

## Written Questions and Answers

### SP-21-0058: Digital Marketing & Advertising Services

#### ANSWERS ARE IN BLUE

Question	Reference (page number, section number, paragraph)	Specific RFP Language	Question	Answer
1	Page 7, Section 2.3, Paragraph D	"and shall keep within established budget guidelines"	Will the contractor need to know the budget before submitting RFP? Or, is that established after the proposal is submitted?	AR SHIP anticipates an \$80,000 budget for the first year of the initial contract term, but this figure is subject to change. Further budget details will be discussed during Discussions.
2	Page 5, Section 1.8, Paragraph B #3	"use the VPAT 2.3Rev 508 version."	Has this been replaced by VPAT 2.4Rev 508?	See Addendum 2
3	Page 8, Section 2.4, Paragraph D	"must include campaign proposals"	Does this include a "creative campaign" proposal or is it strictly a "digital media" campaign proposal?	Further campaign details will be discussed during Discussions.
4	Page 7 of 15	Section 2.1	Can we get a more specific target audience, with more detail on the age and demographic of the target audience?	Target all Medicare recipients 'No Age'.
5	Page 7 of 15	Section 2.1	Do you want to start reaching out to Medicare recipients before they are eligible for the program or just after they are eligible?	Target Turning '65' and aging into Medicare population.
6	Page 7 of 15	Section 2.1	Is there a "sweet spot" age within the Medicare audience that is the more important segment?	The sandwich generation "Individuals caring for aging parents while children are still at home"
7	Page 7 of 15	Section 2.1	When considering those involved in the decision (the recipients, family or caregivers) is there one that is more important to reach out to? In other words, do you know who generally makes the decisions?	No.

8	Page 7 of 15	Section 2.1	Is it primarily lower income you want to target or all eligible seniors? Lower income is specifically mentioned.	The target audience includes all eligible seniors; however, some advertisements will target low income beneficiaries needing assistance.
9	Page 7 of 15	Section 2.1	Are there any markets or areas that are more important in the state?	No.
10	Page 7 of 15	Section 2.1	It is appears in the RFP that webiste visits is your primary goal and key performance indicator for the campaign (KPI). Are there any other objectives you can share or measurable results you are looking for?	The KPI will be used to assist in targeting areas of need through advertisements.
11	Page 7 of 15	Section 2.3 B	Are there times of year that are more important for media to run?	Medicare Part D Open Enrollment October 15th - December 7th and Medicare Advantage Enrollment January 1 - March 31.
12	Page 7 of 15	Section 2.3 D	Can you share a specific or ballpark budget?	See answer for question 1.
13	Page 8 of 15	Section 2.5 A	The RFP states added-value of equal value is required. This is pretty standard in a government RFP. However, the outlined primary media you are requestig, social media, does not as a rule offer added value through their media platforms (Facebook and Twitter). Can you please expand on this and explain what you see has value added with this kind of media. Value added is definitely negotiable with some other types of digital media and most tradiional media, but generally not with paid social advertising.	AR SHIIP will defer to the expertise of the Prospective Contractor to advise on added-value potential.
14	Page 11, Section 3.1, Paragraph D (1, 2, 3)	The State will conduct cost checks based on the cost submitted by each Prospective Contractor on the completed Official Soliciation Price Sheet	Do you have a designated overall budget for the initital term (3 years) of this solicitation?	See answer for question 1.
15	Page 7, Section 2.1, Bullet Point 2	Use social media outlets such as Facebook and Twitter to reach targeted audiences	Are you able to set up social media accounts specific to AR SHIIP, or do you need to work within the AR Insurance Department accounts?	AR SHIIP accounts will be separate and germane to AR SHIIP.
16	Page 7, Section 2.1, Bullet Point 2	Use social media outlets such as Facebook and Twitter to reach targeted audiences	Will the Prospective Contractor have administrative access to these accounts to post, boost, and/or serve promoted advertisements from?	Yes, with approved edits from AR SHIIP.

17	Page 7, Section 2.2	Prospective Contractor shall be a full-service advertising and marketing firm physically located in the United States with experience in successfully developing advertising and marketing plans; developing, hosting, and maintaining websites and social media accounts; and providing public information/education/awareness-oriented campaigns and social norming methods on projects of a similar size and scope to those specified in this RFP.	Are you looking for the Prospective Contractor to develop and host this site?	No, but AID is currently in the process of possibly revising all AID's website, so the vendor will need to be able to work with AID's IT team and Public Information Officer. Also, vendor will need to be flexible if we do need to revise our website in the future.
18	Page 7, Section 2.2	Prospective Contractor shall be a full-service advertising and marketing firm physically located in the United States with experience in successfully developing advertising and marketing plans; developing, hosting, and maintaining websites and social media accounts; and providing public information/education/awareness-oriented campaigns and social norming methods on projects of a similar size and scope to those specified in this RFP.	What tasks specific to the website will the Prospective Contractor need to handle?	See answer for question 17.
19	Official Solicitation Price Sheet	Production Commission (agency upcharge for production invoices)	Can you provide examples of work which would fall under "Production Commission" or "Production Invoices"?	AR SHIIP will defer to the expertise of the Prospective Contractor to advise on this type of commission.
20	Page 7, Section 3.2, B	The Contractor shall design, develop, coordinate, and manage digital media, search engine marketing (SEM), social media platforms, and promotional materials in collaboration with, and on behalf of, AR SHIIP. 1. The Contractor shall translate and produce materials into Spanish and Marshallese as requested by AR SHIIP.	Can you define promotional materials?	Promotional materials include all digital and/or printed materials requested by AR SHIIP needed to meet its specified goals and objectives.
21	Page 8, Section 2.5, A	The Contractor shall place advertising approved by AR SHIIP through a combination of both paid placement ads and public service announcements of equal value, maximizing the exposure to target audiences and the value of media purchased under the allocated budget.	What is the allocated budget?	See answer for question 1.
22			I would like to ask for the incumbency or past contractor records for this project. Current or past vendor/s, awarded amount and contract term.	There are no current or past contracts for the services specified in the RFP.

23			I am inquiring about the Digital Advertising and Marketing Services RFP for The Arkansas Insurance Department. I did not see a budget listed, is it possible that you can provide me with the budget.	See answer for question 1.
24			If chosen for the interview, could we request this be the day of the 14th?	TSS OSP will assign timeslots for interviews.
25			Are we allowed to list out pricing on the solution sub-section? It looks like there is no place to list out the budget allocation we are recommending for each media buy on the official solicitation price sheet.	No. Pricing must be included on the Official Solicitation Price Sheet only. The State has not requested budget allocation as a submission requirement.