

DOH RFP-N21125
AMENDMENT 1: VENDOR QUESTIONS AND
DOH ANSWERS DOCUMENT

Questions regarding this Solicitation will be allowed consistent with the dates specified in the solicitation schedule on the cover page. All questions must be submitted via email to the Solicitation Coordinator.

The DOH will provide written answers for questions received, if within the question and answer period's deadline. Answers will be posted as an amendment, to the same location as the posting of the original solicitation. It is the sole responsibility of the bidder to view and download documents from the same location as the posting of the original solicitation.

Verbal responses to questions will not be provided. Both Questions and their corresponding Answers will be compiled into a Word document and posted as an amendment. Only written answers will be considered official and binding.

Bidders will not be identified in answers.

If interpretations or other changes to this Solicitation are required as a result of inquiries made during the question and answer period, the Solicitation may be amended. All amendments are posted to the same location as the posting of the original solicitation.

Vendor Question 1: I wanted to clarify that you are specifically requesting to primarily run a radio and digital campaign? Early in the RFP paperwork it briefly references other media but when you get into the details only Radio and Digital campaigns are addressed.

DOH Answer 1: *We are interested in the campaign using a variety of media including radio, internet, social media, etc. as listed early in the RFP.*

Vendor Question 2: Is there a preferred budget allocation for the preferred media? For example if radio and digital are the preferences, would a 50/50 split of the budget be the most desirable?

DOH Answer 2: *There is not a preferred budget allocation for each media channel.*

Vendor Question 3: Can you please clarify the statement which reads "80% must go to media purchase?" Does this mean that any ad creation or production must be less than 20% of the entire cost, or that the agency fee must be less than 20% of the spend?

DOH Answer 3: *More than 80% of the funds disbursed shall go directly to purchasing ad space through media outlets.*

Vendor Question 4: Is there a specific format in which you prefer your proposals. By that I don't mean file format as I do see PDF is specified, I mean that actual layout of the document.

DOH Answer 4: *Following the order of the RFP questions/requirements but no specific format is preferred.*

Vendor Question 5: Does the campaign involve production of a video?

DOH Answer 5: *Not production of a video, but the contractor will need to rebrand some of the materials with DOH logos and contact information.*

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Vendor Question 6: I noticed the RFP only asks for Radio and digital... is there any interest in doing TV?
DOH Answer 6: *We decided to focus on radio, social media, internet etc. in order to better reach a statewide audience and to achieve more reach with the funds.*

Vendor Question 7: Is there anything I can show you / data I can pull at this time for you?
DOH Answer 7: *No, bids are due according to the Solicitation Schedule, and the bid submission requirements.*

Vendor Question 8: Would there be any interest in seeing a proposal from an individual TV station ...? We're a XXX owned and operated station and have a lot of unique sponsorships for health / government related clients. I also have some digital capabilities that I think would make sense for your target demographic?
DOH Answer 8: *We decided to focus on radio, social media, internet etc. in order to better reach a statewide audience and to achieve more reach with the funds.*
We are open to proposals that use these channels.

Vendor Question 9: On page 5 you reference the campaign "must include both radio and online channels" - do you have rough percentages to share for how you expect to see the budget being spread between those mediums?
DOH Answer 9: *We do not have a preferred budget spread between those mediums.*

Vendor Question 10: On page 5 you reference the buy must cover "Puget Sound, Eastern, Central and SW WA markets" - are there certain areas of the state (or counties perhaps) where HPV immunization rates are lowest and/or where HPV incidence rates are highest that would make sense to target more strategically?
DOH Answer 10: *We have data on county uptake rates for the HPV vaccination, but not for HPV incidence rates.*

Vendor Question 11: On page 16 under Activity 2, the RFP states there are existing radio spots. Is this a campaign that another state or CDC has developed/been running? If yes, which campaign is it?
DOH Answer 11: *CDC and about 11 other states have done various HPV campaigns. You can see CDC's materials on their website. We plan to use materials developed by a number of the states and CDC.*

Vendor Question 12: On page 16 under Activity 2, the RFP states there are existing radio spots. Are those spots already tagged with DOH's information? What lengths are the available spots (:30,:60, etc.)?
DOH Answer 12: *The radio spots, social media, etc. are not yet tagged with DOH's information. There are spots of varying lengths.*

Vendor Question 13: Can you please share the names and roles of the individuals that will make up the evaluation team?
DOH Answer 13: *No, we cannot share the names of the evaluation team members at this time. As excerpted from Section 2.4 PUBLIC DISCLOSURE PROPRIETARY/CONFIDENTIAL INFORMATION:*

All records related to procurements under RCW 39.26 are subject to disclosure; except that bid submissions and evaluations are exempted until the apparent successful bidder (ASB) is announced. Upon announcement of the ASB, all bid submissions and evaluation information will be made available for public inspection on the DOH website.

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Vendor Question 14: After reviewing on the target demo, parents with adolescents, is there a specific age and gender that you are looking to reach? Example: Adults 25-49?

DOH Answer 14: *We are recommending 11 – 12 year old boys and girls get the HPV vaccination series so we want to reach parents with kids this age.*

Vendor Question 15: In evaluation of the project schedule I noticed that you will be considering radio, internet and video exchanges. We have advertising solutions that fit all three.

- Radio – Will you be evaluating efficiencies based on cost per rating point (CPP)?
- Internet and video exchange – Will you be evaluating efficiencies based on effective cost per thousand impressions (eCPM)?

DOH Answer 15: *Yes, We want to evaluate efficiencies based on cost per rating point and cost per thousand impressions.*

Vendor Question 16: What agency is DOH working with? (*Solicitation Coordinator requested clarification*) I am asking who the advertising agency of record is for DOH.

DOH Answer 16: *There are various advertising agencies used throughout DOH.*

Vendor Question 17: Will DOH be reporting back to the agency on any vaccination increase rate they see during the campaign period?

DOH Answer 17: *DOH will report back to the Centers for Disease Control and Prevention (CDC) on any vaccination rate increase.*

Vendor Question 18: We assume that the draft statement of work that is included is just an example. Should we be looking at that as more of a true outline of what the DOH is looking from respondents?

DOH Answer 18: *The statement of work is a true outline of the work we would like respondents to accomplish.*

Vendor Question 19: Historically, how successful have the campaigns been in increasing awareness of immunizations and what has been your measurement of success?

DOH Answer 19: *Campaigns, such as the flu campaign, have been very successful at increasing awareness and generating interest. The measurement of success has included impressions, views, comments, likes, shares, content of responses, and number of vaccines administered statewide.*

Vendor Question 20: How are you tracking successful outcomes?

DOH Answer 20: *The measurement of success includes impressions, views, comments, likes, shares, content of responses, and number of vaccines administered statewide.*

Vendor Question 21: Do you track stats on number of vaccines administered?

DOH Answer 21: *Department of Health tracks number of vaccines administered statewide.*

Vendor Question 22: Is your success measurement based on media audience delivery?

DOH Answer 22: *Yes, we will measure success based on delivery of media spots and ads to the designated audience.*

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Vendor Question 23: What is your call to action in the messages? Call; go to the website; talk to your doctor?

DOH Answer 23: *The call to action is call your doctor and make an appointment for your 11 and 12 year old children.*

Vendor Question 24: If driving to site, where are you directing consumers? Is there a dedicated site and/or landing page?

DOH Answer 24: *There is a dedicated Department of Health HPV landing page.*

Vendor Question 25: Do you currently have community outreach programs in schools and colleges as part of the campaign?

DOH Answer 25: *We have coordinated the distribution of letters regarding HPV immunization to parents through the public elementary and secondary schools.*

Vendor Question 26: How important are young adults age 18-26 as a target for your messages, since vaccines can be administered up to these ages?

DOH Answer 26: *Most important audience is parents of children 11 and 12 years old.*

Vendor Question 27: Are your targeted messages to specific ethnic groups and if so are ads available in various languages?

DOH Answer 27: *We do have some materials and messages in English and Spanish.*

Vendor Question 28: Where are vaccines available – primary care physicians, urgent clinics, pharmacies/drug stores?

DOH Answer 28: *Vaccines are available from primary care physicians, and pharmacies. They are not usually available at urgent care clinics.*

Vendor Question 29: Does one ethnicity have a higher propensity of vaccinations or HPV than others?

DOH Answer 29: *There are statistics on various ethnic and socioeconomic groups' rates of vaccination. The rates vary depending on the vaccine.*

Vendor Question 30: What agency is currently handling the media for the Dept. of Health, HPV outreach?

DOH Answer 30: *We are not currently doing any HPV media outreach.*

Vendor Question 31: Do you have a PR company that you are currently working with and if so who?

DOH Answer 31: *We are not currently doing any HPV media outreach.*

Vendor Question 32: For the earned media strategy mentioned in Activity 1, would the contractor also be executing the planned activities, or would DOH staff execute them?

DOH Answer 32: *The contractor would execute the planned activities.*

Vendor Question 33: Does “address key message needs” mean develop key messages?

DOH Answer 33: *Yes*

Vendor Question 34: What kinds of campaign assets already exist, i.e. radio spots, print ads, digital ads?

DOH Answer 34: *We have radio spots, print and digital ad, and some social media messages.*

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Vendor Question 35: Will the campaign target audiences in languages other than English?

DOH Answer 35: *Yes, particularly in Spanish.*

Vendor Question 36: Are there any Washington media markets that are more of a priority due to known prevalence of HPV or low HPV vaccination rates in those geographic areas?

DOH Answer 36: *There are counties with lower vaccination rates but we will probably target our outreach statewide for this year.*

Vendor Question 37: Is there a resource the ads will direct to for more information?

DOH Answer 37: *We plan to direct people to the Department of Health website for more information.*

Vendor Question 38: Is it possible to submit some of the same references for both the bidder and lead staff person?

DOH Answer 38: *Yes*

Vendor Question 39: Is it possible to list as a reference someone who no longer works for DOH?

DOH Answer 39: *Yes, as long as the former DOH employee has no interest in or knowledge of the project or project managers. (See RCW 42.52.080)*

Vendor Question 40: Can you clarify the period of performance versus the period of the contract? In the SOW, it says the contractor cannot bill for work after 9/30/15

DOH Answer 40: *The grant that we received to support this work ends October 31, 2015 but we need the contractor to submit bills for the work by 9/30/15.*