

Intent to Sole Source

Trident Technical College
July 19, 2019

Intent to Sole source to: Adams Outdoor Advertising, Charleston, SC

In accordance with Section 11-35-1560(a) of the SC Consolidated Procurement Code, and Section 19-445.2015 of the SC Code of State Regulations, Trident Technical College intends to enter into a sole source contract for: Billboard advertising for the Marketing Department for one year.

Billboard Buys: Data collected by Trident Technical College (TTC) has revealed the increasing importance of billboard advertising to TTC. According to the 2017 survey of new students, billboard advertising was the most effective means to remind potential new students and current students with messages of applying to the college and registering for classes. In fact, 33% of survey respondents ranked billboard advertising as the top advertising initiative in terms of effectiveness. Radio/TV advertising was ranked as second (20% of respondents); direct mail was third (14% of respondents); newspaper advertising was ranked as fourth (1% of respondents). Those who did not see an advertising message totaled 14%. The college didn't conduct a survey in 2018 based on the fact that survey results, including those related to billboard advertising, had been consistent for many years.

TTC Marketing Services staff member conducts a market ride approximately once a year. The purpose of the market ride is to select billboard locations for upcoming campaigns. During the rides, the TTC staff member confirms that locations provide optimal reach for the college's message(s) and that billboard structures are indeed the only ones at specific locations. In establishing optimal reach, the TTC staff member looks at placement of each billboard and how drivers see these billboards according to traffic flow. For example, billboard placement is often ideal on the left side of the road (left-read). However, if routes curve, it is possible that a right-side billboard is more effective (right-read). Decisions such as this impact the effectiveness of billboard campaigns. The TTC Marketing Services staff member verifies reach, locations and condition of the boards.

Adams Outdoor is the only tri-county vendor with a comprehensive inventory (32 digital units) that allows TTC Marketing Services staff to achieve significant reach* with outdoor campaigns. Not only does Adams's inventory provide coverage in terms of volume, but only they have inventory that provides the opportunity to select locations based on the campaign's message. For example, TTC continues targeting males and females, ages 18-24. In particular, the college is targeting high school males. Collaborative and independent market rides revealed that Adams Outdoor is the only provider that has the billboard locations to target all major area high schools including Ashley Ridge, Summerville, Fort Dorchester, Stratford, Berkeley, West Ashley, etc. No other billboard firm offers this amount of selection and the ability to quickly and efficiently market in the areas we need. Furthermore, Adams is the only audited outdoor company that has a service office located locally. This translates into quicker posting and response when artwork on a static billboard is peeling (flagging). Adams Outdoor digital billboards are maintained at the highest technical level and provide images of extremely high quality.

Adams Outdoor is the only provider that offers TTC the ability to design, upload and schedule creative to digital network directly. This allows TTC to promote different programs, events, and campaigns constantly and respond to needs instantly if needed. Via this direct network connection, we can bring our message to the market faster than any other method.

Adams Outdoor is one of the only local members of Geopath, a not-for-profit organization that audits (OOH) billboard traffic and impressions. Geopath uses state-of-the-art audience location measurement, deep consumer insight, and media research methodologies along with an integrated approach to provide powerful tools that measure and analyze audience location and show how consumers engage with out-of-home advertising.

***Reach--**The approximate percentage of a target audience's population who notice an advertising message at least once during an out-of-home campaign.

****Frequency--**The average number of times an individual notices an out-of-home advertising message during a defined period of time.

Address questions or concerns via e-mail to Trident Technical @ Procurement.Questions@tridenttech.edu for this Intent to Sole Source no later than 5:00 PM EDST on July 3, 2019

This notice is posted in the South Carolina Business Opportunities (SCBO) as required by SC Code 11-35-1560.

PROTESTS:

If you are aggrieved in connection with the intended award or award of the contract, you may be entitled to protest, but only as provided in Section 11-35-4210. To protest an award, you must (i) submit notice of your intent to protest within five (5) business days of the date this notice is posted, and (ii) submit your actual protest within fifteen days of the date this notice is posted. Days are calculated as provided in Section 11-35-310(13). Both protests and notices of intent to protest must be in writing and must be received by the appropriate Chief Procurement Officer within the time provided. The grounds of the protest and the relief requested must be set forth with enough particularity to give notice of the issues to be decided. Any protest or notice of intent to protest must be addressed to the Chief Procurement Officer, Information Technology Management Office, and submitted in writing

(a) by email to: protest-itmo@itmo.sc.gov, or

(b) by post or delivery to: 1201 Main Street, Suite 600, Columbia, SC 29201.