprehensive, statewide coverage through digital and print billboards in both English and Spanish

Required Experience:

- Demonstrate knowledge of New Jersey’s market
- Provide examples of work placed in the New Jersey market
- List three 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 CVERAP II ad placements

Duration of Campaign:

Campaign will begin in August.

- Print billboards – 8 weeks
- Transit Shelters – 8 weeks
- Digital billboards – 4 weeks
Targeted Cities

Newark
Jersey City
Paterson
Trenton
Elizabeth
Camden
Union City
East Orange
Passaic
West New York
Atlantic City
Irvington
Bayonne
New Brunswick
Plainfield
Lakewood
Perth Amboy
North Bergen
Clifton
Orange
Lindenwold
Hackensack
Vineland
Asbury Park
Edison
Hoboken
Bridgeton