

## **Answers to AOR RFP**

**Section number: VI**

**Paragraph number: 21**

**Page number: 15-16**

Text of passage being questioned:

Funding

The overall budget available for the life of this contract shall not exceed \$200,000 per fiscal year. There will be no retainer with the contract and the bidder must propose a reasonable fee schedule with quarterly billing to the division. Each type of service must be clearly defined and approved and signed off up front by the Director of Tourism before work begins. The State does not reimburse for in-state travel. The State does not pay a commission for services. Specifically, media invoices and subcontracts shall be billed at net.

The contract's maximum dollar value shall in no way represent a commitment to the Contractor for services or compensation. Payment to the Contractor will be only for services rendered in accord with the Payment Provisions specified in the Pricing section.

**Question:**

Does the \$200,000 budget include money to be spent on media buys, trade show management, staff and collateral for trade shows?

**Answer: The \$ 200,000 estimate is inclusive of media buys, creative, collateral materials and trade shows.**

**Section number: 2D**

**Paragraph number: 1d**

**Page number: 2**

**Text of passage being questioned:**

1. The State is soliciting proposals for the services to include but not limited to:
  - a.) Media Buys both national and regional, to include but not limited to: online, print and video segments and/or commercials.
  - b.) Brand Campaigns
  - c.) Public Relations
  - d.) Co-Op Advertising management and sales
  - e.) Develop and implement a Marketing and Advertising Strategy

**Question:**

Does DTO plan to have the selected agency find and pitch partners to do coop ads with them in various regional publications or will they provide a list of confirmed partners and have the agency coordinate the creative?

**Answer: DTO proposes the AOR to solicit Co Op Partners and to coordinate all billing with the partners. DTO may provide a list of potential partners.**

**Section number: 2D**

**Paragraph number: 2b**

**Page number: 3**

**Text of passage being questioned:**

b.) Delaware Tourism Brand:

Development and implementation of the Delaware Tourism Brand including graphics copy and all other communication platforms that will be utilized in advertising, public relations and web marketing activities. The Branded Campaign should be able to transcend all of the current market segments: Leisure, Meetings and Conventions, Sports and Group Tour. It should also allow for its use by tourism industry representatives statewide and be applicable for use by other State Agencies if they choose to use it. Some examples of Branded Market segment campaigns are utilized by Charlotte and Birmingham.

**Question:** Is the DTO (or the State, in general) currently utilizing a branding/positioning statement or logo for consumer marketing purposes?

**Answer: DTO is currently using just the Delaware Tourism logo. DTO is looking for an entire new brand.**

**Section number: 2D**

**Paragraph number: 2d**

**Page number: 3-4**

**Text of passage being questioned:**

d.) Trade Show Management

The DTO together with the private sector participates in many trade/consumer shows, exhibitions, conferences, conventions and seminars each year - regionally, and nationally. Selected vendor must be able to:

- i. Demonstrate that they have the expertise to provide planning and management of trade shows or Department events including the design, construct, modification, maintenance, and shipping arrangements of the DTO's trade show booths to each event or subcontract with other capable vendors.
- ii. Further demonstrate that they have the expertise to identify opportunities for DTO to achieve maximum efficiency in the coordination, storage, and shipment of material to various shows.
- iii. Demonstrate they have full understanding and capability to create pre show marketing collateral, be it print or online.

**Question:** Will the agency be expected to attend trade shows/conventions with DTO staff or simply coordinate collateral development?

**Answer: The AOR will not be expected to attend the trade shows but will be expected to solicit partnership for trade shows where it is appropriate. All collateral development, etc. will be the responsibility of the AOR.**

**Section number: 2D**

**Paragraph number: 2f**

**Page number: 4**

**Text of passage being questioned:**

Public/Private Collaborations:

The State must leverage taxpayer dollars with private sector investments in order to achieve the greatest value in marketing and communications across all programs. The ability to leverage private sector support that enhances and extends the expenditure of State marketing dollars is a vital part of the marketing plans of many of the segments. Specifically, the vendor must be able to demonstrate that they have the expertise to perform the following:

- i. Develop relationships consistent with Delaware's brand identity, values and traditions with public and private business leaders for special promotion opportunities; and
- ii. Identify, initiate, and manage corporate sponsorship opportunities for promotional/marketing initiatives that are consistent with Delaware's brand identity, values, and traditions.
- iii. Provide other similar collaborations as assigned.

**Question:** Can you please list any preexisting corporate sponsorships, partnerships and/or media contracts?

**Answer: DTO in the past has solicited corporate sponsorships for trade shows and conferences and will provide the information to the awarded vendor.**

**Section number: 2D**

**Paragraph number: 2i**

**Page number: 5**

**Text of passage being questioned:**

Website design/Online promotion:

Website and online services must be coordinated with the DTO's website provider as applicable.

Vendor must be able to demonstrate that they have the expertise to perform the following:

- i. Conduct Web services to include but not limited to as assigned by the State in: coordination with the Department's website provider planning and strategy development; content development & formatting; storyboarding / mapping and information architecture; graphic design; copywriting; interactive content & media (such as Macromedia / Adobe Flash (permitted as long as non-Flash-based HTML equivalency is created); interactive graphics, animation, and multimedia creation; flash/html integration (placement, interaction, actions, design and coding); Search Engine Optimization and marketing; key word analysis and recommendation; pay per click promotions;

analysis of pre-generated web site traffic reports and analytics; documentation of style guides and website work to include site plan, content, edit logs, competitor sites/benchmark sites, website traffic reports/analytics, access/hosting information; and website promotion using multi-channel and multi-media drive-to-web campaigns. Sweepstakes, contest administration will be required. All domain registrations will be conducted by DTO's IT department so to have one point of contact for registering the domain with the State.

**Question:** Since your website was recently updated, is it safe to assume that the selected agency would integrate any new brand looks into the site but not provide content management services?

**Answer: Yes the website was recently redesigned and currently the SEO is being managed by our website provider. DTO would be looking for content suggestions for the website and also online media buys. The SEO management possibly could be performed by the AOR if they have expertise in the area.**

**Section number: 5A**

**Paragraph number: 6a**

**Page number: 9**

**Text of passage being questioned:**

General Evaluation Requirements:

a. Experience in Tourism and Economic Development advertising and marketing

**Question:** In your RFP document you request information on an agency's marketing expertise in the areas of tourism and economic development. Is economic development experience an important prerequisite, and can/should our prior experience in this area be included in our response?

**Answer: Tourism experience is an important prerequisite.**

**Section number: 6B**

**Paragraph number: 21**

**Page number: 16**

**Text of passage being questioned:**

Funding

The overall budget available for the life of this contract shall not exceed \$200,000 per fiscal year. There will be no retainer with the contract and the bidder must propose a reasonable fee schedule with quarterly billing to the division. Each type of service must be clearly defined and approved and signed off up front by the Director of Tourism before work begins. The State does not reimburse for in-state travel. The State does not pay a commission for services. Specifically, media invoices and subcontracts shall be billed at net.

**Question:** Is the \$200,000 referenced in the RFP document budgeted for agency fees/services only? If so, can you please estimate the anticipated budget for media purchases and outside production costs?

**Answer: The \$ 200,000 is the estimated budget for the entire list of services. The breakdown of the budget will depend on the suggested media buys, campaigns, etc. proposed by the AOR.**

**Section number: 6B**

**Paragraph number: 21**

**Page number: 16**

**Text of passage being questioned:**

Funding

The overall budget available for the life of this contract shall not exceed \$200,000 per fiscal year. There will be no retainer with the contract and the bidder must propose a reasonable fee schedule with quarterly billing to the division. Each type of service must be clearly defined and approved and signed off up front by the Director of Tourism before work begins. The State does not reimburse for in-state travel. The State does not pay a commission for services. Specifically, media invoices and subcontracts shall be billed at net.

**Question:** Do you have available, by estimated % breakdown, how you have recently allocated marketing dollars among your various marketing initiatives (e.g., branding vs. trade show management vs. promotional materials, etc.)?

**Answer: The breakdown of the budget will depend on the suggested media buys, campaigns, etc. proposed by the AOR.**

**Section number: 6C**

**Paragraph number: 5**

**Page number: 19**

**Text of passage being questioned:**

Creative Design (Scored) – 20 points Maximum

Include samples of a Delaware Tourism Branded Campaign

**Question:** Your RFP document makes the following reference: “Include samples of a Delaware Tourism Branded Campaign.” Do you seek samples of any Delaware tourism destination we have branded or just samples of work we executed on behalf of the DTO and/or the State of Delaware?

**Answer: DTO is looking for a new branded campaign and a rough draft of some ideas to be proposed for the new brand.**

**Section no: II Scope of Services, B. Purpose**

**Paragraph no: 1**

**Page no: 2**

**Text of passage being questioned:**

The purpose of this RFP is to solicit proposals from qualified firms to provide Marketing and Advertising Services as agency of record as described in section D, “Required Services” below, for the Delaware Tourism Office a sub-division of the Delaware Economic Development Office.

**Question:** Who is the current agency of record for DTO?

**Answer: At present there is no AOR for DTO.**

**Section no: II Scope of Services, D. Required Services, d.) Trade Show Management**

**Paragraph no: 1**

**Page no: 3**

**Text of passage being questioned:**

The DTO together with the private sector participates in many trade/consumer shows, exhibitions, conferences, conventions and seminars each year – regionally and nationally.

**Question:** Can you please provide a list of trade/consumer shows, exhibitions, conferences, conventions and seminars in which DTO participated in the past?

**Answer: Destination showcase, conference Direct, Collaborate, MPI WEC 2012, American Bus Association (ABA), Ontario Motorcoach Associations (OMCA), Virginia Motorcoach Association (VMA), North Carolina Motorcoach Association (NCMA), International Pow Wow, New York Times Travel Show, Boston Globe Travel Show, TEAMS, and NASC.**

**Section no: II Scope of Services, D.**

**Required Services, f.) Public/Private Collaborations**

**Paragraph no: 3, ii.**

**Page no: 4**

**Text of passage being questioned:**

identify, initiate, and manage corporate sponsorship opportunities for promotional/marketing initiatives that are consistent with Delaware’s brand identity, values and traditions.

**Question:** Can you please provide a list of current/past corporate sponsorship opportunities with which DTO has participated?

**Answer: some of the sponsorships were for the events listed in the answer above.**

**Section no: II Scope of Services, D. Required Services, i.) Website design/Online promotion**

**Paragraph no: 1**

**Page no: 5**

**Text of passage being questioned:**

Website and online services must be coordinated with DTO's website provider as applicable.

**Question:** Who is DTO's current website provider?

**Answer: Simpleview**

**Section no: IV. Professional Services RFP Administration Information, A. RFP Issuance, 6. Contact with State Employees**

**Paragraph no : 1**

**Page no: 10**

**Text of passage being questioned:**

Direct contact with State of Delaware/DTO employees other than the State of Delaware/DTO Designated Contact regarding this RFP is expressly prohibited without prior consent.

**Question:** Is it considered a conflict of interest if a relative of a State of Delaware/DTO employee is employed by a bidding agency?

**Answer: Every submission will be evaluated individually depending upon the specific circumstances identified. All relationships which might pose a conflict, such as a relative of a DEDO/DTO employee is an employee of the bidding agency, should be disclosed in the application/proposal. Should such a relationship exist, it would not, in and of itself, disqualify a bidder. Rather, should such a conflict exist, the relative at DEDO/DTO would likely recuse him or herself from the selection committee in order to avoid an appearance of impropriety.**

**Section no: IV. Professional Services RFP Administration Information, B. RFP Submissions, 21. Funding**

**Paragraph no : 1**

**Page no: 16/17**

**Text of passage being questioned:**

The overall budget available for the life of this contract shall not exceed \$200,000 per fiscal year.

**Question:** Can you please confirm anticipated date of start of contract?

**Answer: May 2012**

**Section no: IV. Professional Services RFP Administration Information, B. RFP Submissions, 21. Funding**

**Paragraph no : 1**

**Page no: 16/17**

**Text of passage being questioned:**

The overall budget available for the life of this contract shall not exceed \$200,000 per fiscal year.

**Question:** Can you please advise on what percent of overall annual budget is expected to be earmarked for media? For other out of pocket expenditures?

**Answer: Depends on what is proposed by AOR.**

**Section no: IV. Professional Services RFP Administration Information, B. RFP Submissions, 21. Funding**

**Paragraph no : 1**

**Page no: 16/17**

**Text of passage being questioned:**

The state does not pay a commission for services. Specifically, media invoices and subcontracts shall be billed at net.

**Question:** Does this include out of pocket costs for purchases from vendors? That is, can out of pocket purchases include a markup?

**Answer: No**

**Section no: IV. Professional Services RFP Administration Information, B. RFP Submissions, 22. Award of Contract**

**Paragraph no : 2**

**Page no: 17**

**Text of passage being questioned:**

Notice will be in writing to the vendor of the acceptance of their proposal by the State of Delaware/DTO.

**Question:** What is the anticipated deadline for notifying the selected bid in response to this RFP?

**Answer: March 30, 2012.**

**Section no: IV. Professional Services RFP Administration Information, C. RFP Evaluation Process, 5. Creative Design**

**Paragraph no : 1**

**Page no: 19**

**Text of passage being questioned:**

Include samples of a Delaware Tourism Branded Campaign?

**Question:** Is speculative creative expected as part of the response to this RFP?

**Answer: Yes rough drafts.**

**Section VI. B,  
Paragraph 21,  
Page 16, Passage:**

**Text:**

“The overall budget available for the life of this contract shall not exceed \$200,000 per fiscal year.”

**Question:**

Should the \$200,000 maximum funding for this contract by the DEDO cover, in addition to all agency services, all hard costs (tradeshow booths, collateral material, etc.) incurred by the agency outside of direct media costs or are hard costs for production scoped and budgeted separately?

**Answer: All collateral costs are included in the \$ 200,000 budget. Trade show booth registrations are budgeted separately from a different fund.**

**Section II. D,  
Paragraph 2 a i,  
Page 3,  
Passage:**

“Annually evaluate and update the comprehensive marketing and advertising plan that identifies objectives, and describes annual tactics, target media, target markets key messages and creative strategies.”

**Question:**

Is there any market research that can be made available to us for the purpose of this RFP?

**Answer: The only Market Research is the “Value of Tourism” found on the visitdelaware.com website in the “About Us” section under “Tourism Statistics”.**

**Question:**

Overall, what are your available research resources and do you have an active 5 year marketing plan?

**Answer: No 5 year marketing plan at present. AOR would be responsible for creating.**

**Question:**

Is there geographic targeting in the media strategy on top of the identified interests: Leisure, Group Tour, Sports and Meetings and Conventions?

**Answer: Yes the regional crescent of NY, NJ, PA, MD, VA are target geographic markets.**

**Question:**

Please describe advertising and marketing campaigns previously run by the state and, in the case of digital campaigns, the results driven from them (e.g. Cost per click, cost per conversion, etc.)?

**Answer: No formalized campaigns run to date.**

**Question:**

Do you anticipate a full rebranding exercise through this contract, or an evolution of the existing brand?

**Answer: Yes a full rebranding exercise will be expected.**

**Section II. D,  
Paragraph 2 a ii,  
Page 3**

**Question:**

Beyond the hard metrics of tax collection and room nights, what soft metrics have traditionally been used to judge media effectiveness and are there specific metrics and benchmarking you look to implement moving forward?

**Answer: Looking for the AOR of to suggest best practices or other benchmarks used for other clients.**

**Section II. D,  
Paragraph 2 a iii,  
Page 3**

**Question:**

What level of industry participation currently exists for cooperative marketing efforts in terms of dollars?

**Answer: The participation levels vary depending upon the market segment and the co-op opportunity.**

**Question:**

Would you consider a commissioned cooperative sales program conducted by the selected agency of record?

**Answer: Yes all ideas and suggestions will be considered.**

**Section II. D,  
Paragraph 2 i i,  
Page 3**

**Question:**

On website services, you indicated ability to do website design, SEO and SEM – would these services be handled on a work order basis and within the \$200,000 overall budget?

**Answer: Yes they would be handled by the work order basis and will be included in the overall \$ 200,000 budget.**