

Marketing and Advertising Agency Services Q & A
RFP # DRED 2018-02

Can you please share either the contract budget or the annual budget for the scope of services outlined? While the most critical information for responding to the RFP would be the media buying budget, a total budget would be helpful. **No specific budget has been established at this time. We hope that the RFP responses will help us determine a reasonable budget amount. One of the first SOW items is to create a marketing plan. With that we would expect cost estimates for the various activities identified.**

In regards to the digital/website services, we have two questions:

What level of security and protection is required for the website? Our platform recommendation will depend on this level of security. **Please use your best judgement on recommending the type of security, protection and platform that would normally be used. Because this Contract will be utilizing federal funds, digital/website services must meet standards for accessibility for all, including disabled.**

Would you prefer a local and dedicated hosting provider? **Again, we would appreciate your professional opinion of various options.**

And one general question:

Will the questions and answers from all of the prospective agencies be shared? **We will be collecting questions and answers will post these on a publicly accessible website. This will be set up by Friday, July 21st.**

Given the contract period expires March 30, 2018, does this mean that the selected agency will not be responsible for ongoing execution of the marketing plan? **No. It is anticipated that a separate contract or a contract extension would be developed for ongoing activities.**

Under section 6, is letter "F" requested for the written proposal or just the oral presentations? **We are looking for written proposals at this time. Finalists would be expected to do a presentation.**

Does OWO have specific goals for this marketing plan? **The goals currently identified were spelled out in the RFP. It is anticipated that more specific goals and measures of success against those goals would be developed in the early stages of the engagement.**

What marketing assets will be available through Jobs for the Future? **JFF has helped us develop an initial brand. Any marketing assets they have created will be made available.**

Is there any research you can share with us that was conducted prior to and led to the development of SPI, or research conducted since (such as asset mapping from Jobs of the Future). **You can find this information at www.nhworks.org/Sector-Partnership-Initiative/Overview/. You'll find all the sector reports, asset maps, program overview summary and initial analysis used to determine the first sectors at this site.**

Will the selected agency have access to any studies/reports including the comprehensive labor market analysis of the targeted sectors if complete? **Certainly. You can find this information at www.nhworks.org/Sector-Partnership-Initiative/Overview/.**

Will the contract with Jobs for the Future continue? **The contract with Jobs for the Future expires at the end of September.**

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Has any marketing been done for the SPI? If so, can those materials be reviewed? **See the link referenced above.**

Has the SPI worked with a marketing agency previously? If so has that agency been asked to submit a bid for this RFP? **This in the first marketing agency engagement for SPI.**

What are the goals for the Initiative? Do these goals include new employer partners and/or number of new hires placed? **The overall goals will become obvious once you review the information at the link above. As stated, we expect a more details to develop in the early stages of the engagement.**

How will the success of this partnership be measured? **One of the key measures of the success of this initiative is that it has to be embraced by the various industry sectors. The funding for the start-up of SPI comes from federal funds. A year from now we would expect the industry sector stakeholder to take ownership and make the initiative sustainable. Executing a well thought out marketing plan will go a long way to making that happen.**

How are the proposals supposed to be submitted? Via emails? **Please refer to Section 5.a.1 on page 6 of the RFP for submission format information.**