

2011 Ad Agency RFP Clarifying Questions

- 1. Is the \$4 million contract over two years?**
It is approximately \$4 million per year.
- 2. Definition around audited financial statements request. Our accountant quoted us a \$10K price tag. More definition?**
In the RFP, 4.2, it states that "Demonstrate the Offeror's financial capability to provide the work described in Section 3: Scope of Work. Audited financial statements, **or** satisfactory alternate proof of financial stability will be required prior to award of contract."
- 3. Are there existing resources public relations and interactive?**
We currently have contracts for a public relations and a website firm. The selected ad agency will be the lead strategic partner for DTTD and Parks & Recreation and is expected to collaborate and coordinate with other DTTD partners.
- 4. 150K with the ski promo...are there other partnerships that are obligatory?**
Historically, there are 3 partnerships budgeted in the ad agency contract. DTTD contributes \$75,000 towards the Ski NH Winter partnership, \$150,000 towards the Parks partnership and approximately \$45,000 for Agriculture partnership. While this is not obligatory, we have found it successful and expect these to remain.
- 5. With the current contractor, is this the end of the contract?**
Yes, expires June 30, 2011. No renewals.
- 6. Is the web contract on the same schedule? Will that RFP be coming up?**
Web contract expires June 30, 2011. RFP will be out in a month.
- 7. Is web same schedule the same as the ad- 2 and 2?**
No, it is a 5 year contract with a 5 year renewal option.
- 8. PR assignment is separate from ad?**
It is a separate contract and is not up for renewal until June 30, 2012. However, as referenced in #3 above, it is expected that the ad agency would work closely with DTTD staff and the Public Relations firm to ensure their expertise is sought and their work aligns with all marketing efforts.
- 9. Should we take some liberties to propose web and PR components?**
We are looking to you to provide suggestions on how to strategically position the state in the business situation. Suggested recommendations regarding PR and web components to an overall campaign may be included as well. The winning bidder will be the lead strategic partner for DTTD and the Division of Parks and Recreation to promote the state as a tourism destination.
- 10. What inspired you to look at agencies at this point in time?**
The current vendor contract is up as of June 30th, 2010 therefore we must go out to bid.
- 11. What are you looking to get out of the process?**
A competent firm that will be our lead strategic partner.
- 12. Is the current ad agency privy to the brand study and will they have any additional info?**

The current agency did conduct the brand study. All agencies will be scored on their strategic plan for the Business Situation, not for any additional information.

- 13. On the research services provided, is there a way to access this information without having to register on the visitnh website?**
No. You will need to register.
- 14. Is there a format you want your responses in? Do you require a binder, certain format?**
We have no specific requirements other than it be submitted in paper form.
- 15. Can you describe efforts in the past that you feel have been successful?**
We feel some of our most successful efforts are when we engage in marketing partnerships as this helps to leverage our marketing dollars and the dollars of other industry members. One example of this would be the winter partnership with Ski NH.
- 16. What kind of consumer database do you have?**
We have a database that is housed through our fulfillment agency.
- 17. How large is the database?**
See question 18
- 18. Is this email addresses, snail mail addresses?**
126,694 email addresses, 152,449 mailing addresses
- 19. Are there any other ways you measure success than the ROI?**
We do a variety of studies to measure success. Measures of success vary by project. Sometimes measures are related to website use, or number of PDF downloads, or requests for the Official Visitors Guides. We have measures of success for social media. Details of programs and measures will be shared with the winning bidder. We have a fairly sophisticated system of tracking, and there is no single success measure that is applicable to everything.
- 20. On the INHS website, seems like the information only goes back a year. Can we get five years back?**
Yes. Information on the INHS website does go back five years and can be accessed there.
- 21. To what degree do you want this round to focus on capabilities versus strategic plans?**
Please see section 5 in the RFP.
- 22. So even the initial round should include the strategic piece?**
Yes.
- 23. Are there other states you look at for ideas?**
None specifically but we review all states to see what the competition is doing. We pay attention to our border states as we develop our marketing strategies.
- 24. Any advertisers you look at as an example?**
No.
- 25. In Attachment D, can you talk about how the fees are currently structured?**
We strive for 16%, which includes production, agency fees, etc.

- 26. Who is the selection committee?**
The committee is composed of nine people. We selected members from DRED and members of the tourism industry.
- 27. What aspects of the current campaign do you feel are successful?**
The overall engagement of partnerships such as Agriculture, Ski NH, State Parks, etc. are large successes for DTTD as they help to leverage marketing dollars and build a brand by both the state and the industry. DTTD's expertise is marketing. Each of these partners brings, in addition to funding, a knowledge of their specific sector and the members who make it up.
- 28. What aspects of the current campaign do you feel could be improved?**
Under the general philosophy that there is always room for improvement and understanding that funds are limited, we feel we could continue to grow the amount of partnerships, expand upon opportunities in reaching the younger generation, and build a brand recognition for New Hampshire which could be incorporated by the tourism industry and potentially all business sectors to encourage economic viability to the State.
- 29. How do you measure success for your advertising campaigns?** Similar answer to #19. Measures of success vary depending on the type of advertising campaign. In general, Conversion Studies and Visitor Studies are basic; other measures include, but not limited to, web site visits, time spent, number downloads, or reader service cards received. Social campaigns are measured differently. Search Engine Marketing programs have different measures related to CTR, CPC, conversions, and cost per conversion.
- 30. Have the campaigns for the past five years achieved your goals?**
Yes.
- 31. How is social media handled internally and what internal resources are available for social media monitoring and responding?**
Social media strategy, execution and monitoring is handled by the DTTD Communications Manager and DTTD's Public Relations Firm. Information and resources can be shared with the winning bidder.
- 32. What is the expertise/background of those internal resources in handling social media?** Our internal communications manager works closely with our contracted Public Relations Firm regarding a strategic approach for social media.
- 33. Will the winning agency have direct access to the website and servers?**
That will be determined with DTTD and the successful bidder.
- 34. What is the process for approval of social media activities?**
Activities are coordinated through the DTTD Communications Manager and DTTD's Public Relations Firm.
- 35. Do you have specific and separate strategies in mind for the business meetings, weddings, and reunion market segments that tie into the general visibility and branding strategies? Could you describe these strategies?** The Meetings, Weddings and Reunions (MWR) marketing initiative is relatively new and was developed in partnership with the industry. As a result we work with a group of industry leaders, to continually shape this new program and seek their input.

- 36. What metrics will define success and ROI?** The winning bidder will work with DTTD to define a specific goal for the marketing plan which will include measurement tools, including, but not limited to rooms and meals tax revenue and visitor spending. Reference question #19
- 37. What are the revenue goals for each market segment?** We are looking for the offeror to present suggestions for goals in their proposal.
- 38. Can a copy of the current contract be shared?**
You can request copies of the original contract as well as the renewal contract through the NH Secretary of State's Office. You will need to provide the item number and date of the Governor and Executive Council Meeting that the contract was voted on. For the original contract, it is #54 and was voted on at the May 2, 2007 meeting. For the renewal it was #58 and was voted on at the June 3, 2009 meeting.
- 39. How long has the incumbent had the account?**
The current contract has been four years.
- 40. Can you define what you consider included in "production"?**
All out-of-pocket production costs incurred on DTTD's behalf (i.e. photography, printing - if not through Graphic Services, sweepstakes, premiums, etc.)
- 41. During the conference, 16% was mentioned as the maximum allocated for "agency fees" ...**
- a. What do "agency fees" typically include?**
Covers all agency services and staff time.
 - b. Is this a percentage of the total budget or some subset?**
Total budget
- 42. There is an understandable interest in NH appealing to the "next generation," is there any further definition around what the ideal next generation person might be?**
18-24 and 25 – 35 years of age.
- 43. Is there a willingness/desire to adopt a new position for the state instead of "You're going to love it here"?**
As we review the data from the Brand Study, this certainly will be reviewed as to whether this is the most effective tag line for capturing the essence of the New Hampshire experience. We are open to a well-grounded re-positioning if it has research to support it.
- 44. How about the look that currently exists for the state (small town typically on brown background)?**
See response to question 43.
- 45. What is the division's opinion and/or guidelines about using (or avoiding) the state motto: "Live Free or Die"**
We have traditionally not used the state's motto in our marketing to attract visitors to New Hampshire. However, see response to question 43.
- 46. What has been your most successful marketing campaign in the last two years?**
It depends on how one defines success. If one was to look at partnerships, the Wine and Cheese Trail with the Department of Agriculture was a successful campaign. The I Love it

Here! campaign was another example of a successful campaign because it gave the whole industry an opportunity to participate.

- 47. What has been the least effective marketing campaign in the last two years?**
It is all degrees of success; we don't feel we had an ineffective marketing campaign in the last two years.
- 48. With a new Executive Director in place is there a particular refreshed philosophy and/or vision that would be helpful for RFP responders to be aware of?**
No, offerors should focus on the specific requirements outlined in section 5 in the RFP.
- 49. Can you please define "Electronic Domestic" on the media breakdown (Attachment C-III) – what falls into this category?**
Internet/online advertising and search engine pay-per-click campaigns geo-targeted to domestic (U.S.) markets
- 50. On the web stats (Attachment C-IV, C-V), can you provide previous year's stats for both sites (FY06-FY09)?**
Historical information for visitnh.gov has been added to C-IV. Nhstateparks.org historical information is unavailable. The revised Attachment C has been updated and posted.
- 51. Do you have any research on how many visitors we get from each of the target areas and each of the surrounding states?**
See seasonal visitor surveys listed on the Institute for New Hampshire Studies website. (Attachment D)
- 52. Under section 3.10 there is a mention of increasing market share. Do we know the current market share and the amount of change we have seen in that over the past five years (or maybe since 2007)?** See response to question 51.