

RFI Questions – posted March 10, 2017

How long have you worked with your current agency? Will the incumbent agency will be participating in the RFP?

We work with multiple agencies for our communications needs including branding, special events, production and graphic design. We have worked with Clarity Coverdale Fury as our advertising agency for 15 years and Tunheim as our public relations agency for 5 years. Because our marketing needs will be evolving over the next few years, we are open to any agency that will provide the best fit with our needs. The RFI has been sent to the current agencies and they can submit a response if they choose to.

If it was not a Board requirement that you review the agency relationship every five years, would you be conducting a review at this time?

Yes, we believe in regularly evaluating our partnerships and bidding our contracts on a regular basis ensures that we are working with the best talent, skills and value for our organization. This is not a process we take lightly. We are conducting a thorough search to select the agency that can provide the best fit for our work. This is a particularly appropriate time to bid this work because the scope of work will be changing over the next few years, and our marketing will need to be flexible as we move closer to 2023.

Several local agencies were approached regarding an agency review for ClearWay last Spring. Can you provide any color on why that review was put on hold?

Last year's decision to postpone the process was a reflection of our workload. We determined that a delay was needed to assure that we had the time to manage the process fairly and thoughtfully.

To clarify, if an agency were to partner with another firm, for example for media or PR, is it correct that the partner agency also needs to complete the same RFI questionnaire?

If a partnership or partnerships are proposed to complete the scope of work listed in the RFI, we expect a single, unified response with a clearly defined lead agency that would manage the contract. Listed in the written response detail on page 4 of the RFI, we expect each partner to provide a signed *Contractor Acknowledgment of Terms and Conditions* and each partner to complete sections IV and V of the written response.

How many agencies have been invited to respond to the RFI?

This is an open RFI that was widely distributed through many channels. Any eligible agency is able to respond the RFI.

In this case, is your focus for this effort primarily on American Indians, African Americans and Chicano/Latinos with other audiences as a tertiary audience target?

No. The primary focus for our QUITPLAN Services campaign is all Minnesota smokers, with an emphasis on populations that have been disproportionately affected by smoking and targeting by the tobacco industry. Our Stop the Start campaign is focused on “connectors”, those who are socially and politically active.

How much has targeted digital engagement been a part of past campaigns related to American Indians, African Americans and Chicano/Latinos?

We use multiple mediums to reach these audiences, including some digital engagement. However, our marketing needs will continue to evolve over the next few years, which will include more emphasis on digital engagement with all our audiences.

What are your top 3 measurement goals: impressions, awareness, message pull through, click-throughs, registrations, a drop in the smoking rate statewide, etc?

We evaluate all our work based on our progress toward our Legacy Goals. Each of the indicators listed is important and an early indicator of effectiveness. We expect our marketing and communications to help increase calls and visits to QUITPLAN Services, change attitudes and behaviors around tobacco, and ultimately lower the smoking rate. We use tools such as our Minnesota Adult Tobacco Survey, regular message testing and periodic media evaluations to monitor our progress.

Can you list some areas where you would like to see programming improvement over previous years efforts?

We are only taking clarifying questions regarding the RFI at this time. This is a strategic question that may be answered once we reach the full RFP stage.

Is research needed as a component of this effort or do you have significant, audience segmented research we can review?

Research is currently not part of this scope of work for the RFI. More research information and resources may be provided in the full RFP.

You mention not needing new television produced but rather new creative that builds on upon current campaigns? Can you clarify what you mean by new creative? Out of home? Digital banner ads? Radio? Print? Facebook ads and content?

New creative could be for any of the mediums mentioned. It would be up to the agency to recommend vehicles as part of their strategy to reach audiences effectively.