

**Department of Resources and Economic Development
Marketing and Advertising Agency Services**

Clarifying Questions and Answers

Q1. Can you please clarify the relationship between the Agency of Record (AOR) and the digital and PR agencies? Specifically, who provides the strategy for PR and digital initiatives and is the expectation that the AOR has input into those? Are the budget and planning documents shared with the AOR?

A1. The AOR is charged with developing the overall strategic platform for all contracted partners, including digital and pr. Plans are shared amongst partners.

Q2. Regarding website creative, does the AOR provide direction only, or actual creative assets to be implemented on the site? Does the AOR have the flexibility to change the site to coincide with other campaign initiatives?

A2. The AOR is charged with providing direction, and in some cases creative assets. Yes, website creative is flexible.

Q3. Regarding the paid media breakdown, can you give a more detailed breakdown of spend per media market and by season? Also, can you please provide specific activities grouped into the "Internet" category of the paid media shown on page 26 of the Marketing Plan?

A3. The majority of the budget is allocated toward summer promotional efforts; "internet" includes all digital activity.

Q4. Can you please supply the international breakdown of budget? How much of the overall budget is dedicated to planning/executing for international?

A4. Approximately 10% of the budget is allocated toward international.

Q5. Are you willing to supply any reports from past years for KPI metrics?

A5. KPI's are included in the FY15 Marketing Plan.

Q6. In the Institute for New Hampshire Studies research, some of the data hasn't been updated the last few years. Is there additional information available?

A6. Additional research resources can be found in Attachment D.

Q7. Does other research exist, such as visitor surveys, and are you willing to share that information?

- A7. All research is posted on the Institute's web site.
- Q8. Do you have specific broad measurements of success for DTTD, i.e. survey for occupancy rates with lodging, etc.?
- A8. DTTD's success is primarily measured via Return on Investment.
- Q9. What do you consider the most successful campaign for each of the three entities (DTTD, DED and DPR) and why?
- A9. Rooms and Meals Tax revenue ultimately dictates a campaign's success.
- Q10. From NH Tourism Industry Resources: Leads list – more specifically where do they come from and is that a focus area for KPIs? How much does the industry actively use some of the data that is provided?
- A10. Yes, leads should be considered a performance indicator. Sales/media leads are generated by partners/staff who attend trade events and made available to New Hampshire's tourism industry via visitnh.gov.
- Q11. In the Marketing Plan, it is stated that a main goal is protect and grow market share – how is market share defined (i.e. in relation to other states?) and what is the current market share?
- A11. Market share in relation to other states and considered to be proprietary information.
- Q12. What resources have you used for market research to date – is there a firm or study being consistently used?
- A12. DTTD utilizes contractor research, as well as industry data. Sentient Decision Science and Environics Analytics have been contracted in the past.
- Q13. Is the goal to continue solely with the "Live Free And" creative or are you open to other, more targeting campaigns for certain audiences? Is this the campaign used in international markets as well?
- A13. The goal is to create effective marketing campaigns, evolving current creative. "Live Free and" is presently used for all campaigns.
- Q14. What is the main source of creative assets (event photography, around state photography) for social sharing?
- A14. The Division utilizes both photography owned by the Division and stock photography.

Q15. I was wondering if you could clarify some information, specifically the top of pg 7 - 6.2.2 states "The Contractor, however, is required to pay media costs prior to reimbursement by the State." If we can get a little more information on this: all costs? If so, when does reimbursement happen? Is there any estimate for media costs? And any other info to clarify this statement.

A15. The Contractor pays all invoices prior to submitting to DTTD for reimbursement; the state pays invoices within 30 days. In FY14, media accounted for 78% of the total budget.

Q16. How is the annual marketing budget currently allocated across various spending categories (i.e. media costs, media commissions, agency fees, production, etc.)?

A16. FY14: Media 78%, Production/Vendors 6.1%, Agency Fee 15.9%

Q17. What is the fee structure and budgets in place with your current agency partner(s)?

A17. See A16.

Q18. What is the current scope of work performed by the "Digital Agency?"

A18. The agency is responsible for strategic development, creative, support, maintenance, hosting, and SEO of DRED's websites.

Q19. Can you provide a list of all websites currently managed under DRED that are relevant to this RFP?

A19. Visitnh.gov, nheconomy.org, nhstateparks.org, dred.state.nh.us, and nhdfi.org.

Q20. What framework are the current sites using? Is there is content management system (CMS) in place? If so, which one?

A20. DRED utilizes a proprietary CMS.

Q21. Do you have any marketing automation tools or technology in place?

A21. No, DRED does not use marketing automation tools.

Q22. Are there any other marketing-related agency partners in place that will have to continue alongside this contract or be engaged through it?

A22. Current contracts are listed within the RFP's Project Overview.

Q23. How long have you been working with your current marketing partner(s)?

- A23. The AOR has had the account for approximately 20 years.
- Q24. Do you prefer the selected vendor to have the capability of a full service integrated marketing firm in-house, through partners or a combination?
- A24. DRED is seeking the best qualified agency whether it is one agency or an agency with subcontractors.
- Q25. Are you predisposed to working with an agency partner based in NH?
- A25. DRED is seeking the best qualified agency.
- Q26. What intangible attributes are you looking for in an agency partner?
- A26. DRED is seeking the best qualified agency.
- Q27. Your in-house team is identified in the materials but can you expand upon how the roles and responsibilities are divided up for marketing/advertising efforts in collaboration with the agency partner(s)?
- A27: Staff members are assigned to a specific area of focus/discipline as outlined in the Strategic Marketing Plan.
- Q28. Who will be on the evaluation team?
- A28. The evaluation committee will be comprised of both private and public sector individuals.
- Q29. Is there another state (in the US or outside) that is admired by NH DRED for its travel and tourism marketing efforts?
- A29. A list of Mercury Award winning campaigns can be found at <https://esto.ustravel.org/state-tourism-office-awards>.
- Q30. Is there another travel and tourism related entity (i.e. airline, hotel, cruise line, etc.) that is admired by NH DRED for its marketing efforts?
- A30. n/a
- Q31. Moving forward under new leadership, do you anticipate any significant strategic shifts in direction for NH DRED compared to previous marketing efforts?
- A31. DRED looks forward to having these discussions with the selected vendor.
- Q32. Are there any secondary or tertiary desired objectives for marketing efforts not outlined in the RFP or related materials (i.e. attract a younger demographic,

bring more families to the state, shift to more non-traditional media channels, etc.)?)

A32. Current priorities are listed within the FY15 Strategic Marketing Plan.

Q33. Can you explain your current tracking system to measure effectiveness of programs/tactics?

A33. DRED utilizes a variety of metrics, many of which are listed within the Strategic Marketing Plan.

Q34. Can you share any additional data related to the performance of previous/recent campaigns by channel?

A34. See A5.

Q35. Do you have an addressable database of prospects and past visitors and, if so, how many people and what information is contained?

A35. Yes, DTTD maintains a consumer database; there are approximately 18,000 e-newsletter subscribers. Information captured can be found on the following pages: <http://www.visitnh.gov/information/subscribe-to-eguide.aspx>; <http://www.visitnh.gov/information/order-your-free-visitors-guide-form.aspx?country=USA>.

Q36. Have you defined audience personas or additional segmentation models to compliment the audience demographics you have identified?

A36. No.

Q37. Can you share any detailed historic media plans by channel/investment?

A37. See A5.

Q38. Can you provide additional information about any current trade and/or co-op partnerships that have been developed in conjunction with your media plan?

A38. Trade and cooperative marketing opportunities can be found within the Industry Members section of [visitnh.gov](http://www.visitnh.gov).

Q39. Can you share any recent social media and email performance data/reports?

A39. See A5.

Q40. Will the selected vendor be responsible for printing or selection of other vendors to fulfill printing needs?

A40. Printing is managed by the state's Bureau of Graphic Services.

Q41. From a state branding perspective, are there any elements that must remain unchanged/untouched?

A41. See A13.

Q42. I'm wondering – would it be possible for you to send me the last winning RFP the Department of Resources and Economic Development has on file for Marketing and Advertising Services?

A42. Copies of the original contract as well as the renewal contract can be requested 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 in which it was approved. The original contract is #23 and the approval date is April 27, 2011. The renewal contract is #62 and it was approved on May 15, 2013.

Q43. The period of contract is from July 1, 2014 – June 30, 2016; however, the current active contract appears to end June 30, 2015. Can you clarify the dates and whether this is a new RFP or a renewal option?

A43. The correct dates have been updated on the posted RFP. The dates should be a period of two years (July 1, 2015 - June 30, 2017) with an option to renew through June 30, 2019.

Q44. The RFP states that the Selected Vendor must create the strategic framework for DTTD's contracted partners, including its public relations firm, digital agency, international marketing partners, and publisher. However, 4.5 states that the Selected Agency will deploy digital efforts. Can you clarify whether you currently have agencies for PR and digital?

A44. DTTD contracts with a PR and digital agency – the full list of contracted partners can be in the Strategic Marketing Plan. The AOR is charged with developing a strategic framework for all contracted partners and items listed in 4.5.2, i.e. planning, coordination.

Q45. Do you have a budget allocation for the DTTD, DPR, DED and DFL, respectively and how that breaks down per division for development and execution?

A45. FY15 – DTTD - \$4.6 million; DPR – \$225,000; DED - \$200,000; DFL - \$0

Q46. In terms of establishing strategic partnerships, can you be more specific on expectations?

A46. Strategic partnerships are those considered to be mutually beneficially – broadening audience reach/exposure and extending budget.