

MPSM

January 30, 2012

NOTICE TO THE TRADE – DeCA NOTICE 12-32

SUBJECT: In-Store Marketing Initiatives

The purpose of this Notice to the Trade is to seek sources interested in developing, implementing, and maintaining in-store marketing programs. There is no solicitation package available nor does this commit the Defense Commissary Agency (DeCA) to issue a solicitation or make any award(s). DeCA is seeking companies interested in planning, implementing, and maintaining no cost and/or revenue producing cutting edge technological solutions used in retail to provide in-store marketing, informational tools, and other value added consumer services. As examples, programs may include entrance marketing, health and wellness and ordering kiosks, in-store TV advertising, interactive advertising as well as other tools that are currently in or being tested in the marketplace. Any costs associated with the development, execution, and continuing management of an offeror's program will be borne by the offeror and at no cost to DeCA. Offerors may present multiple programs to DeCA. Offers should include a complete listing of trading partners (other retailers) where the offeror's programs are currently in use.

The Defense Commissary Agency is a Department of Defense (DoD) Agency that manages and operates supermarkets for the Armed Services throughout the world, with annual sales of over \$5.9 billion. Currently, there are 247 stores in DeCA, 178 are located stateside to include Alaska and Hawaii. The remaining balance of stores are located elsewhere throughout the world. For more information on DeCA you may go to www.commissaries.com. The commissary benefit exists for the Service members, military retirees, and their dependents. As such, the commissary presents a family friendly environment and projects such image to its patrons. Marketing or advertising shall not display or consist, in whole or in part, of ads for cigarettes, condoms, alcohol, or any product or service that is contrary to DeCA's family-friendly environment or that is illegal in the jurisdiction of the commissary locations. Advertising should generally be limited to products carried in the commissaries although cross advertising of items and services in other military resale and/or Morale, Welfare, and Recreation (MWR) programs may be considered.

The proposed programs must meet DeCA's objectives, to include thorough, professionally devised concepts delivered in a consistent fashion throughout the Agency's stores. These programs must be flexible enough to accommodate a wide variety of store sizes and layouts, varied and compressed operating schedules, and dissimilar product assortments and department mixes, both in stateside and overseas locales. They must also demonstrate their impact on patron use, whether it be through sales lift, customer spending habits, and/or patron acceptance/use. It is anticipated that the DeCA total advertising/marketing, informational, and customer services program will blend multiple approaches to the delivery of: (1) product and service advertising, (2) the increased knowledge of manufacturers and brands within the

commissary system, (3) the distribution of coupons, (4) health and wellness services, and (5) the delivery of other value added services aimed at maximizing the customer shopping experience.

Offerors are required to furnish all supervision, personnel, and unique services necessary to implement and maintain its advertising program within DeCA worldwide. Programs offered may make use of existing commissary equipment (e.g., gondolas) and physical plant (e.g., walls, floors, overhead areas) provided that program elements/equipment are DoD compliant and are compatible with and do not reduce the operational efficiency of the commissary's equipment and physical plant. Offers requiring electronic communication shall not be based on the use of DeCA systems and should not interfere with DeCA systems including in-store wireless and ESL's. Offers of programs will not preclude DeCA from establishing any other additional in-store marketing/advertising program or prohibit the use of any other coupon dispensing methods in the commissaries.

All offeror's programs must ensure compliance with all applicable governmental laws and regulations. Compliance with government IT security and PPI will be required. Further, all offerors will ensure they have obtained all required authorization and consent from advertisers to use their intellectual property, including trademarks, logos, or copyright material in the offer(s). Offerors shall be responsible for and obtain as necessary, at their own expense, all necessary licenses and permits, and shall comply with all applicable federal or state laws, rules, and regulations. Programs may not include additions to existing commissary product category assortments nor alter the commissary self-service operational environment. All data produced and products resulting from any future agreement shall become the property of the government with unlimited rights. The government's intent is to receive technical offers and oral presentations only from prospective contractors capable of providing in-store programs. The government reserves the right to reject any offer they do not find to conform with the general requirement of this notice. Contractor(s) shall note that submission of technical offers does not guarantee further consideration of any offer.

The Agency plans to evaluate each offer by reviewing its technical acceptability and any revenue potential. Further consideration will be given only to those proposals determined to provide best value to DeCA. Technical offers will not be returned to any offeror. Offerors who are selected for further consideration will be notified as to the date and time for oral presentation of their in-store program(s). Contractors interested in this requirement should submit their offer(s) in writing to the Defense Commissary Agency, ATTN: Acquisition Directorate, LEAA (Jason Reedy), 1300 E Avenue, Fort Lee, VA 23801-1800 no later than 2 p.m. on March 16. All technical questions shall be submitted in writing to the address listed above, or via e-mail to Jason Reedy at jason.reedy@deca.mil not later than February 23.

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Christopher T. Burns
Director of Sales