

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

Q1	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?
A1	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.
Q2	In 2.2 VENDOR REQUIREMENTS – E, you mention CRM. Please clarify the types of CRM solutions you are seeking.
A2	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.
Q3	In 2.2 VENDOR REQUIREMENTS – F, please clarify what you mean by marketing intelligence.
A3	Marketing intelligence refers to utilizing data analytics and business intelligence.
Q4	Who is the vendor currently providing these services? Are they submitting a response to this RFQ?
A4	Stone Ward is the current contractor.
Q5	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?
A5	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.
Q6	What metrics are AEDC currently responsible for; what are goals?
A6	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.
Q7	Relocation targets: states/markets? Industries? Size or type of business?
A7	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.
Q8	What takes priority in the list of desired marketing activities?
A8	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.
Q9	Does AEDC have research (anecdotal or quantitative) on why decision makers choose Arkansas? Why they don't?

A9	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.
Q10	Who does AEDC see as competitive EDOs, states and cities?
A10	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.
Q11	Where does AEDC currently obtain relocations/expansion leads (site selection consultants, real estate community, direct, elected officials, etc.)?
A11	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.
Q12	What type of outgoing communication is currently in place (newsletters, direct outreach, social, etc.)?
A12	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.
Q13	What does AEDC consider to potentially be the highest growth industries in Arkansas?
A13	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.
Q14	Does AEDC have initiatives geared towards FDI/Exports currently? If not, does AEDC see that as an opportunity for the future?
A14	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.
Q15	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?”
A15	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.
Q16	Who will evaluate the RFQ responses?
A16	The evaluation committee has not yet been determined, but will consist of agency employees.
Q17	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?
A17	Bidders may use either format regarding the "Information for Evaluation" and "Sample Work Submission."
Q18	For “campaign automation” capabilities, is agency seeking vendor’s capabilities as related to Drip Marketing?

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

A27	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.
Q28	What is the budget?
A28	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.
Q29	Please clarify the due date for both RFQs.
A29	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.
Q30	What are the intended goal/outcomes for this work?
A30	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.
Q31	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?
A31	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.
Q32	Who will manage the selection process and will it be staffed with communication professionals?
A32	The evaluation committee has not yet been determined, but will consist of agency employees.
Q33	Will the evaluation process be open to innovation and new thinking?
A33	The evaluation committee will evaluate each response based on their qualifications and experience as outlined by the specifications and response packet.
Q34	What was the metric for success for the incumbent agency?
A34	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.
Q35	What was the budget provided to the incumbent agency?
A35	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.
Q36	When will the award be announced?
A36	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.