REQUEST FOR PROPOSALS #17-6121

Experiential Marketing Administration and Media Placement

Questions and Answers

Question: In regards to Section 2.3, can you provide more specifics around the term "experiential marketing"? What have you done in the past?
Answer: This refers to performing tasks that relate to in-person activations such as coordinating the B.A.S.S. pro-Am tournament that is a value add to our media buy with B.A.S.S.

Question: In regards to Section 2.3, are there specific languages you're looking for experience in?
Answer: No

Question: In regards to Section 2.3, are there any countries besides Canada you're looking for experience in?
Answer: No

Question: We are a NYS WBE. Do we need to partner with a MBE as well, or will 100% WBE fulfill NYS requirements for this contract?
Answer: A NYS certified MWBE firm fulfills the goal requirement.

Question: Is the $7,500,000 budget an annual sum or an aggregate sum for the five year period?
Answer: Aggregate

Question: What does the "hourly rate for projects" refer to in the budget exhibit if you are requesting a media commission %? Or those for miscellaneous projects related or unrelated to media?
Answer: The hourly rate is for projects.

Question: Why is there a figure of 1200 in the Estimated Number of Hours Annually line in Exhibit B, Budget?
Answer: For informational purposes we are providing an estimated number of annual hours.

Question: What are recent examples of market research that is related to this RFP?
Answer: User testing for our website

Question: What are recent examples of Event Planning and Execution related to this RFP?
Answer: B.A.S.S. Pro-Am tournaments

Question: Will all questions and related answers be available to all bidders?
Answers: Yes

Question: Section - 2.0.2. Spring/Summer Media Campaign: Are you looking for a new marketing message or is the campaign to continue to play off "It's All in New York. It's Only in New York?"

Answer: Keep same…this role does not determine campaign branding just execution. That comes from NYC-based agency.

Question: Section - 2.0 Is all the creative (that needs to be placed) being designed by the State or outside vendor or is the contractor awarded responsible for the Creative Design?
Answer: Contractor not responsible for design but is responsible to insure deadlines and review content for correctness grammatically, etc.

Question: Section 2.0, Background - Paragraph 4 - Is there a budget range for the advertising? We are assuming that Experiential Marketing is part of this budget and not part of the "Media Placement"? Can you share numbers from past contracts?
Answer: Correct. Experiential marketing comes as a value add to media placements. All monies are expended for media-related placements except for the hours on the contract.

Question: Does the State have a planned budget percentage that it will spend compared to the 7.5 million over 5 years that will go toward Experiential Marketing?
Answer: Experiential is a value add to media buys hence typically is not a cost of the contract.

Question: Section - 2.3 Minimum Qualification Requirements - 2.3.2: What percent of the "advertising" or experiential marketing do you foresee?
Answer: Minimal.

Question: Reference: Page 3/4 - Scope of Services - Do you want the contractor to focus more on Experiential Marketing (we are assuming that this is part of OOH) over television, print, digital media during each (Spring/Summer/Fall/Winter) Campaign?
Answer: No. The experiential marketing is a value add to the media buys such as a B.A.S.S. Pro-Am tournament.

Question: Section 1.0 - Can you share why NYSDED is conducting a review? How many agencies do you anticipate participating? Will the incumbent be participating?
Answer: Our current contract for these services will be expiring soon. We do not know who or how many will be submitting proposals for these services.

Question: Section 2.0 - Is the anticipated $7.5 million budget gross? Is this meant to include all media planning, pre buy analysis, and execution?
Answer: That is the full budget for the 5 year contract including labor.

Question: 2.0.1 – The RFP references response driven television, print, OOH, and digital. What is the desired response? What is the call to action referenced, and how is it measured?
Answer: CTA and media flights are determined by the NYC-based agency and staff. This contract is for execution of supporting buys.

Question: 2.1.1.1 – Experiential marketing administration is mentioned as part of a pre-buy analysis. Can you elaborate on what this would entail? Specified audiences are mentioned in this section. Can you outline what the target audiences would be for these campaigns, beyond the geographic parameters provided?

Answer: Experiential marketing is a value add to media buys such as the B.A.S.S. pro-am.

Question: 2.1.1.2 – Foreign countries are mentioned. Does this include any countries other than Canada?
Answer: No

Question: 3.1 – Please advise if there is a limit to total page count with our response? Also, that the only limits apply to 2.1.3 (three pages) and 3.1.5 (12 or 15 pages) *Please note: Under 2.4.4 the limit is "12 pages" and under 3.1.5 it is "12-15 pages" please advise.
Answer: No total page count limit; Section 2.1.3 relevant experience of company and staff - limit 3 pages; Section 3.1.5 proposal narrative for accomplishing Scope of Services - limit 15 pages.

Question: 3.1.3 and 3.1.5 – Both sections refer to the Scope of Services under 2.1; where would you prefer we address our experience with capabilities listed under 2.3.2?
Answer: Section 5.0 discusses proposal content and format.

Question: 2.0 – Is the $7.5 million meant to include all of the markets, territories, and tactics outlined in the RFP – meaning they expect to spend $1.5 million on all of these things per year for the five years?
Answer: Correct.

Question: 2.0.1. through 2.0.3. – Can they share the duration of these campaigns? Are there specific broadcast weeks that are important to this buy? Also, pertaining to the tactics listed herein, are they all required? Is there media that absolutely needs to be a part of these campaigns, or are they open to a more disruptive planning approach based on their overall objectives?
Answer: All media buys have their own characteristics. In general, this contract does not require campaign development as that is done by the NYC-based agency.

Question: 2.1.1.1 – For Experiential Marketing Administration, is the ask for us to handle all of their event planning and sponsorships as outlined, and is all of that within this budget?
Answer: Experiential marketing is a value add of certain media buys like the B.A.S.S. Pro-Am.

Question: 2.1.5. Cable TV is called out specifically. Why? Is this meant to be separate from the rest of the media? Is a certain amount of cable or approach to cable a requirement of this buy.
Answer: No it is part of a media mix.

Question: What is your current commission contract on media placement? What is your targeted commission rate?
Answer: A Freedom of Information (FOIL) request would need to be submitted to DED to receive information about rates in the current contract.

Question: Given you are seeking a partner with both media planning and buying and creative/production expertise, is it important to you that the bidder be an integrated agency?
Answer: No

Question: Who are you currently working with on these services?
Answer: The current vendor for these services is Dream Catcher Communications.

Question: Under Financial Resources (section 1.6) it states that "bidder must have the financial resources to pay expenses in advance of the receipt of payment from the department." Can you please confirm if this includes all out of pocket media expenses?
Answer: There is no hard break-out of this type of expense except to say that the vendor must have the resources to perform this role if needed. In the past it could be as much as $300k.

Question: Can companies from outside the USA apply for this? Will we need to come to the USA for meetings? Can we perform the tasks (related to RFP) outside of the USA?
Answer: While companies located internationally could submit bids, such companies would have to have a NYS presence in order to be able to fulfill the required scope of services, and be able to participate in meetings in NYS.

Question: Can we submit the proposals via email?
Answer: Both hard copies and electronic copies are required. Please refer to Section 1.5 of the RFP (Submission of Proposals, page 2).