

Creative Agency for COVID-19 Marketing Campaigns
Prospective Vendor Questions

Media Campaign

Question #1 - Who is the incumbent agency if there is one and how satisfied were you with their results?

Answer – DPH does not currently have a contract for a creative agency.

Question #2 - Is there any requirement for the vendor to be on site?

Answer – No.

Question #3 - We have extensive vaccination public education experience and currently working with pharma clients with focus on COVID-19 related therapies. Are we precluded from working with IDPH due to our current COVID-19 pharma client roster?

Answer – No.

Question #4 - Is the agency for the current “All in Illinois” campaign participating in the bid?

Answer – They are eligible to bid.

Question #5 - Assuming the first campaign for Back to School, when would IDPH expect it to launch?

Answer – This is not a specific requirement of the resulting contract

Question #6 - In addition to the audiences outlined, are there more specific targets you are trying to reach?

Answer – While specific target audiences will vary by assignment, the State’s COVID response is conducted through an equitable lens — therefore a large focus is on communities disproportionately impacted by the pandemic, under-vaccinated communities and traditionally hard to reach communities.

Question #7 - Are there specific subgroups within the outlined targets that are of interest as well (e.g. women, Millennials, GenZers, etc.?)

Answer – See response to Question 6.

Question #8 - For key audiences, what should we know about them that will be important for communications to address/reflect/leverage?

Answer – See response to Question 6.

Question #9 - Is there new creative for “All In Illinois” we’ll be promoting? Or will we be creating new content for the pitch under this tagline or are you seeking something totally different?

Answer – New content, primarily under the “All In Illinois” banner. Proposals do not need to include concepts for hypothetical campaigns.

Question #10 - What is the main CTA for the campaign? Preparing for the potential second wave in the fall/winter?

Answer – To be determined. Proposals do not need to include CTAs for hypothetical campaigns.

Question #11 - At the end of the campaign, what would success look like?

Answer – This will vary by assignment. Generally, positive outcomes (e.g., an action being taken like getting vaccinated, a behavior change like wearing a mask, etc) as well as positive outputs (e.g., reach, frequency, engagement, video completion rates, conversions) are indicative of successful campaigns.

Question #12 - What related initiatives are currently under development/have launched, and do you expect the newly appointed agency to manage or build upon those communications efforts?

Answer – The State has launched several initiatives under the All In Illinois banner — staying home, mask wearing, staying safe over the holidays, vaccine confidence, and vaccine incentives. New agencies will build on the success of these efforts.

Question #13 - In your opinion, which entity – public or private – do you believe has done a good job with COVID-19 communications?

Answer – Not relevant to proposal response.

Question #14 - What have been some of the challenges faced during the onset of the COVID-19 pandemic? And what would you'd like to see change in this new phase?

Answer – The pandemic has forced us to operate in a rapidly changing environment. While vaccines have protected a great deal of the population, the resultant vendor should be prepared to meet the pace of crisis communications in developing creative.

Question #15 - Will the agencies have access to state data that will provide details on priority target locations within the state for this campaign?

Answer – Yes, the successful vendor will have access to selected data.

Question #16 - Are there plans to prioritize communications to the 10 audience groups they have defined as “hard to reach” from a timing perspective? Or are you planning to execute communications with all groups within the same timeframe?

Answer - To be determined.

Question #17 - What partnerships or alliances are in place in rural or underserved areas to provide vaccines?

Answer – Numerous public and private partnerships exist, along with the ongoing efforts of the IDPH Center for Minority Health Services.

Question #18 - What does IDPH want the focus or goal of this campaign to be? For instance, is the goal of the campaign to increase vaccination rates in areas with the lowest rates?

Answer – The vendor will be tasked with many assignments, but the focus of the initial campaign is to increase vaccination rates across the State of Illinois, particularly in those areas with lower rates.

Question #19 - The RFP states, “The vendor will collaborate with agencies identified by the State to manage consumer research programs as well as media planning and buying (e.g., radio, TV, print, out of home, transit, and social media ads). The vendor must exhibit nimbleness and the ability to turn projects around in rapid time. The vendor must track and report the effectiveness of campaigns on a weekly and monthly basis.”

- If the responding agencies can manage research and paid media internally, should they add this to their proposal/scope/budget?
- Answer – No – respondents should only provide the information requested for the scope of work described in the RFP.
- Are the IDPH or All in Illinois social media accounts and website utilized for the campaigns? If so, is the vendor tasked with managing the channels or providing content to another team to post and manage?
- Answer – We have utilized All In Illinois social accounts and website for public campaigns. Content production is sought in this RFP.
- Or, should agencies assume they will be expected to work with other firms that are advising on and managing research and paid media? If so, and given the emphasis of awarded agency having to provide success metrics of campaign, do you see awarded agency as the group that will simply report on pre-/post-campaign research and/or paid programming metrics, as provided by the partner agencies, or will awarded agency be able to advise on research tactics and paid strategies, so that they are a part of the strategies that influence the KPIs?
- Answer – The State has existing contracts with a research vendor and a media buying vendor which will continue to be utilized for their services. The resultant vendor will work with those firms on a day-to-day basis and partner on all facets of communications from – strategies to measurement.

Question #20 - Additionally, the RFP states, “The vendor receiving the award will be required to work collaboratively with other creative/communication ad agencies.” Although, the RFP has heavy emphasis on the agency handling what seems like all of the creative content. Can you add examples of how you see the division of labor happening, maybe in relation to the scenarios outlines? Have you already identified creative/communication ad agencies the awarded agency will work with?

Answer - See response to Question 19.

Question #21 - Can you share the audience segments you currently target as part of your “All in Illinois” initiative?

Answer – We are targeting the population segments such as Black adults, younger residents, people with modest income, and more. A full suite of research will be shared with the resultant vendor.

Question #22 - Would the creative concept(s) need to follow any particular brand guidelines or parameters, or are you looking for something brand new to fit under the “All in Illinois” initiative?

Answer – We are open to considering all options once a contract is awarded.

Question #23 - Can you share examples of the various mask-wearing, safe gatherings, social distancing, COVID testing, contact tracing and vaccinations campaigns, referenced in the RFP?

Answer – Visit [YouTube.com/allinillinois](https://www.youtube.com/allinillinois) to view previous work.

Question #24 - Will you be sharing what worked/didn't work for these other state wide efforts/campaigns? Do you have performance data about messaging from each to share with awarded agency before creating a new concept? Did you gauge perceptions before/after any of the campaigns and will you be able to share the findings?

Answer – The State has utilized [message testing](#) and survey research to inform marketing campaigns. A full suite of research will be shared with the resultant vendor.

Question #25 - Does IDPH have brand guidelines? Do the campaigns need to follow these?

Answer – Public campaigns will utilize the “All In Illinois” banner. Brand guidelines will be shared with the resultant vendor.

Question #26 - You mention the vendor will work with an agency identified by the State to manage consumer research programs as well as media planning and buying but that the vendor will be responsible for tracking and reporting on the campaign on a weekly and monthly basis. Are you looking for the vendor to provide strategic oversight and guidance on the research and media buying or to take the metrics the other agencies provide and put it in a report?

Answer - See response to Question 19.

Question #27 - Services sought in the RFP include “paid media strategies” but it also states that media planning and buying are not required of the selected vendor. Can you describe how you see the vendor working with another agency that does the media planning and buying?

Answer - See response to Question 19.

Question #28- The RFP mentions working with an agency identified by the State to manage research programs and also states that the vendor must be able to undertake research projects. Would those research projects be part of this scope or additional scopes of work as needed? If it is for this scope, can you describe the research needs that the vendor would undertake compared to the other agency?

Answer – See response to Question 19.

Question #29- Beyond the measurement data listed in the RFP, are there specific goals that the State deems critical to success upon completion of the first 6 months of the contract? Is there a third party evaluator that will track success or efficacy of proposed media efforts?

Answer – See response to Question 12.

Question #30- It appears that the State is eager for the selected vendor to provide media content quickly. Can the State provide feedback on approval timelines for review and approval of proposed content? For example, should the vendor plan for 1 week review periods, or less?

Answer- This will vary by assignment.

Question #31- Will all website content need to live on the IDPH’s All In Illinois website?

Answer- Yes. The State also operates coronavirus.illinois.gov – a hub of the state government’s COVID response – in addition to DPH’s website. Primarily, content will live on allin.illinois.gov, and the resultant vendor may be tasked with creating additional content related to marketing efforts for other websites.

Question #32- Does the new work need to have the All In Illinois tagline/campaign name referenced? Or, can it use a different more culturally specific campaign naming approach?

Answer- We are open to considering all options once a contract is awarded.

Question #33- The RFP states: All creative concepts will address/incorporate equity and diversity into their execution and delivery, and pertinent materials will be translated into other languages spoken within the State, including Spanish, Polish, and Chinese. Additionally, in the development and

production of materials, the vendor will identify and utilize resources and platforms that support or originate within Black and brown communities.

Can the State please define “resources and platforms that support or originate within Black and brown communities”?

Answer- The resultant vendor will be tasked with identifying the platforms and opportunities to meet audiences where they are – whether it be through partnerships with Black and brown social media creators or minority-owned/run media publications like Chicago Crusader, The TRiBE or LaRaza.

Question#34- The RFP states: that “Metrics used to track campaign effectiveness will include:

- i. Change in public opinion or behavior (i.e., frequency of mask-wearing, vaccination rates, etc.)
- ii. In-market campaign performance (i.e., video completions, click-through rates, post engagement)
- iii. Qualitative and quantitative analysis of earned and social media
- iv. Website traffic and engagement”

Can the State please clarify the if the measure of effectiveness should be based on statewide progress, county, or region? Does the State have a current vendor or effort that is being utilized to assess ongoing public opinions or behaviors like mask-wearing?

Answer- This will vary by assignment. The State’s data analysis may be able to assist with campaign measurement, but the resultant vendor should prepare to have their own methods of measurement as well.

Question #35- Will the vendor be able to proactively pitch to the media? OR will that be executed by IDPH?

Answer- Media pitching will primarily be handed by State staff, however assistance in communications/PR planning will be one function of the scope of work.

Question #36- The RFP lists two website metrics for measuring success, but the RFP doesn't mention any website work. Would one of the main CTAs be driving people to an existing website? What is the site/page?

Answer- This will vary by assignment. The State utilizes allin.illinois.gov for public campaigns.

Question #37- For social media, would the vendor be responsible simply for content development or would they be required to handle community management/posting?

Answer- Content development.

Question #38- Bottom of page 1 - Please expand upon the ask of on the ground efforts?

Answer- On the ground efforts could include experiential activations that are in-person and event-based.

Question #39- Page 6, Question #9 - please confirm that you are not looking for case studies or examples to be provided.

Answer- Case studies are not required as a response to any individual question, however brief examples of past work could be included within the detailed explanation of your firm's capabilities.

Question #40- Page 8 -vendor provides an operation plan that addresses each of the functions described in the Scope of Work - Is this part of Question #2, the inclusion of a proposed staffing plan?

Answer- The Operational Plan should detail the responses to Questions 1-11, which follow the Scope of Work. The Staffing Plan is a part of Question 2.

Question #41- Page 8 - Will you be providing date & deliverable requirements and where would we provide this information within the proposal?

Answer- Once a vendor has been selected, date and deliverable requirements will be mutually agreed upon between the vendor and the State.

Budget and Pricing

Question #1 - What is the expected budget for this project?

Answer – To be determined.

Question #2 - What is the anticipated Creative Agency Media Campaign budget for the first 6 months?

Answer – See answer for Question 1.

Question #3 - What are budget parameters?

Answer - See answer for Question 1.

Question #4 - For the budget scenarios, can you confirm that we do not need to price out any media buys? For scenario one, we would only need to provide budget estimates for creative and production and NOT for media buying?

Answer – Correct, media buying is not required for the budget scenarios of the resultant vendor.

Question #5 - It was mentioned that you ran a "\$10 million six-month vaccine confidence campaign." Since this is a similar time frame, is it safe to assume the budget for this work is the same?

Answer – Each scenario has a different timeline and list of deliverables, and pricing proposals should be formulated with that in mind. Prior campaigns were provided for context of the scale of state efforts.

Question #6- Could you let us know what the annual budget is for this work for both agency services as well as media buys?

Answer- See answer for Question 1.

Question #7- Can media planning and buying be included in the RFP bid (RFP notes it is not required) and if so will this be taken into consideration during the evaluation of then pricing plan?

Answer- While not required, ancillary services can be included as optional components of the proposal.

Question #8- If a vendor has research capabilities and wishes to propose research activities, where should that be accounted for in Attachment A?

Answer- Ancillary services can be listed in each of the three scenarios where they are proposed.

Question #9- Attachment A - is unit the same as element?

Answer- There is no mention of 'element' in this document.

Question #10- The budget template that is referenced on page 3 of the RFP states to use the template that is included with attachment A - no template within that document - will one be provided?

Answer- Attachment A details that Pricing Proposals should include two categories of costs across three scenarios. Both agency fees and out-of-pocket production costs should be as detailed as possible. As Attachment A states, "agency pricing should include developing the strategic brief and engaging in any research, leading creative development and production, and overseeing the implementation of the campaign (project management) throughout its duration." Agencies can submit Pricing Proposals in the format of their choosing, so long as all costs are provided as detailed in Attachment A.

Question #11- Do you already have a research plan/budget in place? If so, can you share?

Answer- No

RFP Submission and Award

Question #1 - How many vendors will be awarded?

Answer – To be determined

Question #2 - We are not listed nor do we have contact vendors in Illinois that are listed under the BEP directory. Is it mandatory that 4% of the contract is executed by a BEP certified entity? We do have Illinois contacts/vendors we plan to work with but they are not BEP certified.

Answer – Yes - It is mandatory that 4% of the contract value be performed by an Illinois BEP certified vendor.

Question #3 - Does Attachment A cancel out the need to respond to the 11 questions within the RFP document? What are the response requirements for the technical proposal?

Answer – No. Attachment A details what should be submitted in the Pricing Proposal. The 11 questions in the RFP details what should be submitted in the Operational Plan/Technical Proposal.

Question #4 - If the response requirements are to answer the 11 RFP questions, there is quite a bit of information requested in a relatively short time to respond to the RFP. Historically, IDPH appears to repeatedly use such agencies as OKRP and JTPR (Jasculca Terman), why would IDPH consider selecting another agency for these campaigns?

Answer – New vendors will be considered if they submit complete proposals. We welcome all applicants.

Question #5 - When would the contract start?

Answer – To be determined.

Question #6 - How many agencies are included in the RFI? And how many will be included in the final pitch?

Answer – The RFP has been posted publicly and we welcome all applicants.

Question #7 - The previous campaigns mentioned in this RFP (masks, vaccines) were both awarded to O'Keefe, Reinhard & Paul. Is OKRP the preferred vendor for this project?

Answer – There is no preferred vendor; this is an RFP for a new contract.

Question #8 - How many firms have been issued this RFP?

Answer – The RFP has been posted publicly and we welcome all applicants.

Question #9 - The RFP states, “The resulting contract with the awarded vendor shall have an initial term of 6 months from the date of execution with two 6-month renewal options.” Is there an incumbent agency that is working on this effort currently, who has the ability to extend the work through a 6-month renewal option?

Answer - No

Question #10 - Aside from how the proposals will be weighted, what are the characteristics of a successful client-agency relationship?

Answer – Open and honest communication, adaptability and a can-do attitude

Question #11 - If the responding agencies have creative teams not headquartered in Chicago, will this result in lower scores?

Answer – No

Question #12 - The RFP says that Media Buying is NOT required of the vendor, but will additional weight go to firms that can do this, in house?

Answer – No

Question #13 - Can you confirm that there won't be any agency presentations?

Answer – Correct, there will not be agency presentations

Question #14- You mention the entities involved in approvals of some of the major elements of the work, but can you provide an idea of how many stakeholders will be a part of the approval process? Will they be split up into different rounds of review? Do you have a typical amount of time needed for sign off for key touch points, such as the overarching strategic plan, creative concept, messaging, design and paid strategy?

Answer – Not at this time

Question #15- Could you let us know if you are open to a Canadian agency that specializes in healthcare marketing, working with clients across North America or do you have a local preference?

Answer – We will consider all proposals that meet the RFP requirements

Question #16- For BEP, considering we are a CAMSC certified supplier that is also affiliated with NMSDC, would our own certification and our diversity status be sufficient, or do we as a supplier need to have another organization as well as part of this submission?

Answer- To meet the BEP participation requirement, that BEP vendor must be a certified vendor with the State of Illinois.

Question #17 - Will the submission of the Utilization Plan be sufficient if the BEP is still in process at time of submission?

Answer - Yes – As long as the BEP process is completed prior to contract execution.

Question #18 - Is there a maximum page allowance for the RFP and does that include the cover page and the appendix?

Answer - No, but brevity is appreciated.

Question #19 - Where the RFP refers to a point ranking system (p.4), how will points be assigned according to this system?

Answer- Ranking breakdowns will not be provided.

Question #20 - The RFP identifies “responsiveness and responsibility” as primary criteria for how a proposal is ranked. How will responsiveness and responsibility be weighted as a percentage of the total score, and how will price be weighted? Can the State please provide a breakdown of the scoring methodology by section?

Answer- Rank ing breakdowns will not be provided.

Question #21- The RFP states that “the vendor receiving the award will be required to work collaboratively with other creative/communication ad agencies.” Can the State please provide clarity on if there are existing creative/communication ad agencies that should be factored in the scope of work? For example, is there a current agency of record designated to facilitate all media plans?

Answer - The State currently has a research vendor, a media buying vendor, and two creative vendors. The resultant vendor will manage COVID marketing efforts, working in partnership and in parallel with existing vendors. For example, existing creative vendors will continue current projects while the resultant vendor will engage in new projects. Collaboration and communication will help ensure all efforts are successful.

Question #22- Will the State provide consideration for vendors who currently have in-house media planning and buying capabilities as part of the proposed scope of work?

Answer- While not required, ancillary services can be included as optional components of the proposal.

Question #23- Where the RFP asks vendors (page 3) to include a complete list of all subcontractors intended to be used, their addresses, and a description of the work each subcontractor will be performing in the proposal, can this information be provided in Document 1 separately from the Operational Plan (and therefore not counted as part of the Operational Plan 10-page limit)?

Answer- The page limit was removed from the RFP however brevity is appreciated. Subcontractors can be listed in any part of the proposal.

Question #24- It appears that O'Keefe Reinhard & Paul (OKRP) is the current vendor for “All In Illinois” marketing efforts to date including the most recent vaccination lottery effort that just launched. Can the State please clarify how this RFP opportunity differs from previous or existing contracts for COVID-19 response efforts? Is there a reason this contract opportunity does not fall within the scope of work currently assigned to OKRP?

Answer-This RFP will cover IDPH future work on COVID response and recovery. This contract will be a contract executed by IDPH. The OKRP contract referenced is was not executed with IDPH. IDPH procurement procedures require this contract be competitively bid.

Question #25- Given that OKRP appears to be the current vendor responsible for statewide COVID-19 efforts for "All In Illinois", how does the State envision the selected vendor to work with OKRP on this scope of work?

Answer- The resultant vendor will manage the IDPH's COVID marketing efforts.

Question #27- What are the parameters for submitting both documents:

- Are there page limitations?
- Answer- No, but brevity is appreciated.
- What is the preferred page layout landscape or portrait?
- Answer- No preference.
- Should pages be single or double sided?
- Answer- No preference.