



Request for Qualifications (RFQ) - Annual Marketing Program for Marketing Services including Advertising, Digital Marketing, Experiential Marketing , Public Relations, Media Planning and Buying Services

Addendum #1 – Questions & Answers

Release Date: March 29, 2019

The following is a list of responses to questions submitted by prospective respondents (“Respondents”) to the Request for Qualifications (RFQ) - Annual Marketing Program for Marketing Services including Advertising, Digital Marketing, Experiential Marketing, Public Relations, Media Planning and Buying Services.

Please note that only questions/answers deemed relevant to the RFQ are included.

A copy of the RFQ is available at: <https://esd.ny.gov/doing-business-ny/requests-proposals>

No.	Question	Answer
1	Can companies from Outside USA apply for this? (i.e., India or Canada)	Any firm is welcome to apply but we expect the work to be done in New York State.
2	Do we need to come over there for meetings?	The contracted firm will be expected to attend weekly status meetings.
3	Can we perform the tasks (related to RFP) outside USA? (i.e., India or Canada)	No
4	Can proposals be submitted via email?	Please refer to RFQ for submission guidelines. Section VI. A.
5	Can you please share the list of firms that are currently on the Marketing/Advertising list?	The current firm is Lowe and Partners Worldwide, Inc., DBA, Campbell Ewald New York.



No.	Question	Answer
6	<p>We are looking to partner bid on the RFQ New York State is seeking to handle its annual marketing program related to economic development which includes business attraction, retention and expansion, and tourism promotion.</p> <p>Please provide more information.</p>	No additional information is available.
7	<p>We would like to be considered as a subcontractor for this opportunity. Should we submit a response in this first round of the project or rather wait until the project proceeds further into the future in order to add our name to a potential subcontracting list?</p>	We are not accepting responses from subcontractors.
8	<p>I would like to be added to the list of vendors interested in subcontracting for this project. Please let me know if you need any further information.</p>	We are not accepting responses from subcontractors.



No.	Question	Answer
9	<p>This is a large contract and should be a perfect project for W/MBE sub-contractors. However, based on the current form (as far as we know), there are no set-aside goals for the prime. What are your reasons for having no set-aside requirements/goals? Do you plan to add the requirements to this contract?</p> <p>In addition, under your selection criteria, how do you plan to evaluate and quantify “Diversity and commitment to equal opportunity and ability to integrate opportunities for minority, women-owned businesses, and service disabled veteran owned businesses as part of this contract”?</p>	<p>Specific MWBE goals will be included in a subsequent RFP which will be issued to qualified respondents.</p>
10	<p>Can you clarify if the focus of the work is within the US market only, or internationally, or both?</p>	<p>The focus of the work is US.</p>
11	<p>I would like to be considered as a sub-contractor. Please add my firm to the list of interested vendors that can be provided to the prime bidders that are submitting on this project.</p>	<p>We are not accepting responses from subcontractors.</p>



No.	Question	Answer
12	<p>Would we be allowed to bid for select services or submit proposals solely for our specific areas of specialty or would agencies be shortlisted based on the fact that they can provide all the services listed in the RFQ? Can we bid for just our key specialties which would be as follows” Digital marketing/media including strategy, production and analytics; social media marketing including strategy and execution; and Public relations</p>	<p>We are seeking a primary firm that will oversee all services. We are not accepting responses from subcontractors.</p>
13	<p>If our agency is approved to receive the RFP pending the RFQ review process, can we later-on bid for other services that were not originally indicated in our RFQ response?</p>	<p>Yes</p>
14	<p>With regards to this element on Page 6, Point #3 of the RFQ, it states the following and assuming we can bid for selective services, then we would not need to provide examples to such queries in the RFQ?: A description and some examples of advertising that the respondent has produced including examples of work done under tight timelines and budgets. Include only materials, personnel and work from the specific office that would be assigned to ESD should the firm win the business</p>	<p>No, we are not accepting applications for select services.</p>
15	<p>On Page 6 of the RFQ, question 1 for examples of case studies. How many case studies is needed?</p>	<p>To be determined by the applicant.</p>
16	<p>On Page 6 of the RFQ, question 2 asks for a list of clients in response to this question. How many client examples are needed?</p>	<p>To be determined by the applicant</p>



No.	Question	Answer
17	<p>On Page 8 for this query (outlined below), can you clarify if you want us to provide examples of how we manage budgets, and also provide examples of our accounting processes?</p> <p>Ability to manage, execute and measure a large fully integrated account including marketing strategy, market research, creative and production, digital marketing/media including strategy, production and analytics, social media- marketing including strategy and execution, media planning and buying, public relations, experiential marketing, CRM, website design, accounting and finance management including budget maintenance, issuance of job cost estimates, reconciliations to final job costs, and payment processing</p>	<p>We are looking for a narrative describing how you manage budgets and of your accounting processes.</p>
18	<p>Are there any limitations to the response format? May we respond in a PDF presentation, with visual references and links to live work? Or are we required to submit in a standard word document?</p>	<p>There are no limitations to the response format. Please refer to section VI A for details.</p>
19	<p>Lastly, the RFQ calls for 3 client references. Out of respect for our client’s time, we typically do not offer references this early in an RFP process. If this is a requirement at this stage, we can make an exception, we just wanted to ask if this ask can be delayed to further stages of consideration.</p>	<p>This is a requirement. Please see RFQ requirements in Section IV.</p>



No.	Question	Answer
20	Approximately how many agencies will you be shortlisting in the pitch phase?	To be determined based on the number of qualified applicants. (In the previous contract phase, 8 respondents were shortlisted.)
21	What will be the pitch timing, start-to-finish?	We expect to inform the selected firms on May 15 and anticipate a 4-6 week process for RFP.
22	Will the pitch assignment include strategic and creative work?	TBD
23	<p>What will be your process for the pitch phase? For example, will there be:</p> <ul style="list-style-type: none"> - A credentials/chemistry meeting? - A briefing? If so, will there be opportunity for individual agency questions - Will the process be collaborative with open client interactions and/or a series of scheduled check-in meetings? 	TBD
24	How essential (weighted) will tourism experience be for the selection process.	See section V
25	Just to confirm: section VIII, question 3 implies the ESD owns all ideas and work presented during process with no remuneration is that correct?	Confirmed
26	Do you have any expectations regarding the scope of market research services to support the initiative?	Expectations will be shared during RFP phase



No.	Question	Answer
27	Is it possible to obtain the contact information of agencies and vendors who submitted questions related to this RFP?	No
28	Since we have relationships with multiple agencies and are multi-disciplined, there may be some instances where we are asked by those partners to appear on their bids. Does anything preclude us from appearing on multiple RFQs as an MWBE firm?	No
29	For the purposes of this RFQ, could our MWBE certification apply to advertising and other disciplines outside our capabilities? In other words, would our participation serve as an Omnibus certification, of sorts, thereby fulfilling a bidding firm's entire MWBE requirements through a single partner?	No
30	Does a bidding firm need an MWBE partner for each discipline?	No
31	Can an MWBE partner sub-contract disciplines they may not be proficient in to fulfill requirements?	Yes, as long as the MWBE certification includes an industry code that is appropriate for the work being subcontracted.
32	Does an MWBE partner give them a "pass" to bid on all programs?	No
33	What is the expected project length and what are the milestones and KPIs of the project?	TBD



No.	Question	Answer
34	Can an MWBE firm work on disciplines within their specific capabilities only, as part of a larger group (ie. market research) or do they need to provide capabilities across the board to participate?	We assume that you are referring to sub-contractor opportunities. In that case, the answer to your question would be up to the winning bidder of the RFP.
35	Would not having a full spectrum of capabilities preclude an MWBE firm from participating altogether or can they still be attached as subcontractors to a larger firm?	No
36	Can you share any information on the past agency roster? Did Lowe handle all marketing responsibilities or were they part of a multi-agency setup?	Campbell Ewald NY is the primary marketing firm with agency subcontractors.
37	What will be the length of the contract for the selected bidder? What kind of renewal options will be included with this contract?	Contract terms are TBD.
38	Are you open to bidders only interested in a portion of the services listed in the RFQ?	No
39	Does the ESD have any previously completed or ongoing research studies that they will share with selected bidders following the RFQ stage?	TBD
40	Can the ESD share their expectations around ongoing research requirements/needs following contract award?	Expectations will be shared during RFP phase



No.	Question	Answer
41	Are there any new B2B targets that the ESD is looking to engage with upcoming marketing efforts that are not currently listed on the ESD website?	No
42	What are the priority B2B segments that the ESD is looking to engage in 2019 and beyond?	TBD
43	Are there any specific visitor/tourist groups or markets that the ESD is targeting in 2019 and beyond?	TBD
44	Are there expectations of multi-language campaigns or campaigns that will run in specific markets from the ESD's internal/external stakeholder community?	TBD
45	Can you share your best performing creative assets or programs from the past 2-3 years? For both the B2B and I Love NY campaigns?	No
46	Can you please list all key stakeholders, marketing or otherwise, and their remits/responsibilities for both this pitch process and following the awarding of the assignment?	No
47	The RFQ document lists the total budget between \$25-50M. Can you please provide a breakout of how last year's budget was spent by channel as well as on agency fees?	No



No.	Question	Answer
48	Can you please share any specifics on the allocations between the I Love NY campaign and the general economic development marketing efforts?	No
49	If there are any allocations already decided for the budget relevant to this assignment, can you please share those?	No
50	The RFQ indicates two areas of expertise, economic development and tourism. Will either one of these be weighted over the other in terms of importance, budget allocation, or anticipated deliverables? In other words, will the resources put into this marketing program be split approximately 50/50 between economic development and tourism, or more like 70/30 (and if so, which area will be favored)? Or are you looking for a recommendation from submitting firms as to how this should be allocated?	Information will be made available to the firm awarded the contract.
51	Will efforts that aid talent attraction (somewhat of a mix between tourism development and economic development) have any place in the marketing objectives?	TBD
52	Is there any existing market research (for tourism or economic development) that ESD would be willing to share in advance of the RFQ (or pending RFP) that might provide additional, relevant insights for pitch development?	No



No.	Question	Answer
53	In your efforts to find a new agency, what are your goals and objectives with this change?	See the Executive Summary on page 3 of the RFQ.
54	Does ESD utilize a CRM and, if so, would the successful bidder have access to that during implementation for analytics, optimizations, business intelligence and results-tracking (assuming it's held in strict confidentiality, of course)? Which CRM software does ESD currently utilize? And if leads are generated through the marketing program, how are those acted upon?	Information will be made available to the firm awarded the contract.
55	What are the current and/or projected key performance indicators (KPIs) for Empire State Development as an organization, as well as specifically the ED and Tourism verticals?	Information will be made available to the firm awarded the contract.
56	What are your overall goals for 2020?	Information will be made available to the firm awarded the contract.
57	As we are part of a holding company, we have access to specialists across a number of disciplines and sectors, from advertising and PR to media and data technology. Are you open to a holding company-based solution for your business?	Yes
58	Can you clarify if the focus of the work is within the US market only, or internationally, or both?	The focus of the work is within the US market.



No.	Question	Answer
59	On Page 12 / Attachment B: Can you provide more definition around “CRM”?	Please include recent experience with implementing and/or managing an effective Customer Relationship Management Platform.
60	Can we focus on submitting for one or more specific areas only (e.g. PR, Media Planning and Buying) instead of the whole integrated remit?	We are seeking a primary firm that will oversee all services.
61	How many agencies do you plan to interview between April 24th and May 8th?	TBD
62	After the interview stage, how many agencies will make the list of selected firms?	TBD
63	Once the agency is selected, what will the process be like? What does the approval process look like on your side?	The selected agency must execute a contract which must be approved by the ESD Board and the Office of the State Comptroller.
64	On Page 4 / Introduction: What is the focus between the two marketing campaigns (economic development vs. tourism)?	Information will be made available to the firm awarded the contract.
65	Are you looking for one agency partner across both tourism and economic development?	Yes
66	Can you share your most recent campaign work for both economic development and tourism?	No



No.	Question	Answer
67	What do you anticipate the interview process to entail?	Discussion of responses to the RFQ and other matters TBD.
68	Should our agency be selected, what is the timeline for the next phase of the process?	Please refer to Section III of the RFQ.
69	Understanding the total budget is \$25 - 50mm, are you able to share how this budget breaks out across media spend, production and agency fee?	Information will be made available to the firm awarded the contract.
70	Part B, Question 2: are you expecting agencies to provide five client examples for this question? Due to attachment B, we'd love clarification on your expectation as we craft our response.	Yes, please list each of the firm's top 5 accounts (current or within the last two years) in Attachment B.
71	We noticed that question six is skipped in the RFQ. Was this intentionally omitted?	This is a typo on Page 6 and should be disregarded.
72	Is there a prioritization for business attraction, retention and expansion, and tourism promotion or are all needs weighted equally?	Information will be made available to the firm awarded the contract.
73	Regarding hard copy delivery, are there any restrictions for packaging that we should be aware of?	No



No.	Question	Answer
74	Can you please confirm the contract dates of the assignment and the potential review period of the agency you select?	As indicated in the Executive Summary, our current contract with Campbell Ewald New York expires on November 30, 2019. The subsequent timeframe for firms chosen to respond to an RFP is 4 – 6 weeks.
75	How many agencies do you anticipate qualifying for the interview round of this process?	For our previous contract, 8 firms were short listed.
76	Are there any restrictions or guidelines to the length of our response (number of pages)?	No
77	Are agencies able to respond to parts or required to respond to the entire ask?	Entire ask.
78	Will this SOW include international marketing endeavors?	The focus of the work is U.S. based.
79	Will the \$25-\$50 million annual marketing program budget stay in range, increase or decrease?	TBD
80	Is it a requirement or will preference be given to New York-based agencies in which all in-house functions and/or sub-contractors are also based in New York?	Yes
81	What is your overall budget for this engagement? Are there any other specific budget details you can share at this time.	As mentioned in the Introduction, our campaign has averaged between \$25-\$50 million annually.