

## **WRITTEN QUESTIONS AND ANSWERS**

**SP17-0095 Advertising, Marketing, and Website  
2/22/2017**

### **ANSWERS ARE IN BLUE**

1. Question

The Official Bid Sheet template does not include any area to include the traditional media commissions that an agency will charge ADPT. On an account the size of ADPT with a multimillion dollar annual budget, the media commissions charged on traditional media placement can be a significant cost factor. In some cases, agencies will indicate that they will charge no hourly fees but will still charge traditional media commissions in the 13-15% range – the economics of which do not compare with a competitive hourly rate married with a competitive media commission. Will ADPT be including traditional media commissions in the pricing evaluation? If so, where will those commission bids be indicated?

See RFP Item 1.13.B.

2. Question

Reference 1.7.D

Please confirm that spec creative is not to be submitted for this written stage, and would be considered ancillary information, as mentioned on page 3, 1.7, #4.

Proposal should be responsive to the questions in Information for Evaluation to whatever extent spec creative is, or is not, requested.

3. Question

Reference 1.8

Can responding vendors submit the Q&A contents of the response packet in a document that is formatted differently? Questions would still be included exactly as they are phrased in the response packet, and in the same order.

The responses should be submitted in the order they are requested in the *Technical Proposal Packet*. Vendor discretion can be used for formatting.

4. Question

Reference 1.19.C

Can you please share a general timeline as to when technical proposals will be evaluated, when shortlisted vendors will be notified and when presentations will occur?

The timeline for presentations is dependent on the time spent on evaluation of proposals, which varies due to multiple factors. See RFP Item 1.20 for information regarding presentation notification.

5. Question

Reference 1.20

Is there a minority business participation requirement for this RFQ?

There is no minority business participation requirement for this RFP.

6. Question

Reference 2.3.C

Can you please define and elaborate on what you mean by “fully integrated creative development department”?

A team of communications professionals able to conceptualize and implement a comprehensive creative campaign across all platforms.

## 7. Question

Reference 2.5.C

Can you please provide additional information regarding the publishing of printed materials, including current publishing partners, print quantities for pieces named in the RFQ and current staffing resources dedicated to these pieces and how/if this function is budgeted for?

Through the present vendor the ADPT produces several specialty publications. Some are ad supported, others are entirely editorial, and each has its own budget. The quantity of items printed varies by publication. The present vendor works with ADPT in development and provides editorial for publications. Further details will be discussed with the awarded vendor.

## 8. Question

Reference 2.6.H

How is editorial coverage currently being reported?

Coverage is currently reported through Clipping Services and Google Alerts.

Are goals based on advertising equivalency values? Impressions? Other?

Measurement of results will typically include advertising equivalency values, impressions, and/or others as determined by ADPT.

## 9. Question

Reference 2.6.D &amp; J

What tools (Hootsuite, Social Studio, etc.) are you currently using, if any, for social media management, listening and/or measurement?

Hootsuite, Meltwater, Sprout Social, Facebook Insights, and other free analytic tools from various social media platforms are currently used. However, the vendor should respond according to the bid solicitation and not rely on current practices.

## 10. Question

Reference 2.9

What is your current CMS, and what is your level of satisfaction with the platform?

Current CMS is custom designed and is adequate. However, the vendor should respond according to the bid solicitation and not rely on current practices.

## 11. Question

Reference Attachment A-1-Paragraph 3, bullet 2

What are the success metrics for "strengthening the State's brand"?

We will work with the awarded vendor to determine new metrics which will include but may not be limited to:

- ROI analysis of traditional and digital content
- Change over time on key perceptions and then behaviors. These will be developed based on research about the best brand position for the state of Arkansas. Over time, the resulting campaigns should change perceptions of Arkansas on the key values we identify to associate with the brand, inclusion of Arkansas in their travel consideration set, and finally, increased visitation and \$ in Arkansas.
- High level measures will be based on 2% Tourism Tax collections and Visitation rates, overall economic impact as measured by ADPT commissioned research.

## 12. Question

Reference Attachment A-6

Can you please define and provide budget breakout of campaign items "Campaign Content Support," "Partners in Tourism," and "Industry Outreach" which are identified under "Traditional Vendor".

The current program detail is provided for additional information only. A budget breakdown of previous or current campaigns will not be relevant to a vendor's proposal. Vendors should respond according to the bid solicitation and not rely on current practices. Future budgeting allocations for campaigns will be discussed with the awarded vendor.

## 13. Question

Will ADPT ask for spec creative at written response stage or oral presentations, or both?

Proposal should be responsive to the questions in Information for Evaluation to whatever extent spec creative is, or is not, requested. See RFP Item 1.20 for information regarding presentation notification and requirements.

## 14. Question

What is the current compensation structure for the incumbent agency? (Fees, commissions, retainers, etc.)

Currently, it is commission based for media services; other services are hourly rates. However, the vendor should respond according to the bid solicitation and not rely on current practices.

## 15. Question

How does ADPT define visitor experience beyond product (parks, museums, events)?

Southern Hospitality, Friendliness, Slower / enjoyable pace than big city tourism, Outdoors, Scenic Beauty, Variety and Authenticity, and others.

## 16. Question

There are many mentions of branding, positioning, consumer segment knowledge, market insights and market research. How will responding firms be evaluated on brand strategy merits in this stage of the selection process? Where should information about brand strategy capabilities be included?

See Section 3 of the RFP for how evaluations will be performed and scored. See *Technical Proposal Packet* for criteria that will be evaluated.

## 17. Question

Is ADPT satisfied with the performance of the incumbent agency? Is the incumbent agency currently achieving the key performance indicators?

The performance of the current contractor is not relevant to a vendor's proposal.