

Questions and Answers

Request for Proposal Advertising and Marketing

November 3, 2009

1) How many firms are responding to the RFP?

Six total.

2) You mentioned that you already have an interactive firm in place, who is it?

We work with rabble + rouser here in Denver. They designed a new web site for the campaign in 2009 and will likely be making some more updates in 2010.

3) Do you already have someone placing media for you or should that be included in our bid?

We have someone who handled this piece with our current contractor, and it is part of the overall contract so please include media buying in your proposal and budget.

4) Will you be sending out a separate RFP for the research? Or do you already have someone in place?

We will be sending out a separate RFP for a research firm closer to the beginning of the campaign, likely in the spring time of 2010.

5) What is the hard cost estimate in the overall budget (for items like printing, production, etc.)

The RAQC is currently in the process of determining the entire budget for the 2010 campaign, so these numbers are not yet set in stone. A good estimate would be in the \$10,000 to \$15,000 range.

6) Do we need to include all our subcontractors on the EPA DBE forms?

It's best to include anyone you think you may be working with on the forms to ensure they are included.

7) Is the incumbent agency rebidding?

The RAQC has chosen not to reveal the names of the bidding agencies, however, I can confirm that five total agencies are bidding in this process.

8) Is the submission deadline extended in light of the other extensions?

Unfortunately, due to the schedules of the participating selection committee members and previously set meeting times, the RAQC cannot change the actual due date for the RFP. If you have extenuating circumstances, please contact Sarah Anderson directly at sanderson@raqc.org.

9) What is the role of the interactive agency?

The interactive agency coordinates the web site and manages any major updates related to the campaign. If you are submitting a proposal including any web or electronic-related communications, the interactive firm will likely play a role in facilitating that piece. In addition, during the ozone season, the "team" of professionals working on the project including RAQC staff, the interactive agency and the advertising agency meeting regularly to coordinate on common items.

10) Is there a PR agency in the mix?

We did work with a PR agency, however, due to budget shortfalls the RAQC will be coordinating the PR from now on.

11) Who oversees PR and will the creative agency be asked to support PR initiatives?

The RAQC staff will oversee PR. We also envision needing to hire one or two freelancers to assist with specific elements of the campaign. The creative agency will need to coordinate with RAQC staff and potential freelancers on common items for the campaign. A good example of this is an event such as "Mow Down Pollution" where many people are needed to coordinate and execute a successful event.

12) The RFP refers to "collaborating" with public and media relations professionals. Who are you referring to? Staff, PR Agency, professionals from CDPHE and others that oversee clean air initiatives?

Typically just RAQC staff, interactive agency, freelancers.

13) The RFP requires a budget overview of the \$65,000 but also asks for details about "advertising". How much budget information is required for the \$280,000 media buy?

You do not need to include a specific budget for the media buy, only the agency/creative fees. If you feel your proposal would be enhanced by adding specific budgeting for the \$280,000, please include. The number was included in the RFP mainly to: 1) let prospective bidders that there is a separate budget allocated for media; and 2) so firms could estimate budget for a media buyer to facilitate this size of a buy.

14) Regarding the Earned Media Outreach included in the Work Plan - will the creative agency be responsible for the Earned Media Outreach? If not, who is?

The creative agency will not be responsible for this part. Since the RAQC will be overseeing PR initiatives in 2010, this responsibility will fall to staff.

15) Do you expect to see spec creative?

No.

16) Who is responsible for the local government outreach? Are you looking for ideas to support this initiative?

RAQC staff maintains relationships with local government staff and has some existing programs already in place. New ideas are always welcome, but not required for this proposal.

17) Who are the decisions makers responsible for selecting the new creative agency?

The RAQC has a selection committee including representatives from the following partners:

RAQC

CDPHE

Envirotest

Suncor Energy Inc.

American Lung Association of Colorado

City of Westminster

36 Commuting Solutions

18) Why are you searching for a new creative agency?

We are always seeking to improve our programs. Since we are a nonprofit agency utilizing public monies, we want to ensure that we are getting the best value for the expenses we incur on this publicly funded campaign. In addition, we are required by our funding source to re-bid our sub-contractors when we get new contracts.

19) Does the RAQC intend to use all of its previous creative, including branding and marketing/advertising, or is the RAQC interested in building on existing creative with new ideas? (May the contractor selected have access to all previous associated files)?

The RAQC would like to use old materials and build on them with new materials in the same colors/theme to build on the existing campaign. All materials are property of the RAQC and the chosen contractor will have access to all the existing materials.

20) You mentioned that the RAQC has allocated additional funding for other contractors to supply services and other items as needed, such as printing, promotional items etc. Have you determined the budget for these items and/or contracted for services with specific vendors?

This is answered above.

