

Q: Why did I receive this email? Why is my agency being invited to respond?

ClearWay Minnesota is conducting a marketing agency search. We are at the very beginning of our search process and just released the Request for Information on March 1. We did a market scan of agencies in Minnesota and sent out a mass email to those who may be interested. The full details and timeline can be found in the RFI.

Q: Can I ask a question about the RFI? Who is the contact?

A: Thanks for your interest in the RFI. In the interest of fairness, all communication regarding the RFI will be done via email only. At this time, we will only be answering questions about the process or to clarify instructions on the RFI. We will not be answering any strategic questions during this phase. Any questions and the answers will be posted on the ClearWay Minnesota website for every organization to review. Thank you.

Q: What agencies are you currently working with? And are you happy with their performance?

A: We currently contract with Clarity Coverdale Fury for advertising and Tunheim for public relations. Both agencies have completed good work for us throughout their contracts, but our Board policy requires ClearWay Minnesota to bid our major contracts every five years. The current agencies will be allowed to submit a response to the RFI. However, we strongly encourage other qualified agencies to apply, especially given the scope of work has changed significantly since the last review.

Q: Are you looking to make a change? If so, what are you hoping to get from a new agency?

A: We are committed to an open and fair process for choosing the next marketing partner. While we are required to rebid our contracts every five years, this is not a process we take lightly. We will be conducting a thorough search to select the agency that can provide the best skill and value for our work. Our marketing needs will be evolving over the next few years and we are open to any agency that will provide the best fit with our needs listed in the scope of work in the RFI.

Q: Why do your planned budgets decrease every year? And significantly after two years?

A: When ClearWay Minnesota was created in 1998, we were set up as a life-limited organization with an end date of 2023. Our funding was supplied with 3 percent of the state tobacco settlement proceeds and is a finite amount. Our organization is changing as we move toward the end of our limited life and our marketing will need to be flexible as we move closer to 2023. Over the next three years, we expect a shift from mass media to a more targeted marketing campaign focused on digital content, social engagement and earned media.