

March 1, 2013

STATE OF MONTANA
REQUEST FOR PROPOSAL ADDENDUM
RFP NO. MSF 50
TO BE OPENED: March 15, 2013
TITLE: Advertising/Public Relations

ADDENDUM NO. 1

To All Offerors:

Attached are written questions received in response to this RFP. These questions, along with Montana State Fund's response, become an official amendment to this RFP.

All other terms of the subject "Request for Proposal" are to remain as previously stated.

Acknowledgment of Addendum:

The offeror for this solicitation must acknowledge receipt of this addendum. This page must be submitted at the time set for the proposal opening or the proposal may be disqualified from further consideration.

I acknowledge receipt of Addendum No. 1.

Signed: _____

Company Name: _____

Date: _____

Sincerely,

Mary Boyle
Procurement Officer

QUESTIONS & ANSWERS

Questions and Answers: The following are Montana State Fund's answers to the questions submitted by potential bidders by February 22 2013.

1. **Page 11 section 3.1** - Is there currently an agency of record the Montana State Fund uses for its advertising needs? If there is, why are you seeking a new agency of record?

MSF Response: Yes, Partners Creative of Missoula, Montana is the current agency of record. Partners has served in this capacity since July 1, 2006. Under Montana law, Montana State Fund is required to issue a new Request for Proposal after no more than seven years of contracting for services under a prior RFP.

2. **Page 11 section 3** - Please clarify if ALL of Section 3 is "understands and will comply." It is unclear because page 3, Instructions to Offerors, it states "in addition to a detailed response to all requirements within Section 3..." and this language is reiterated again on p. 11, but there are no points for Section 3 listed on pages 23-24, Section 6.

MSF Response: Each offeror must state that it "understands and will comply" with respect to each subsection of section 3. A detailed response is not needed for this section. Section 3 is not scored, as such.

3. **Page 11, section 3** - At the top of each section in the instructions, the RFP says "Restate the subsection number and the text immediately prior to your written response". Are you wanting just the text in the title section (ie: 3.0 Introduction) or would you like the text from the entire section copied and pasted prior to our written response?

MSF Response: The response need only include the text in the title section and the number.

For example,

Main Header is Section Four: Offeror Qualifications

Subsection would be:

4.0 MSF'S Right to Investigate and Reject

4.1.1 - Reference

4. **Page 13 sections 3.2.2** - This section asks the agency to assist in developing an annual strategic consumer marketing plan that includes identification of target markets. Does MSF currently have a customer segmentation model—or at the very least, a list of target markets?

MSF Response: MSF does not have a specific model. MSF's general target audiences are: policyholders, employees, injured employees, medical providers, insurance agents, state legislators, potential customers.

5. **Page 13 sections 3.2.2** - Do the customer segments need to be updated or refreshed.

MSF Response: MSF will review and analyze the customer segments with the successful offeror following execution of the contract.

6. **Page 13 section 3.2.2** - What kind of existing market research does MSF currently have? Is it available to the agencies answering this RFP?

MSF Response: None.

7. **Page 14, Section 3.2.2** - Please explain what you mean by, "Assist MSF in developing an annual strategic consumer marketing plan..." Are you referring to a communications plan for target markets? A media placement plan for target markets? A plan which tells you how to offer services in target markets?

MSF Response: This is a yearly overall communications strategy/plan that lays out the various advertising campaigns and components that would be employed throughout a given fiscal year in order to spread the number of messages Montana State Fund wants to send to our targeted markets. This would include but not be limited to the strategy behind specific ad campaigns.

8. **Page 14, Section 3.2.2** - Can you tell me how much of your current marketing budget is devoted to each of the following: TV, educational videos, print ads, website/internet communications/development, outdoor advertising, social media, promotional efforts.

MSF Response:

	<u>FY13 Budget</u>	<u>FY12</u>	<u>FY11</u>
Consult & Prof Services (includes social media, website development, educational videos etc) started new line item in FY13	\$25,391	\$0	\$0
Printing (Includes brochures, kits etc)	\$99,770	\$95,550	\$87,436
Advertising (includes radio, outdoor, banner ads, media placement etc)	\$169,002	\$207,180	\$494,822
Ads-TV (Only TV production, media placement)	\$427,170	\$416,043	\$93,466
Total Advertising	\$596,172	\$623,223	\$588,289
Total All	\$721,333	\$718,773	\$675,725

9. **Page 14, Section 3.2.2** - What types of promotional efforts is MSF currently undertaking?

MSF Response: We have a number of advertising campaigns that utilize television, radio, print, outdoor, websites, public relations and a bit of social media. We also produce brochures, manuals, electronic newsletters etc. The message is generally focused on safety awareness and education as well as customer service.

- 10. Page 14, Section 3.2.2** - Are there any markets MSF is not currently using from an advertising standpoint that they would like to utilize going forward.

MSF Response: As stated in section 4.1.5 of the RFP, State Fund would like to have a well developed social media strategy.

- 11. Page 14 – Section 3.3** - Will you accept proposals from agencies with their principal headquarters out of state but with a Montana office location? If so, will they be evaluated any differently than in-state agencies?

MSF Response: Yes, we will accept proposals from agencies with their principal headquarters out of state. State Fund expects that key personnel will be available for meetings in Helena, Montana as needed at the successful offeror's expense, as provided in section 3.3 of the RFP.

- 12. Page 15 Section 4** - Please clarify if Sections 4.0 MSF's Right to Investigate and Reject" and 4.1 "Offeror Qualifications" are the "understands and will comply" before responding to section 4.1.1 References.

MSF Response: Each offeror must state that the offeror "understands and will comply" with respect to section 4.0. This statement is not required for the introductory language of section 4.1.

- 13. Page 16 4.1.3** - This section asks for demonstration of expertise in brand development etc. Does MSF currently have a brand book?

MSF Response: No.

- 14. Page 16 4.1.3** - Does MSF brand need to be refreshed or repositioned.

MSF Response: This will be a matter for MSF and the successful offeror to evaluate as part of the services provided under the contract.

- 15. Page 18 – Section 4.1.5.** This section has an "A" assignment that is listed in Section 6.2 as being worth 300 points. Is there a "B" component that is missing from this assignment?

MSF Response: There is not a B component.

16. Page 19 – Section 5.1 - How will this section be scored? More specifically, how can a comparable scoring take place if vendors are allowed to add tasks? This does not seem like an apples to apples comparison. If there is a formula, please provide the formula.

MSF Response: A formula for scoring section 5.1 was included in section 6, Cost for Services. That formula is hereby deleted in its entirety.

MSF will evaluate each agency by looking at all of the line items in comparison to the other advertising agencies that have submitted a proposal. We are looking for a basic base rate. If all agencies are basically comparable they will be evaluated in the same way. We are looking for an overall fair market price. If an agency adds tasks it will not affect the score, but simply give us more information on pricing.

17. Page 19 – Section 5.2 - How will this section be scored? Is it going to be based on the total number of non-billable services (i.e. the more you list, the higher the points) or are the services themselves going to be weighted in some way based on the type of service? And if the services are going to be weighted, what is the criteria? If there is a formula, please provide the formula.

MSF Response: See answer to question 16.

18. Page 20 – 5.3 - How will this section be scored? If there is a formula, please provide the formula.

MSF Response: See answer to question 16.

19. Page 22 – Section 6.1.2 - This section states “the evaluation committee will review and evaluate the offers according to the following criteria.” However, there was no additional information provided after the above sentence. Could you please provide the missing criteria?

MSF Response: This line is stricken from the RFP.

20. Page 23 – Section 6.2 - Under “Offeror Qualifications” the account team is listed as being scored twice — once under “C” and again under “D”. Could you please clarify if this is correct.

MSF Response: The section references under category D are changed to read: 4.1.2.3 – 4.1.2.4.

21. Page 23 - Section 6.2 - The total value of points available is incorrect at 1,000. There are only 950 points available due to a discrepancy in the Strategic Solution Presentation that is valued at 350, but only lists “A. Strategic Solution Presentation” worth 300 points. There is no listing for “B”.

MSF Response: This was an error. The Category A, “Strategic Solution Presentation”, is worth 350 points, for a total of 1000 points.

22. Could you please provide a list of all the entities that submitted questions to this RFP

MSF Response: Partners Creative, Strategic Impact, The Wendt Agency, Flying Horse and Elliott Marketing.

23. Could you please submit names, place of business and titles of the individuals that will be on the evaluation committee? If this information is not available at this time, could we request an addendum be posted with this info in the future?

MSF Response: All Montana State Fund Employees: Mary Boyle, Communications Specialist; Richard Root, Vice President Operations; Britani Laughery, Safety Management Consultant – Team 3; and Verna Boucher, Special Assistant to the President.

24. Can you share the current and/or most recent marketing, advertising and public relations plans for MSF? We’re looking for an understanding of the media vehicles you have used as well as creative strategy and messaging.

MSF Response: The FY13 plan is available on request. The request should be directed to the procurement officer.

25. Who is the incumbent agency—or has the work been taken in house?

MSF Response: The incumbent agency is Partners Creative of Missoula, Montana.

26. Who is on the State Fund’s Communications team

MSF Response: Mary Boyle, Communications Specialist and Janel Favero, Webmaster. One position is currently vacant.

27. What is the most important problem you will be to solve with advertising, marketing, PR etc in the next 2 years?

MSF Response: State Fund's goal, as with any campaign, is making sure we are reaching our desired target market with the appropriate message.

28. Were you satisfied with the results of your last ad campaign?

MSF Response: Yes

29. Do you anticipate that the strategic direction of your public communication will change in the next two years? If so, how?

MSF Response: Not at this time

30. What did you like most/least about your last advertising campaign?

MSF Response: The showcasing of MSF employees is what was most liked in the last advertising campaign. MSF has not identified anything that was least liked about the last advertising campaign.