

Advertising Agency RFP # 25-624-1000-0001 - Questions and Answers Clarification 5/16/2024

#	RFP Reference	Question	Response
Mandatory Substantive	Specifications on page 22 (IV.B.3.),	There are tasks which do not align exactly with the deliverables listed in the Scope of Work (Appendix C, Exhibit A). Can you explain the discrepancy?	The tasks response will be submitted for scoring and the Scope of Work Appendix C, Exhibit A will be negotiated during contract negotiations.
		Is there a budget in mind for this work?	Budget will be determined by Legislative appropriation for ALTSD External Affairs Division and other ALTSD division's federal grant and general funds. An estimated range is \$2-4 million.
		If you are not able to share a specific budget floor or ceiling, can you share a general percentage breakdown by scope of work -- i.e., what percentage of the budget should be allocated to creative development, tracking, testing, etc.?	Approximately 80% of Marketing and PR campaign budgets should be allocated to working media. Event planning and management will not require as high a percent for working media.
		Is there an agency of record that has been performing these services?	No, there is no agency of record that has been performing these services.
		Are there specific KPIs or benchmarks in mind for this work?	Per II.B.2., "Contractor and ALTSD shall determine key performance indicators at the beginning of each marketing campaign."
Page 22 of the RFP states:	<i>B.3.c. Develop a sample marketing campaign designed to destigmatize Alzheimer's disease and other dementia-related illnesses and increase the number of people accessing resources available to caregivers of people afflicted by</i>	To be clear, does " <i>Develop a sample marketing campaign</i> " refer to speculative creative?	Yes

	<p><i>cognitive decline. Suggest related graphic design elements, multi-media channel placement, and key performance indicators (KPIs) for measuring impact. Responses should be based upon a hypothetical budget of \$250,000 in working media. Note that this amount is a hypothetical used for the purpose of scoring.</i></p>		
		<p>Clarification pertaining to budget response.</p>	<p>The State of New Mexico operates on a fiscal year-to-fiscal year basis, and proposals should structure their response accordingly, focusing on an annual basis. However, it's essential to keep in mind that the entire contract spans four years. Therefore, while detailing annual plans and budgets, the overall strategy should align with the long-term objectives and duration of the contract..</p>