



**Request for Proposals for Annual Marketing Program for Integrated Marketing Services, including Strategy/Planning, Advertising, Digital, Marketing, Events, PR, Media Planning and Buying Services**

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**Addendum # 1 - Questions & Answers**

**Release Date: May 30, 2023**

The following is a list of responses to questions submitted by prospective respondents (“Respondents”) to the Request for Proposals for Annual Marketing Program for Integrated Marketing Services, including Strategy/Planning, Advertising, Digital, Marketing, Events, PR, Media Planning and Buying Services

No.	Question	Answer
1	Can you please describe the size and composition of the selection committee for this RFQ?	Team of up to 5 members representing cross functional departments including marketing, legal, contracts and finance.
2	Can you please outline which documents go into which sub-folder (i.e., Administrative Documents – the forms and Technical documents – the proposal)?	Please submit <u>one</u> folder for your “Administrative Proposal” and <u>one</u> folder for your “Technical Proposal.”
3	Do any of the MWBE and SDVOB forms need to be submitted with our proposal or are those submitted once we become a qualified firm?	Please include all required forms with your proposal.

4	<p>Will the I Love New York campaign remain, or is the Authority open to a completely new campaign platform and tagline?</p>	<p>Open to all ideas, but we anticipate ILNY will remain a core element of future efforts.</p>
5	<p>With the shifting economic stability across the nation, what are the priorities for New York State from a:</p> <p>B2B/Inward Investment POV for the next four years?</p> <p>Consumer tourism POV for the next four years?</p>	<p>Promoting/supporting overall economic development efforts and continuing to position NYS as a world class tourism destination both remain priorities, especially in a post-COVID environment.</p>
6	<p>Are you open to agencies submitting only for areas of services that are their competencies, or are you seeking the agency vendor to deliver the entire scope by leveraging various partners if needed? Meaning can we submit only for the areas we are interested in, or do we have to ensure covering all areas of services, with partner agencies, if needed?</p>	<p>We are seeking a full service marketing partner who can strategically lead a fully integrated agency team either through internal resources or a combination of internal resources and partner agencies. Lead agency must demonstrate a successful history of partnering with any specific agencies they propose to engage with.</p>

7	Can you kindly provide a guideline on how the \$50M is allocated across each service area?	That is determined and varies from year to year based on current needs. The up to \$50m budget is meant to cover all things related to marketing/promotion of NYS business development and tourism including but not limited to paid media(all channels), agency fees and production costs for strategic planning, creative development, measurement/research, PR efforts, experiential activity (consumer and industry trade shows), website, social and various digital content, tourism industry support efforts, etc.
8	Media buying/planning is cited as both US and Global. Can you clarify the markets you require global coverage in?	Domestic tourism media primarily focuses on in state, drivable/neighboring markets and select longer haul markets. Global media footprint is currently under development. Business Development media targets a national and in state audience of business leaders and decision makers.

<p>9</p>	<p>What is the impetus for this RFP? Is this a government-timed review?</p> <p>Do you have a preferred pricing sheet to be completed by bidders?</p> <p>Is the \$50 million marketing program equitable to what was spent in 2022?</p> <p>Will there be any chance of incremental spend over \$50 million for media?</p> <p>How do you measure success?</p>	<p>This part of a mandated open RFQ/RFP process. Pricing proposals will be part of the RFP process for qualified agencies moving past the RFQ stage. Budgets are determined year to year, but the up to \$50m amount is relatively in line with budgets from recent years. Success measures vary from initiative, but the overarching goal is to demonstrated that efforts helped increase awareness and consideration of NYS as a world class tourism destination and as a place to successfully move, start or grow a business.</p>
<p>10</p>	<p>How do you think about tourism versus economic development and the intersection of the two?</p> <p>What is the current event schedule that the department works against?</p> <p>Is there a specific event strategy currently, i.e., summer/holiday, cultural events?</p> <p>Have there been any specific pivots in your marketing strategies in the past two years?</p> <p>Is there anything you are currently doing that is or isn't working?</p> <p>What State/City is doing it right?</p>	<p>Tourism and eco development marketing messages are primarily treated as separate strategic initiatives, with elements of tourism incorporated into the overall economic development story from a B2B perspective. All marketing efforts follow a fiscal year (April 1 - March 31) with planning occurring in Q3/Q4 of previous year. Timing of economic development efforts is based on current business environment needs. Tourism efforts are primarily focused on seasonality (Summer, Fall, Winter). Biggest recent pivot has been in response to post-COVID lockdown and efforts to achieve pre-COVID success levels. We constantly monitor competitive activity but cannot point to any one entity</p>

		as an ultimate measure of success.
11	<p>Can you provide detail relating to any marketing technology stack currently in use?</p> <p>Can you provide any additional detail regarding the stakeholders with whom you work on economic development?</p> <p>Do you permit offshoring of any kind?</p> <p>Who is your primary target audience for both efforts?</p> <p>Within the U.S., have there been any multicultural efforts in the past or any plans to implement?</p>	<p>Business Development digital presence lives on the NYS IT system, with I Love NY living on an outside 3rd party platform. Both have content management systems that are used by both the internal teams and agency teams. Economic Development stakeholders include but are not limited to internal industry and regional specific business development teams as well as external regional economic development organizations. It is preferred that all 3rd party agency partners have a strategic relationship with the lead agency vs. a transactional outsourced relationship. Primary targets for tourism are family travelers, groups/couples/friends without children, individual travelers. Business Development target is business leaders, decision makers, site selectors. Diversity and inclusion are elements of all marketing efforts, but there are also specific segment targeted efforts including African American, LGBTQ, seniors, accessible, etc.</p>

12	<p>Is the campaign national within the U.S. or are there geographic skews? Are you looking for the agency to make geographic recommendations?</p> <p>What markets outside of the U.S. are you looking at targeting?</p> <p>Do you have an estimated investment split between U.S. and global?</p> <p>Any seasonal priorities?</p> <p>Are there any mandatory media vehicles?</p>	See # 8 for info on geo targets.
13	<ul style="list-style-type: none"> <li>- Can you elaborate on the type of experiential activations you've done in the past?</li> <li>- Are they tourism focused, economic development focused or both?</li> <li>- What are the markets and seasonality for these events?</li> </ul>	<p>Tourism experiential efforts have included a summer tour with presence at relevant events, street fairs, festivals as well as industry/consumer trade shows. Business development experiential efforts include industry specific and general economic development trade shows and conferences.</p>
14	<p>For economic development, is there a specific target market you would like to cater to (i.e. do you want more small businesses to start in NY? Do you want to attract larger tech companies to move here?)</p>	<p>Business development marketing efforts primarily focus on key industries, with efforts also focused on helping support small businesses.</p>