

DH-19-0021
Consolidated Response
To Vendor Questions

ADH OHC Consolidated Response To Vendor Questions

1. E2: Question 2

Provide examples of monthly financial reporting used to effectively track expenditures and budget. Reports should include programmatic details, a summary of hourly rates, and typical markup rates for third party costs.

Question: Can you provide more information on what ADH means by “include programmatic details?”

Answer: Provide details such as the name and content of the media programs you are providing hourly rates/markup for, as well as details regarding all account services billed for.

2. E2 Question 5

Describe any value-added reporting your firm may provide and what benefits would be derived from these reports.

Question: Does ADH want us to report on added-value generated by a specific campaign or are you wanting us to report on value-added tools we make available to our clients?

Answer: Describe any value-added tools you make available to your clients.

3. E4 Question 1

Demonstrate with a sample quarterly buy plan, how you will maximize use of the most effective media outlets which are determined to reach the target populations.

Question 1: Is ADH requesting that we develop a sample quarterly buy plan for on their behalf? Or are they requesting that we provide a sample plan that we have implemented for a client?

Answer: ADH is requesting a demonstrative sample buy plan on behalf of the ADH which best describes the requirements of Item 2.6 paragraph C.

Question 2: By “sample quarterly buy plan” does ADH mean a written media strategy, a media flowchart and/or a media buy schedule?

Answer: A media buy schedule which fulfills the requirements stated in Item 2.6 paragraph C. (sentence 1)

Question 3: By “quarterly buy plan” does ADH mean for one quarter or each quarter for one year?

Answer: Buy plan for one quarter.

4. E4 Question 5

Describe how your firm intends to collaborate with the ADH OHC and other ADH media contractors to maximize campaign impact and prevent any duplication. Describe any internal administrative processes you have used in similar campaigns to achieve these outcomes.

Question: What does ADH mean when they say “prevent any duplication?”

Answer: Item 2.6 paragraph A. 1. requires collaboration between ADH OHC and all other ADH media contractors. The requirement is to ensure that there is no duplication of efforts by two or more ADH media contractors.

5. Paragraph 2.4. Item C

The vendor **shall** adhere to best practices and utilize research to ensure that all campaign concepts are evidence based or theory-based.

Is there existing research to share for the proposal development?

Answer: Data is available at the following link:

https://www.healthy.arkansas.gov/images/uploads/pdf/Tobacco_Data_Deck_June_2018.pdf

6. Paragraph 2.1 Question refers to paragraph 2.1 in entirety.

Question: Is there demographic data on the audiences outlined in the RFP?

Answer: Data is available at the following link:

https://www.healthy.arkansas.gov/images/uploads/pdf/Tobacco_Data_Deck_June_2018.pdf

7. Paragraph 2.4. Item E

The vendor **shall** provide the six services listed below:

1. Lead and Creative
2. Media Planning and Buying
3. Market Research
4. Marketing Strategy Development and Implementation
5. Campaign Evaluation
6. Public Relations Assistance

Question: What is the timeline for research implementation?

Answer: All timelines will be negotiated with the successful vendor.

8. Paragraph 1.18 Question refers to paragraph 1.18 in entirety.

Question: What is the timeline for campaign implementation?

Answer: All timelines will be negotiated with the successful vendor.

9. Paragraph 2.6 Item C

Question: Is this to be a plan that we’ve previously created for another client or sample plan that we create for the Arkansas Department of Health?

Answer: This should be a sample plan created for the Arkansas Department of Health.