

RFI Questions – March 17

Is the incumbent PR agency (Tunheim) working “under” the advertising agency (Clarity Coverdale Fury)? That is, does CCF serve as ‘lead’ and direct the PR agency as their partner with billing going through the lead agency? Or is Tunheim able to partner with other advertising agencies?

No. The current contracts are separate. The RFI has been sent to the current agencies and they can submit a response if they choose to, either as a sole agency or lead agency. They may partner with anyone they choose to.

Should a new agency wish to compete for the account as your “lead” agency, would they be able to partner with one of your current agencies? Or, must each new “lead” agency bring their own partners to the mix?

Yes. It is up to the lead agency to propose and coordinate a partnership that could complete the entire scope of work listed in the RFI. Partnerships can be developed at the discretion of the agencies.

Is your process open to exploring individual agency candidates in advertising/digital marketing and PR, and building a partnership of resources at the next stage with one agency serving as lead? That is, you create the ideal partnership at the RFP stage rather than agencies responding to the RFI together.

As stated in the RFI, our intent and preference is to have either:

- A sole agency to cover the entire scope of work; or
- One lead agency, working with partners, to cover the entire scope of work

If during the review process ClearWay Minnesota determines the work would be best served by different agencies that did not partner on a single proposal, we reserve the right to award the work to multiple agencies with specific expertise. However, we anticipate this step would happen after the completion of the full RFP process.

Are we able to include links to video assets within the creative section of the RFI response?

At this time, we are only looking for a written description of your experience in the RFI response. Links to video assets will be more appropriate for the full RFP, when we ask for case studies or creative examples.