

## Questions and Answers for RFQ AED-16-0015 Branding and Multi Channel Marketing Communications

<b>Q1</b>	In 2.2 VENDOR REQUIREMENTS – B, you mention CMS. Do you have a preferred CMS? If so, what is it? If we have experience with a different CMS, are you willing to consider using it?
<b>A1</b>	AEDC does not feel this is applicable to the qualification process. This type of discussion is expected to take place with the successful bidder after contract award.
<b>Q2</b>	In 2.2 VENDOR REQUIREMENTS – E, you mention CRM. Please clarify the types of CRM solutions you are seeking.
<b>A2</b>	AEDC does not feel this is applicable to the qualification process. This type of discussion is expected to take place with the successful bidder after contract award.
<b>Q3</b>	In 2.2 VENDOR REQUIREMENTS – F, please clarify what you mean by marketing intelligence.
<b>A3</b>	Marketing intelligence refers to utilizing data analytics and business intelligence.
<b>Q4</b>	Who is the vendor currently providing these services? Are they submitting a response to this RFQ?
<b>A4</b>	Stone Ward is the current contractor.
<b>Q5</b>	Has AEDC conducted and/or commissioned any research in the last three years of any or all of the target audiences identified? If such research exists, can it be made available upon request?
<b>A5</b>	AEDC does not feel this is applicable to the qualification process. This type of discussion is expected to take place with the successful bidder after contract award.
<b>Q6</b>	What metrics are AEDC currently responsible for; what are goals?
<b>A6</b>	AEDC does not feel this is applicable to the qualification process. This type of discussion is expected to take place with the successful bidder after contract award.
<b>Q7</b>	Relocation targets: states/markets? Industries? Size or type of business?
<b>A7</b>	AEDC does not feel this is applicable to the qualification process. This type of discussion is expected to take place with the successful bidder after contract award.
<b>Q8</b>	What takes priority in the list of desired marketing activities?
<b>A8</b>	AEDC does not feel this is applicable to the qualification process. This type of discussion is expected to take place with the successful bidder after contract award.
<b>Q9</b>	Does AEDC have research (anecdotal or quantitative) on why decision makers choose Arkansas? Why they don't?

<b>A9</b>	AEDC does not feel this is applicable to the qualification process. This type of discussion is expected to take place with the successful bidder after contract award.
<b>Q10</b>	Who does AEDC see as competitive EDOs, states and cities?
<b>A10</b>	AEDC does not feel this is applicable to the qualification process. This type of discussion is expected to take place with the successful bidder after contract award.
<b>Q11</b>	Where does AEDC currently obtain relocations/expansion leads (site selection consultants, real estate community, direct, elected officials, etc.)?
<b>A11</b>	AEDC does not feel this is applicable to the qualification process. This type of discussion is expected to take place with the successful bidder after contract award.
<b>Q12</b>	What type of outgoing communication is currently in place (newsletters, direct outreach, social, etc.)?
<b>A12</b>	AEDC does not feel this is applicable to the qualification process. This type of discussion is expected to take place with the successful bidder after contract award.
<b>Q13</b>	What does AEDC consider to potentially be the highest growth industries in Arkansas?
<b>A13</b>	AEDC does not feel this is applicable to the qualification process. This type of discussion is expected to take place with the successful bidder after contract award.
<b>Q14</b>	Does AEDC have initiatives geared towards FDI/Exports currently? If not, does AEDC see that as an opportunity for the future?
<b>A14</b>	AEDC does not feel this is applicable to the qualification process. This type of discussion is expected to take place with the successful bidder after contract award.
<b>Q15</b>	2.2.A B Can you better define the terms “branding” and “brand development” within the context of the requirement descriptions? What is the scope of work being referenced as “branding” and “brand development?”
<b>A15</b>	AEDC does not feel this is applicable to the qualification process. This type of discussion is expected to take place with the successful bidder after contract award.
<b>Q16</b>	Who will evaluate the RFQ responses?
<b>A16</b>	The evaluation committee has not yet been determined, but will consist of agency employees.
<b>Q17</b>	Is vendor required to respond within the Information for Evaluation pdf, or may vendor submit responses in a separate document by restating the item/question and entering a response?
<b>A17</b>	Bidders may use either format regarding the "Information for Evaluation" and "Sample Work Submission."
<b>Q18</b>	For “campaign automation” capabilities, is agency seeking vendor’s capabilities as related to Drip Marketing?

<b>A18</b>	Campaign automation capabilities should include but not be limited to 'Drip Marketing.'
<b>Q19</b>	May a separate creative gallery be included, not related to the specific client case studies submitted?
<b>A19</b>	Bidders are advised to respond to the specific questions and criteria detailed in the response packet to ensure a complete evaluation.
<b>Q20</b>	Which multi-channel platforms are currently in use at AEDC or its vendor? 2.2E
<b>A20</b>	AEDC does not feel this is applicable to the qualification process. This type of discussion is expected to take place with the successful bidder after contract award.
<b>Q21</b>	What cross channel approach is AEDC or its vendor currently using? 2.2D
<b>A21</b>	AEDC does not feel this is applicable to the qualification process. This type of discussion is expected to take place with the successful bidder after contract award.
<b>Q22</b>	Which of the targeted audiences listed in the RFQ (2.1 C) are currently engaged in AEDC's cross channel marketing? 2.2D
<b>A22</b>	AEDC does not feel this is applicable to the qualification process. This type of discussion is expected to take place with the successful bidder after contract award.
<b>Q23</b>	What omni-channel platform does AEDC or its vendor currently have in place? And what are the platform's capabilities that are currently being utilized? 2.2D
<b>A23</b>	AEDC does not feel this is applicable to the qualification process. This type of discussion is expected to take place with the successful bidder after contract award.
<b>Q24</b>	Which of the target audiences are engaged in AEDC's current omni-channel marketing efforts? 2.2D
<b>A24</b>	AEDC does not feel this is applicable to the qualification process. This type of discussion is expected to take place with the successful bidder after contract award.
<b>Q25</b>	Who is currently in charge of content development for AEDC? 2.2F
<b>A25</b>	AEDC does not feel this is applicable to the qualification process. This type of discussion is expected to take place with the successful bidder after contract award.
<b>Q26</b>	Does AEDC have a library of content already developed for cross channel use? 2.2D
<b>A26</b>	AEDC does not feel this is applicable to the qualification process. This type of discussion is expected to take place with the successful bidder after contract award.
<b>Q27</b>	Will existing marketing content be used in future marketing efforts? 2.2F

<b>A27</b>	AEDC does not feel this is applicable to the qualification process. This type of discussion is expected to take place with the successful bidder after contract award.
<b>Q28</b>	What is the budget?
<b>A28</b>	AEDC does not feel this is applicable to the qualification process. This type of discussion is expected to take place with the successful bidder after contract award.
<b>Q29</b>	Please clarify the due date for both RFQs.
<b>A29</b>	The proposal opening date and time for all three marketing RFQs (AED-16-0015, AED-16-0016, & AED-16-0017) is Friday, May 27, 2016 at 2:00 PM CST.
<b>Q30</b>	What are the intended goal/outcomes for this work?
<b>A30</b>	AEDC does not feel this is applicable to the qualification process. This type of discussion is expected to take place with the successful bidder after contract award.
<b>Q31</b>	Who is the incumbent agency and what was their performance evaluation per the last contract? What incremental value did the agency deliver over the contractual period?
<b>A31</b>	Stone Ward is the current contractor. The agency does not feel this is applicable to the qualification process. This type of discussion is expected to take place with the successful bidder after contract award.
<b>Q32</b>	Who will manage the selection process and will it be staffed with communication professionals?
<b>A32</b>	The evaluation committee has not yet been determined, but will consist of agency employees.
<b>Q33</b>	Will the evaluation process be open to innovation and new thinking?
<b>A33</b>	The evaluation committee will evaluate each response based on their qualifications and experience as outlined by the specifications and response packet.
<b>Q34</b>	What was the metric for success for the incumbent agency?
<b>A34</b>	AEDC does not feel this is applicable to the qualification process. This type of discussion is expected to take place with the successful bidder after contract award.
<b>Q35</b>	What was the budget provided to the incumbent agency?
<b>A35</b>	AEDC does not feel this is applicable to the qualification process. This type of discussion is expected to take place with the successful bidder after contract award.
<b>Q36</b>	When will the award be announced?
<b>A36</b>	The successful bidders for each of the three marketing RFQs (AED-16-0015, AED-16-0016, & AED-16-0017) is anticipated to be announced no later than Friday, June 3, 2016.