

Comprehensive Adult-Focused Media Services Request for Proposals

Question and Answer Log

August 18, 2023

Q1. Does the Certification of Competitive Bid/Non-Collusion Certification need to be notarized?

A1. No, notarization is not necessary.

Q2. Is there a contract eligibility or black-list of contractors not to use?

A2. Contract eligibility is described in section 4 and 5 of the RFP. There is no blacklist of contractors.

Q3. If our agency is located out of state, would we need to open an office in Oklahoma City to fulfill the contract requirements?

A3. 4.1 Bidder Location: Preference will be given to firms with a presence (actual presence or existing contractual partnerships) in Oklahoma with a representative or office located in Oklahoma City. The awarded Contractor will be required to maintain an office within the state of Oklahoma consisting of a minimum of one (1) full-time individual that will serve as an Account Executive who can develop media and public relationships with in-state outlets, attend planning meetings, work directly on-site with TSET staff, attend, and make board presentations when necessary, etc. If the awarded Contractor does not currently have an office established in the state of Oklahoma, awarded Contractor shall be required to establish an office no later than three (3) months after the date of award.

Q4. What research firms or methods do you currently use to track awareness and public opinion of your campaigns and brands?

A4. TSET works with external evaluators such as the Department of Biostatistics and Epidemiology at the University of Oklahoma Health Sciences Center, CMA Strategies, Rescue, and others through various types of instruments, including but not limited to, statewide cross-sectional surveys, statewide opinion surveys and knowledge, attitude, behavior surveys. Data are also gathered through website and social and digital platforms to ascertain micro performance levels of campaigns. TSET also uses statewide and localized surveillance tools such as Behavioral Risk Factor Surveillance System, Youth Risk Factor Surveillance System, community assessment, etc.

Q5. Regarding Section 4.3 Financial Requirements: Is it a correct assumption that the contractor will incur \$1.3 - \$2.6 million in reimbursable costs on an ongoing basis?

A5. Yes, across the 12-month fiscal year, a contractor will incur a range of reimbursable costs on an ongoing basis with some months at a higher range than others.

Q6. Will the current agency be participating in this RFP process?

A6. The Adult Media Request for Proposal is open to all “experienced and qualified entities.” See section 1.0 Purpose of this Request for Proposals.

Q7. Can you describe the marketing capabilities and resources your organization has in-house?

A7. In house, TSET currently has access to the Microsoft suite, Granicus for email, newsletter production and delivery, and some Adobe products for production of simple electronic graphics and podcast needs.

Q8. Can you please confirm how we treat confidential financial documents as part of our overall bid? Do we include them in the full pdf and mark confidential, or would you like a third pdf with all confidential information? If open records requests are made, will financial statements in the full pdf be redacted?

A8. Financial statements are not records that are subject to disclosure under the Open Records Act (ORA) and may be withheld from an ORA request. It is preferable to have all documents submitted in the full bid file if they can be marked as confidential within that file. Financial documents that a bidder does not wish to be released may be marked as confidential with a watermark or the insertion of pages that demarcate the beginning and the end of the confidential financial information, or in another manner that is acceptable to the bidder and that provides TSET with a clear indication of where the confidential information begins and ends.

Q9. Please confirm if section 9.7.1 Corporate Information is the only section needed for each subcontractor.

A9. Yes, section 9.7.1 Corporate Information is the only section needed for each subcontractor.

Q10. Is there a file size limit for our finished pdf when we upload?

A10. No, there is no file size limit.

Q11. Is there any valuable feedback or insights from your experience with the previous agency that you believe could help guide our approach and ensure a successful transition?

A11. The bidder will need to: be excellent at teamwork, collaboration, adherence to work plans and deadlines, strategic thinking, and planning; have engaged staff constantly learning about public health, social marketing, and plain language; use best practices from public health, evaluation, and the marketing/advertising arena; possess willingness to test campaigns and take criticism and feedback as campaign or message improvement opportunities; and have a drive to improve the health of Oklahomans.

Q12. How do you envision the relationship between a possible new agency and your team?

A12. Primarily, TSET's strategic communication team offers the management and approvals of efforts of collaboratively built workplans for each brand and campaign. The relationship between this staff and the winning bidder should be team oriented with a clear communication structure with both parties focused on producing successful communication efforts to improve the health of Oklahomans.

Q13. How do you collect, analyze, and interpret data from your current digital marketing efforts?

A13. Currently, digital marketing efforts use the various platform tools to collect data, certified and knowledgeable staff from the vendor (and sometimes outside evaluators) to interpret data. Some data may be processed through data analytic automated tools as well. Data are expected to be

collected, analyzed, and interpreted at a level that the information could be published in peer reviewed public health journals.

Q14. Could you share any insights about the engagement levels or types of content that have performed well on your social campaigns and any trends you've observed?

A14. No. This varies by brand, campaign, and populations of focus.

Q15. How do your social campaigns adapt to changes in social media algorithms or emerging platforms? Is there room for experimentation and adapting strategies in response to trends?

A15. Because of the now consistently changing algorithms in almost all digital and social platforms, adaptation is necessary. Experimentation is also necessary but must be smart and focused on the outcomes trying to be achieved.

Q16. What timelines do you currently have with content considering your current approval process?

A16. The TSET strategic communication team has a minimum approval time of four business days. Depending on the complexity and amount of content needing approval, as well as the workflow of other projects, turnaround times may vary. Time sensitive approvals are handled on a case-by-case basis and are to be used minimally. Adequate planning on the part of the awarded Contractor and regular communication with TSET helps to keep work and approvals on schedule.

Q17. Beyond quantitative metrics, how do you define the qualitative impact of the campaign?

A17. Brand awareness and trust, audience sentiment, and engagement quality are just three of the ways TSET measures the qualitative impact of campaigns. Alongside TSET Strategic Communications, the awarded Contractor will help define campaign goals, objectives, and measures of success, at least on an annual basis, as part of the agreement.

Q18. What kind of media have you advertised on in the past? Do you want to continue with only those channels, or would you like to expand to new forms or channels of media?

A18. Over the last decade and a half, TSET communications have use a large variety of owned, earned, and paid channels. TSET is always looking for the best, cost-efficient ways to reach a variety of audiences and has been open to utilizing new forms of media placement when value can be shown.

Q19. Section 5.2.3 - About how many events / partners should we be considering, based on what you're envisioning?

A19. Contractor shall develop a localization partnership plan to work with appropriate partners to deliver campaign materials and messages at the state, regional, or community level to support social marketing campaign activities. The awarded Contractor's plan, upon approval of TSET, will help determine the scope and magnitude of resulting partnerships and events, including staffing of said events.

Q20. Are you able to place tracking pixels on websites that you own, and would your team add those, or would you be able to place Google Tag Manager and allow us access to add pixels there?

A20. Yes, pixel tagging from Google and Adobe have been used on owned sites as well as some websites of contractors, along with UTM tracking.

Q21. Do you have Google or Adobe Analytics currently? If yes, to either, would the awarded agency be able to have (at minimum) viewer access to this, for sake of building monthly reports and making ongoing recommendations?

A21. The awarded agency will be managing the brand campaigns websites and so will have full access. The awarded agency will have user rights with access to some background analytics for the state-owned agency website and will be responsible for content as well.

Q22. On the Hourly Rate Worksheet, does this percentage refer to the percentage of each individual's workload that will be dedicated to TSET or to the percentage of the overall job each individual will be responsible for?

A22. The "percent of project responsibility" refers to the amount of time the position will be dedicated to TSET work.

Q23. Who will be responsible for providing feedback and making final decisions, and are there any specific approval processes or protocols that we need to be aware of?

A23. Depending on the project, various pieces will need approval from various levels within the agency. There are current processes in place for those diverse needs. When planning, time will need to be built into the process to ensure all levels of approvals are completed before next steps are taken on the project.

Q24. Are there any specific milestones or deadlines we need to be aware of?

A24. TSET's fiscal year runs July 1 through June 30 with planning execution for the following year to be 90% completed by May of the current fiscal year. The TSET Board of Directors meets approximately 5 times per year, which includes reports from the media vendor. Other milestones and deadlines will be outlined in agreed upon workplans.