

PSP

July 5, 2007

NOTICE TO THE TRADE – DeCA NOTICE 07-109

SUBJECT: In-Store Advertising Initiatives

The purpose of this Notice to the Trade is to seek sources interested in developing, implementing, and maintaining in-store advertising 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 advertising, 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. Offerors 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 \$5.4 billion. Currently, there are 262 stores in DeCA, 171 of which are within CONUS, with the balance of 91 located elsewhere throughout the world. 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. 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.

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 CONUS and OCONUS 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, informational, and customer services program will blend multiple approaches to the delivery of: (1) product and service advertising, (2) the enhancement of manufacturers and brand equity 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., register systems, 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, physical plant. Offers of entrance marketing programs will not preclude DeCA from establishing any other additional in-store advertising programs 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. Further, all offerors will ensure they have received all required authorization and consent from advertisers to use their intellectual property, including trademarks, logos, or copyright material in their 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 and oral proposals only from prospective contractors capable of providing in-store programs. Contractor(s) shall note that submission of technical proposals does not guarantee further consideration of any offer.

The Agency plans to evaluate each proposal 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 proposals 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 proposal(s) in writing to the Defense Commissary Agency, ATTN: Contract Management Business Unit (Mr. Bruce Piper), 1300 E Avenue, Fort Lee, VA 23801-1800 no later than 2 p.m. on August 20, 2007. All technical questions shall be requested in writing to the address listed above, or via email to bruce.piper@deca.mil no later than July 23, 2007.

/s/

Richard S. Page
Chief Operating Officer