

STATE OF HAWAII REQUEST FOR SOLE SOURCE

STATE PROCUREMENT OFFICE
STATE OF HAWAII

TO: Chief Procurement Officer

FROM: ^{BM} Department of Health/Community Health Division/Chronic Disease Management & Control
(Department/Division/Agency) Branch/Tobacco Prevention & Education Program

Pursuant to § 103D-306, HRS, and Subchapter 9, Chapter 3-122, HAR, the Department requests sole source approval to purchase the following:

<p>Description of goods, services, or construction:</p> <p>Purchase of advertising space (posters) in free standing three-side kiosks located in high volume and geographic specific shopping centers and shopping malls throughout the state.</p>

<p>Name of Vendor: Hawaii Malls, Inc.</p> <p>Address: Gentry Pacific Center 560 N. Nimitz Hwy., Suite 114A Honolulu, HI 96817</p>	<p>Cost:</p> <p>\$113,044.00</p>
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<p>Term of Contract: From: 06/01/2005 To: 05/31/2006</p>	<p>Prior Sole Source Reference No:</p> <p>SS-03-2-R</p>
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<p>The goods, services, or construction has the following unique features, characteristics, or capabilities:</p> <p>A major target group of the State's Tobacco Prevention and Education Program is youth ages 11 to 17. Mall traffic studies have shown that youths in this age group gravitate toward shopping outlets, and movie theaters.</p> <p>Advertising and marketing in the state's shopping centers and malls allow the Department of Health to capitalize on the traffic generated by the shopping centers. By utilizing professionally designed ads in shopping centers and malls, the DOH can target their advertising and marketing efforts to specific teen age population that frequent the malls and shopping centers.</p> <p>The mall kiosks are at eye level, illuminated, and featured in four (4) color posters. The posters measure 40" by 50" and the graphics are larger than life. The ads are rotated every thirty (30) days to new locations within a shopping center. Marketing studies have shown that these ads will be seen at least six (6) times by shoppers every month. DOH evaluations have revealed that there is a 76% awareness by teens, ages 11-17, of DOH anti-smoking ads.</p>
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REQUEST FOR SOLE SOURCE (Cont.)

How the unique features, characteristics, or capabilities are essential for the agency to accomplish its work:

A statewide media and counter-marketing campaign is a core component of the Department of Health's comprehensive Tobacco Prevention and Control Program to reduce tobacco consumption in Hawaii. A shopping center and mall poster advertising campaign is essential part of the teen anti-smoking program. Other campaigns utilize television advertising and the purchasing of advertising space in magazines read by only Hawaiian teens.

The following other possible sources for the goods, services, or construction were investigated but do not meet our needs because:

Hawaii Malls, Inc. is the only vendor that provides advertising posters in free standing kiosks in the different centers and malls throughout the state. There are no other vendors for this service.

Direct Questions To: Julian Lipsher

Phone: 586-4662

I certify that the information provided above is to the best of my knowledge, true, correct and that the goods, services, or construction are available through only one source.

Julian Lipsher 5-4-05
Department/Agency Head Date

Title (If other than Department/Agency Head)

Chief Procurement Officer's Comments:

This approval is for advertising space on the three-sided kiosks in DOH selected shopping malls and centers only. It is our understanding that other vendors may provide parking structure ad space in various locations (malls, centers, etc.) for these types of ad boards.

Please ensure adherence to applicable administrative and statutory requirements.

Expenditure may be processed through a purchase order: Yes No If no, a contract must be executed and funds certified.

Approved

Denied

Julian Lipsher 5/12/05
Chief Procurement Officer Date