



March 6, 2024

## Qualifying Agencies, Entities and Companies:

### REQUEST FOR PROPOSAL FOR ADVERTISING SERVICES

It is necessary to hire services in strategic communications of an entity with the capacity to conceptualize, coordinate, produce, propose execution and production of public dissemination strategies, as well as in the negotiation and purchase of space through all Puerto Rico's Media Platforms to comply with the Puerto Rico Traffic Safety Commission (PRTSC) vicarious responsibility to implement strategic plans to prevent and reduce traffic deaths in the Commonwealth of Puerto Rico... and reduce traffic injuries, as establish on PR Act 33-1972, for the period of March 25 to September 30, 2024.

Therefore, the PRTSC is extending an invitation for proposal submission for campaign production and publication. Following requirements must be complied:

- Proposal must contain:
  - Media Buy Plan Strategies in accordance with media reality including target placement and media interest (audience points) frequency projection and investment analysis per target represented by percentage (%) purchase suggestion and Timeframe for each Media Buy Plan.
  - Creative, Conceptualization and Production of a new campaign that must include all pieces:
    - 30s Video, 30s Audio
    - Digital art for social media, mobile apps *webanners*, and any other digital platform applicable
    - Art for Press and other Print Media applicable
    - Movie Theater and Out of Home Media
    - Educational Postcard 5"x7" with minimum 15,000 prints
  - Cost breakdown for services with minimum cost and maximum cost, and Timeframe/estimated due date for each production
- Submit a Professional Profile
- Comply with the Government of Puerto Rico requirements for contract
- Maximum Budget \$2,674,448.00

For further details, please use the PRTSC Communications Guidelines provided in this RFP. Proposal must be sent via email to [comunicaciones@cst.pr.gov](mailto:comunicaciones@cst.pr.gov). Deadline is Friday, March 15, 2024, at 11:59pm.

## **Guidelines for Communication's Advertising Campaign for PRTSC Approved Proposals - Fiscal Year 2023-2024**

### **The Media Buy Strategies**

**Pieces production, reproduction and editing-** it is proposed reproduce each program campaign with all its components to reach target audience. These elements will be published on PR's owned media and all media platforms. Can also edit these produced pieces (video, audio, digital, and others on high demand) when necessary to achieve the proposed strategies for campaign. This type of content aims to bring value to an audience by teaching interactively the educational message. Can reproduce the postcard that contains PR Act 22-2000 law and regulations on traffic safety, and other pieces such posters, postcards, and flyers, among others, for educational purposes.

**Paid Media-** must establish the Media Buy Plan strategies in accordance with Media Reality to achieve engagement with target audience to obtain at least 2+ frequency in exposing each campaign message. Each strategy will be developed for the following periods and Awareness, Prevention & Educational Campaigns:

### **March 2024**

- Alcohol Impaired Driving Easter to publish March 27 to 31 - will support Police Enforcement
  - ◆ Target audience- primary- men ages 25-36; secondary- men ages 37-49
  - ◆ Most incidents zone- primary- Metropolitan Region; secondary- West Region, Aguadilla, Caguas and Ponce
  - ◆ Most incidents Weekdays & Hours- Friday to Sunday; 6:00pm to 11:59pm
  - ◆ Maximum Budget- \$176,663

### **April 2024**

- Distracted Driving to publish April 3 to 7 – will support Police Enforcement
  - ◆ Target audience- primary- men ages 16-24; secondary- public 16+
  - ◆ Most incidents zone- primary- Metropolitan Region; secondary- Aguadilla, Caguas and Ponce
  - ◆ Most incidents Weekdays & Hours- Thursday to Sunday; 6:00am to 5:59pm
  - ◆ Maximum Budget- \$138,708
- Drug Impaired Driving to publish April 19 to 22
  - ◆ Target audience- primary- men ages 25-36; secondary- men ages 37+
  - ◆ Most incidents zone- primary- Metropolitan Region; secondary- Arecibo, Caguas, Humacao, Ponce and Mayagüez
  - ◆ Most incidents Weekdays & Hours- Friday to Sunday; 6:00pm to 11:59pm
  - ◆ Maximum Budget- \$245,708
- Youth Impaired Driving- Intercollege Sports Competition to publish April 25 to 28\*
  - ◆ Target audience- primary- men ages 16-24; secondary- women ages 16-24
  - ◆ Most incidents zone- primary- Metropolitan Region; secondary- North Region and Mayagüez
  - ◆ Most incidents Weekdays & Hours- Friday to Sunday; 6:00pm to 11:59pm
  - ◆ Maximum Budget- \$52,389

\*subject to Justas LAI Official Schedule

**Guidelines for Communication's Advertising Campaign  
for PRTSC Approved Proposals - Fiscal Year 2023-2024**

**The Media Buy Strategies** (continuation)

**May 2024**

- Child Restraint-Heatstroke (Unattended Children in Vehicles Ages 0-8) to publish May 1 to 5
  - ◆ Target audience- primary- women ages 25-36; secondary- women ages 16+
  - ◆ Most incidents zone- primary- Metropolitan Region; secondary- Caguas and Ponce
  - ◆ Most incidents Weekdays & Hours- Friday to Sunday; 6:00pm to 11:59pm
  - ◆ Maximum Budget- \$68,000
  
- Motorcycle Safety to publish May 8 to 11
  - ◆ Target audience- primary- men ages 25-36; secondary- men ages 16-24; tertiary- men ages 37-49
  - ◆ Most incidents zone- primary- Metropolitan Region; secondary- Caguas, Humacao and Ponce
  - ◆ Most incidents Weekdays & Hours- Friday to Sunday; 6:00pm to 11:59pm
  - ◆ Maximum Budget- \$138,708
  
- Motorcyclists-Drivers Share the Road to publish May 12 to 14
  - ◆ Target audience- primary- men ages 25-36; secondary- men ages 16-24; tertiary- men ages 37-49
  - ◆ Most incidents zone- primary- Metropolitan Region; secondary- Caguas, Humacao and Ponce
  - ◆ Most incidents Weekdays & Hours- Friday to Sunday; 6:00pm to 11:59pm
  - ◆ Maximum Budget- \$49,876
  
- Bicycle Safety to publish May 16 to 19
  - ◆ Target audience- primary- men ages 50+; secondary- men ages 21+
  - ◆ Most incidents zone- primary- Metropolitan Region;  
secondary- West Region, Aguadilla, Cabo Rojo, Caguas, Fajardo, and Ponce
  - ◆ Most incidents Weekdays & Hours- Friday to Sunday; 6:00pm to 11:59pm
  - ◆ Maximum Budget- \$60,376
  
- Seat Belt Safety to publish May 22 to 31 – will support Police Enforcement
  - ◆ Target audience- primary- men ages 25-36; secondary- men ages 16+
  - ◆ Most incidents zone- primary- Metropolitan Region; secondary- Caguas and Ponce
  - ◆ Most incidents Weekdays & Hours- Friday to Sunday; 6:00pm to 11:59pm
  - ◆ Maximum Budget- \$252,059

**June 2024**

- Impaired Pedestrian Safety to publish June 5 to 11
  - ◆ Target audience- primary- men ages 50+; secondary- men ages 21+
  - ◆ Most incidents zone- primary- Metropolitan Region;  
secondary- West Region, Aguadilla, Cabo Rojo, Caguas, Fajardo, and Ponce
  - ◆ Most incidents Weekdays & Hours- Friday to Sunday; 6:00pm to 11:59pm
  - ◆ Maximum Budget- \$58,000

## Guidelines for Communication's Advertising Campaign for PRTSC Approved Proposals - Fiscal Year 2023-2024

### **The Media Buy Strategies** (continuation)

#### **June 2024**

- Alcohol Impaired Driving
  - ♦ Target audience- primary- men ages 25-36; secondary- men ages 37-49
  - ♦ Most incidents zone- primary- Metropolitan Region; secondary- West Region, Aguadilla, Caguas and Ponce
  - ♦ Most incidents Weekdays & Hours- Friday to Sunday; 6:00pm to 11:59pm
    - Pre-summer
      - ✓ To publish June 13-16 and 20-27
      - ✓ Maximum Budget- \$202,000
    - Summer – will support Police Enforcement
      - ✓ To publish June 28 to July 7
      - ✓ Maximum Budget- \$382,840

#### **July 2024**

- Youth Impaired Driving (ages 16-24) Summer- publish date to be determined
  - ♦ Target audience- primary- men ages 16-24; secondary- women ages 16-24
  - ♦ Most incidents zone- primary- Metropolitan Region; secondary- North Region and Mayagüez
  - ♦ Most incidents Weekdays & Hours- Friday to Sunday; 6:00pm to 11:59pm
  - ♦ Maximum Budget- \$11,000
  
- Speed Driving to publish July 21 to 31 – will support Police Enforcement
  - ♦ Target audience- primary- men ages 25-36; secondary- men ages 16-24
  - ♦ Most incidents zone- primary- East and West Region; Metropolitan Region
  - ♦ Most incidents Weekdays & Hours- Friday to Sunday; 12:00am to 11:59am
  - ♦ Maximum Budget- \$129,434

#### **August 2024**

- Aggressive Driving to publish August 7 to 12
  - ♦ Target audience- primary- men ages 25-36; secondary- men ages 16-24
  - ♦ Most incidents zone- primary- East and West Region; Metropolitan Region
  - ♦ Most incidents Weekdays & Hours- Friday to Sunday; 12:00am to 11:59am
  - ♦ Maximum Budget- \$129,100
  
- Parque Educativo Seguridad en el Tránsito (PESET) Promotional to publish August 15 to 18
  - ♦ Target audience- primary- women ages 25-36; secondary- general
  - ♦ Most incidents zone- primary- West and Metropolitan Region; secondary- Caguas, Corozal and Ponce
  - ♦ Most incidents Weekdays Monday to Friday to 3:00pm to 9:59pm; and Saturday 6:00am to 7:59pm
  - ♦ Maximum Budget- \$87,760

## Guidelines for Communication's Advertising Campaign for PRTSC Approved Proposals - Fiscal Year 2023-2024

### **The Media Buy Strategies** (continuation)

#### **August 2024**

- Alcohol Impaired Driving Labor Day to publish August 27 to September 2 will support Police Enforcement
  - ♦ Target audience- primary- men ages 25-36; secondary- men ages 37-49
  - ♦ Most incidents zone- primary- Metropolitan Region; secondary- West Region, Aguadilla, Caguas and Ponce
  - ♦ Most incidents Weekdays & Hours- Friday to Sunday; 6:00pm to 11:59pm
  - ♦ Maximum Budget- \$201,500

#### **September 2024**

- Child Restraint (Car Seat Safety Ages 0-8)
  - ♦ Target audience- primary- women ages 25-36; secondary- women ages 16+
  - ♦ Most incidents zone- primary- Metropolitan Region; secondary- Caguas and Ponce
  - ♦ Most incidents Weekdays & Hours- Friday to Sunday; 6:00pm to 11:59pm
  - ♦ Maximum Budget- \$70,327

## **Guidelines for Communication's Advertising Campaign for PRTSC Approved Proposals - Fiscal Year 2023-2024**

### **New Production General Description**

Creative Concept and Editing will be based on Proposal's Statement of Problem, target audience, goal and objective. The functions and pieces designed will be for educational campaign periods that will be published through media platforms for Media Buy (Paid Media).

- Message- will employ approved program slogan.
- Target Audience- primary- men ages 25-36 (233,118 based on 2019 PR State Data Center)
- Maximum Budget - \$110,000 for each production
- Publication Period – Summer 2024

### **Alcohol Impaired Driving Awareness, Prevention & Educational Effort**

- Secondary target audience- men ages 37-49
- Most Incidents Facts
  - Weekdays & Hours- Friday to Sunday; 6:00pm; 6:00pm to 11:59pm
  - Zone- Metropolitan Region-primary & West Region, Aguadilla, Caguas and Ponce-secondary
- Talking Points
  - Drive sober or get pulled over
  - Know your limits when consuming alcohol.
  - It is prohibited for persons under 18 years of age to drive with alcohol content in their blood.
  - You are drunk to drive if the blood alcohol concentration (BAC) in a person is as follow:
    - drivers between 18 and 20 years of age and drivers of heavy vehicles, official vehicles, and motorcycles- 0.02% BAC or more.
    - drivers 21 years of age or older- 0.08% BAC or more.
  - A vehicle cannot transport an open container containing .5% or more alcohol by volume.
  - Causing body injuries or permanent damage to a person by driving under the influence of alcohol carries a fixed penalty of 18 months of imprisonment.

### **Speed Driving Awareness, Prevention & Educational Effort**

- Secondary target audience- men ages 16-24
- Most Incidents Facts
  - Weekdays & Hours- Friday to Sunday; 12:00am to 11:59am
  - Zone- East & West Region-primary & Metropolitan Region-secondary
- Talking Points
  - Do not drive in a hurry
  - Respect speed limits: if you do not obey you pay.
  - Maximum speed for any vehicle will always be 10 miles less than that allowed in any zone.
  - Any driver traveling at a slower speed should drive in the far-right lane.
  - No person may drive a motor vehicle at a speed less than 20 miles below the limit.
  - Those clandestine races such as competitive or drag races, speed contests and acceleration contests are strictly prohibited.