

ADDENDUM ONE, QUESTIONS and ANSWERS

Date: October 5, 2018

To: All Bidders

From: Dianna Gilliland / Teresa Fleming, Buyers
AS Materiel State Purchasing

RE: Addendum for Request for Proposal Number 5930 Z1 to be opened October 23, 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.	NO SECTION		We see ourselves as an extension of our clients' marketing departments; what types of intangibles do you look for in an agency partnership?	A deep understanding of and experience with the outdoor marketplace, and the role hunting, fishing, camping and the outdoor play in the life of our customers. Actual experience in hunting, fishing and camping. Connections to national and regional outdoor media partners, social media influencers and others who are support conservation in an ethical manner, and understand our agency's role promoting and preserving outdoor opportunities for today's users and future generations to come.
2.	NO SECTION		What do you see as most successful/least successful initiatives in your current creative and marketing plan?	Most successful: Increasing awareness of Nebraska's turkey hunting opportunities. Least successful: Increasing participation in fishing in Nebraska and permit sales among resident and non-resident anglers.
3.	V. PROJECT DESCRIPTION AND SCOPE OF WORK, E. SCOPE OF WORK, 16. Branding and Cooperative Marketing	(pg 27)	Do you have a current campaign or brand messaging that you would like to continue using?	Time spent in the Nebraska Outdoors is Time Well Spent is our current campaign or brand messaging.
4.	V. PROJECT DESCRIPTION AND SCOPE OF WORK, E. SCOPE OF WORK, 1. Account Service and 14. Media Planning and Buying	(pg 26) (pg 27)	Based on the current scope of work, do you have a budget planned for this upcoming year, inclusive of media? If so, could you please share it?	Estimated cost for media expenditures is \$600,000 annually, which may be subject to change based upon budget and will be handled on a project by project basis. Hard/Pass Through costs for advertising, media or other charges must be accompanied by receipt form the third party vendor and must be for actual costs incurred.

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5.	V. PROJECT DESCRIPTION AND SCOPE OF WORK, E. SCOPE OF WORK, 1. Account Service	(pg 26)	If you had to rank your prospective target audiences, which groups are your top priorities for 2019?	<ol style="list-style-type: none"> 1. Nebraska hunters, anglers and park-goers; 2. Non-resident deer and turkey hunters; and 3. Non-resident park goers in nearby states.
6.	General		What are the key challenges/opportunities that you are looking for marketing to impact?	Continued participation in hunting and fishing; competition for free/leisure time with many other pursuits; variation in wildlife/fish populations (sometimes good, sometimes challenging; access challenges (having great amenities or opportunities several hours away from most of the state's population), weather-related variations.
7.	General		What are the key measures of success at the "business" level and within marketing itself?	<ol style="list-style-type: none"> 1. Sales of hunting, fishing and park entry permits; 2. Click rates on digital promotion; and 3. Website traffic driven by paid promotion.
8.	General		What is the main evaluation metric for NGPC?	Evaluation metrics vary by project and the goals for each project. Some marketing projects use sales data. In other areas we measure attendance and compliance.
9.	General		What current elements of the marketing mix/campaign would you deem a success and would like to see carried forward?	Paid Digital Advertising and Paid Email blasts.
10.	General		What are the key audience segments? How do they differ from in-state and out of state?	<ol style="list-style-type: none"> 1. Nebraska State Park users; 2. Nebraska Hunters; 3. Nebraska Anglers; 4. Nebraska Boaters; and 5. Nebraska Outdoor Trails Users. <ol style="list-style-type: none"> 1. Non-resident Hunters; 2. Non-resident Anglers; and 3. Non-resident State Park users. <p>These audiences differ between in-state and out-of-state in their motivations and desires to pursue outdoor recreation in areas they are not familiar with. Motivations include level of avidity for their pursuit, desire for a novel experience or trophy specimen, time with family, knowledge of area from past experiences, etc.</p>
11.	General		Is there a target date for the launch of new work?	Refer to Section I.C. Schedule of Events.
12.	General		Is there a percentage of the budget that is utilized for coop marketing?	No, there is not a percentage of the budget that is utilized for coop marketing.
13.	Section V. Project Description and Scope of Work// E. Scope of Work	Page 26	What are the contract terms and what opportunities or requirements exist for contract renewal?	Per Scope Of Service, first page of RFP, second paragraph: "The term of the contract will be five (5) years commencing upon execution of the contract by the State and the Bidder (Parties)/notice to proceed). The Contract includes the option to renew for five (5) additional one (1) year periods upon mutual agreement of the Parties. The State reserves the right to extend the period of this contract beyond the termination date when mutually agreeable to the Parties."
14.	Section V. Project Description and Scope of Work// E. Scope of Work	Page 26	Is there a digital partner for website services and interactive development, or would the selected agency handle digital platforms?	Website service and some interactive development is handled in-house. The Contractor may be required to provide assistance in these areas as requested, and at the discretion of NGPC. A separate partner for these services is not anticipated at this time.

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15.			Who currently services this project?	Sinkey Ellis Inc. DBA Swanson Russell is the current contractor.
16.			Can I know who applied & won this RFP the last time it was put out for bid?	1. Bailey Lauerman; 2. Snitily Carr; and 3. Swanson Russell.
17.			Can I see past submissions for this RFP?	A Public Records Request must be submitted to State Purchasing Bureau for the requested documents: http://das.nebraska.gov/materiel/purchase_bureau/pub_records.html

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