

ADDENDUM ONE QUESTIONS and ANSWERS

Date: February 16, 2024

To: All Bidders

From: Matthew Hansen / Craig Palik, Procurement Contracts Officers
AS Materiel State Purchasing Bureau (SPB)

RE: Addendum for Request for Proposal Number 6862 Z1 to be opened March 12, 2024 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.	V. Project Description and Scope of Work A1-4	29	There are many objectives here (consumer segmentation, brand health, awareness, positioning, media profiling and concept testing). Are you expecting this to all be achieved within 1 study? Typically, we would recommend addressing these objectives in a phased approach as not all can be captured within 1 survey.	The primary goal is to complete a study to make informed recommendations for consumer segmentation with high-level attributes about each segment to help grow NGPC brand awareness and potential customer base. Bidders should make recommendations for how many studies/surveys they will conduct and detail their approach in Questions 2 and 4 in Attachment A.
2.	V. Project Description and Scope of Work A1-4	29	You mention 'our brand' – can you please confirm what exactly it is that is consumer facing and would be interpreted as your brand? Is it Nebraska Game and Parks Commission? Who do you consider key competitors from a brand perspective?	"Our brand" refers to the Nebraska Game and Parks Commission, which encompasses outdoor recreation and conservation. Our brand positioning statement is: The Outdoors is a place of discovery, adventure and reflection. Experiencing Nebraska's natural resources is a positive investment of time and enhances quality of life. It is our unique privilege and responsibility to provide access and opportunities, which in turn, reward Nebraskans who choose to spend their free time outdoors. Key competitors are any activities where people would spend

				recreational time including organized sports, social excursions or activities, shopping, movies, gaming, working around the house, and more, rather than brands.
3.	Budget		Please provide at least a range for the budget allocated for this project.	The State of Nebraska generally does not provide project budgets prior to an Intent to Award.
4.			Is there any flexibility with the final report and toolkit being due within 6 months of the date of the contract?	Yes. The vendor can propose an alternative timeline for consideration and approval if the six months is not an achievable timeline.
5.			The "Focus and Goals" section of the RFP focuses a great deal on the NGPC brand, but the deliverables are much more oriented around audience segmentation for specific outdoor recreational activities. Are you focused on performing a brand analysis?	NGPC's goal is to make consumers aware of outdoor recreational activities and associate Nebraska Game and Parks with outdoor recreation, so consumers will turn to us to seek information on opportunities for recreation, places to go, things go do,
6.			Do you want separate audience segmentation efforts for hunting, fishing, boating, park use, recreational shooting, and general outdoor recreating OR a single segmentation of all Nebraskans in regard to outdoor recreation OR both?	NGPC would like an audience segmentation based upon the motivations for general outdoor recreation, not by activity.
7.			Will the messages developed for testing be expected to be final production quality (ready for actual use) or just concept quality (ready for research but not high enough quality for final use)?	The messages developed for testing should be concepts, and from those concepts tested the vendor should recommend to the NGPC which concepts tested had the strongest engagement with core and growth audiences. From the recommended concepts, NGPC will refine the messages with our marketing team and our marketing agency of record.
8.			Will you make images of Nebraska and outdoor recreation in Nebraska available for use in developing messages to be tested in the research?	Yes. NGPC can supply requested photos of Nebraska landscapes and recreation available through NGPC's photo library.
9.	IV. G.	27	Can you provide a projected budget or budgetary range for this work, and how does that differ from the budget used during 2023?	The State of Nebraska generally does not provide project budgets prior to an Intent to Award. NGPC Communications will budget this project as a one-time project outside of annual marketing budget.

10.	V. F and V. J. 5. b.	31 & 32	After 6 months and the “final report,” what are your needs until the end of the contract term?	<p>NGPC may request additional consulting services regarding implementing the recommendations of the research in coordination with NGPC's marketing agency of record.</p> <p>Bidders should provide additional consulting services costs in the “Optional Additional Services – Hourly Rates” portion of the Cost Proposal.</p>
11.	I. X.	9	Can you further define what Resident bidder preference means? If Iowa gives, say, a 2% Iowa bidders' preference (they don't as we understand it), a proposing Nebraska firm would then also get 2%?	See Neb. Rev. Stat. § 73-101.01.
12.	I. Q.	7	What are your evaluation percentages for cost, experience, tech proposal, personnel management approach?	NGPC will not post evaluation criteria at this time.
13.	VI. A. 1. i.	36	When you say “Resumes no more than 3 pages,” is that referring to 3 pages as a group, or per individual?	Each individual resume should be no more than 3 pages.
14.	V. J. 5. a.	32	On the toolkit sample media plan and budget and toolkit's sample creative/graphics/advertising, can you tell us what the budget for implementation of this effort is beyond this specified 6-month scope of work? It's difficult to estimate creative and media samples (how many and what) without knowledge of resources available.	The toolkit and sample media plan would be used to inform, refine or modify the strategies or approach for future marketing and communications efforts in 2025 and beyond. NGPC's current marketing campaign is “Beneath Nebraska Skies.” The annual budget for the campaign components including creative development and media placement varies annually depending on funding. This is supplemented by house media and paid public service announcements.
15.	V. A.	29	You appear to be focused on reaching primarily Nebraskans with your recreation outreach efforts. Are there surrounding states/areas that you would also like to reach?	The primary focus of this effort is to reach Nebraska residents and engage them in interest in outdoor recreation, keep outdoor recreation top-of-mind, and to retain current outdoor recreationists.
16.	V. A. 4. A. i.	29-30	Please confirm the expectation is that the bidder would be concept testing 10+ ideas?	The expectation is to test enough concepts to make a recommendation to NGPC what will resonate the most with growth audiences. The 10 plus ideas listed within the RFP are concepts previously tested, but

				not required to be specifically tested for this effort.
17.	1. A.	1	Does “refine Nebraska Game and Parks communications” mean you want the bidder to utilize current creative and improve upon or add to that creative approach?	Research results should provide guidance whether to improve current creative (advertising and house media); revise creative; add to creative approach; or continue the current approaches if deemed effective.

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