

ADDENDUM ONE, QUESTIONS and ANSWERS

Date: February 5, 2018

To: All Bidders

From: Teresa Fleming/Annette Walton, Buyer
AS Materiel State Purchasing Bureau

RE: Addendum for Request for Proposal Number 5749 Z1
to be opened February 21, 2018, at 2:00 P.M. Central Time

Questions and Answers

Following are the questions submitted and answers provided for the above mentioned Request for Proposal. The questions and answers are to be considered as part of the Request for Proposal. It is the Bidder's responsibility to check the State Purchasing Bureau website for all addenda or amendments.

Question Number	RFP Section Reference	RFP Page Number	Question	State Response
1.			Whether companies from Outside USA can apply for this? (like,from India or Canada)	Yes.
2.			Whether we need to come over there for meetings?	Yes. Refer to Section V., D. Business Requirements, 19.
3.			Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)	Yes, if the requirements identified are met.
4.			Can we submit the proposals via email?	No. Bidder should submit one original of the entire proposal. Sealed proposals must be received in State Purchasing Bureau by the date and time of proposal opening per the schedule of events. No late proposals will be accepted. No electronic, e-mail, fax, voice, or telephone proposals will be accepted.

5.			Are you expecting separate campaigns for secondhand smoke and cessation?	Yes however there could be overlap between the campaigns.
6.			Regarding page 27, Section H, Bidder Requirements, number 1: What level of specificity and detail are you expecting in the outline of comprehensive media/marketing plans/campaigns that address the goals identified in the RFP? And does this include examples of new, original creative concepts and approaches for the campaigns? In other words, are you expecting a new creative campaign approach to be presented within this RFP response?	The bidder should provide a response that meets the requirements of the RFP.
7.			Again, regarding Section H, Bidder Requirements, are the responses to these questions, and the Scenarios in Section I (page 28), to be included in the Technical Approach asked for under the Proposal Instructions, specifically section A3 (page 31)?	Yes.
8.			How many specific campaigns ran per year in 2016 and 2017?	<p>2017 – Cessation efforts utilized CDC’s Tips ads & the TFN Digital Behavioral Health ad</p> <p>2017 – The secondhand smoke campaign included “Smokefree Vehicles” media and “It’s Like They’re Smoking”</p> <p>2016 – Cessation efforts utilized CDC’s Tips ads & the TFN digital Behavioral Health ads</p> <p>2016 – The secondhand smoke campaign utilized the “Smokefree vehicles” media.</p>

				See Attachment B – TFN Media Samples.
9.			Are you willing to share the channel budget breakout for 2016 and 2017?	2016 Budget - \$367,000 2017 Budget - \$367,000 See Contract 58233 O4
10.			Can you share 2017 campaign reporting for digital initiatives?	From 12/8/2016 – 6/5/2017, there were: 4,576,631 Impressions 14,110 Clicks .3% click-through rate
11.			Your target audience is defined well, but can you share any media weights or percentages per market?	The bidder should provide a response that meets the requirements of the RFP. See Cost Proposal
12.			Regarding measurement, are all methods and tools for campaign evaluation to be formulated by the agency and to come out of the overall campaign budget? Or, is there some evaluation that will be executed by TFN/DHHS? And, are there specific measurements you will require for the campaign objectives below? 1. Eliminate exposure to secondhand smoke 2. Help people quit tobacco use (cessation) 3. Keep youth from starting 4. Reach underserved populations	Campaign evaluation must be included in the campaign budget to demonstrate effectiveness. There are some surveillance tools TFN utilizes to monitor tobacco trends, use, opinions, and more. This information is available on the TFN website page titled Publications and Reports in the report labeled Data and Trends on Tobacco Use in Nebraska. A link to the page was provided under: Section V. Project Description and Scope of Work in A. Project Overview. Evaluation requirements are in Section V. D. Business Requirements #17. TFN will require the Contractor to demonstrate the effectiveness of the media efforts on the campaign objectives

				utilizing appropriate evaluation methods.
13.			In reference to point 10 (page 25), can you please elaborate on what is entailed in “possess ability to leverage national campaigns and media opportunities, such as CDC’s ‘Tips from Former Smokers® and Surgeon General’”?	Tobacco is an issue that several other agencies, including CDC and the US Surgeon General’s Office frequently address. In order to maximize resources and localize impact, it is important to be able to build on the release of pertinent reports and national media campaign efforts.
14.			How will payment be handled once invoices for agency services and media placements are received (e.g. 30-day payment upon receipt)? In regards to media, will you allow for invoicing in advance of approved placements?	See Section IV. E. Payment and Section IV. A. Prohibition Against Advance Payment.
15.			If selected, will we be able to access past and current campaign art files? We are specifically interested in photography, vector art or video files.	This depends upon the source of the campaign. Materials created specifically for TFN are owned by the program and files should be available.
16.			Do you have a set budget for the total scope of work outlined in this RFP? If the answer is no, are you looking for contractors to provide recommended budget spend?	See Cost Proposal for the estimated budget.
17.			Under Project Description and Scope of work, Section H, Question 4 – it is asking for detailed media plans that reach 75-85% of our target audience each quarter. In addition, it mentions a minimum of 1,200 GRPs the first quarter, and a minimum of 800 per quarter thereafter. To clarify – are you referring to these minimums for each	It is a combination of reach and saturation across the state.

			DMA within the state of Nebraska or would this be a combination of GRPs from each of measured media markets that fall within the State?	
18.			As you know, much of the State of Nebraska falls outside of measured media markets, making it very difficult to measure broadcast media in traditional terms. Are you willing to consider success metrics outside of GRPs and reach/frequency for these specific areas?	Yes.
19.	V.	6	Award RE: Evaluation criteria (price, location, delivery time, qualifications/capabilities, and state contract management requirements/costs): Are these criteria listed in order of importance?	No.
20.	E.	16	Permits, Regulations, Laws RE: contract price shall include the cost of all royalties, licenses, permits, and approvals...If it is determined to use MCRC materials (e.g., "Tips from Former Smokers") is that included in the project budget?	Yes, MCRC costs need to be included in the budget.
21.	IV.A.	21	Prohibition Against Advance Payment RE: payments shall not be made until contractual deliverable(s) are received and accepted by the State: Does this preclude advance billing for paid media placement?	Yes.
22.	C	24	Project Requirements RE: contractor will be expected to research and	The Contractor needs to be able to advise on current media trends and make realistic

			explore emerging trends, innovative platforms and technologies: What is this in reference to...paid media trends/platforms/technologies? RE: utilization of existing campaign materials: Do you have a campaign that you intend for the contractor to reuse, or create new campaigns? If the latter, how many campaigns?	recommendations for effective media efforts. Yes. See Section V. D. Business Requirements #13.
23.	C	25	RE: Tobacco Hurts Business and Tobacco Costs You microsites: Is the contractor expected to manage content on those sites?	No but the Contractor must make updates if requested.
24.	D.1.	25	Business Requirements RE: Reduced commission fees: Is there a specific limit that has been identified by the State?	No.
25.	D.4.	25	RE: Contractor TFN social/digital channels: Is contractor expected to manage and produce content for TFN's social/digital channels, or only to make recommendations to TFN?	At this time, social media is handled in-house but the Contractor may be asked to assist with posting in the future or providing some recommendations if requested.
26.	D. 8.	25	RE: Campaigns to deliver cessation and secondhand smoke prevention messages: Does TFN have campaigns it wishes to use, or will the contractor create those campaigns?	See Section V. D. Business Requirements #13.
27.	D.10	25	Is the cost of using the Tips campaign supposed to be built into the budget, or will those funds be paid directly by TFN to CDC?	The costs must be built into the estimated budget.
28.	General questions		Who is the incumbent for the current campaigns?	Firespring Creative Inc. DBA Firespring The current Contract 58233 O4 is expiring on

			<p>Why are you going into a review</p> <p>Is there a need for creative development or does creative only entail tagging from the CDC's MCRC?</p> <p>Does contracting MCRC creative come out of the budget?</p>	<p>6/30/2018.</p> <p>See Section V. D. Business Requirements #14 & #15.</p> <p>The budget would need to cover MCRC costs.</p>
29.	Section R: Evaluation of Proposals, Subsection V Award	5	<p>Is there greater preference given to an agency with more specific and direct experience in tobacco cessation i.e. "Qualifications and Capabilities" or to an agency that is based in Nebraska i.e. "Location"?</p>	<p>The Evaluation Criteria document will be used for reviewing proposals.</p>
30.	Section D: Business Requirements	25	<p>What was the total media spend in Fiscal Year 2016? In Fiscal Year 2017? Do you anticipate this spend remaining the same?</p>	<p>2016 Budget - \$367,000 2017 Budget - \$367,000</p> <p>See Cost Proposal for the estimated budget.</p>
31.	RFP Section Reference: I. Procurement Procedure	RFP Page Number: Page 1	<p>Question: Who is the most recent incumbent agency/contractor?</p>	<p>See response to Question 28.</p>
32.	RFP Section Reference: I. Procurement Procedure	RFP Page Number: Page 1	<p>Question: How long has the incumbent agency/contractor been with DHHS/TFN?</p>	<p>Firespring has been the Contractor since 2015, prior to that, the Contractor was Snitily Carr.</p>
33.	RFP Section Reference: I. Procurement Procedure	RFP Page Number: Page 1	<p>Question: What agencies has DHHS/TFN contracts with over the past two years?</p>	<p>See response to Question 28.</p>
34.	RFP Section Reference: I. Procurement Procedure	RFP Page Number: Page 1	<p>Question: Why is DHHS/TFN issuing this RFP?</p>	<p>The current Contract 58233 O4 is expiring on 6/30/2018.</p>
35.	RFP Section	RFP	<p>Question: Who is on the</p>	<p>This information will not</p>

	Reference: I. Procurement Procedure (B.)	Page Number: Page 1	Evaluation Committee (Name/Title/Department)?	be provided.
36.	RFP Section Reference: Cost Proposal (Form)	RFP Page Number: Page 1	Question: What is the currently hours rate(s) by category and media commission/mark-up for the DHHS/TFN media communications contractor?	See response to Question 28.

This addendum will become part of the proposal and should be acknowledged with the Request for Proposal