

Addendum No. 1 – Questions and Answers

Request for Proposal: Creative Services

February 15, 2019

1. Who creates the advertising plan referenced on Page 5?

The advertising plan is developed strategically with a media buying services vendor working in coordination with the Access Health CT marketing department.

2. Does Access Health CT have relationships with the media outlets mentioned on Page 5 (Public Relations, Community Outreach and Media buying)?

Yes, Access Health CT has direct relationships with partners that provide these services. The selected creative services vendor does not allocate a separate budget for these services.

3. What does “Scripting” on page 5 reference to?

Scripting refers to both audio/visual elements as well as web (content) development as requested.

4. Is there a separate research budget for work referenced on Page 5, bullet point 12?

The selected vendor would conduct a review of all completed research. Access Health CT regularly conducts research internally and externally with third party vendors to better understand target audiences. The budget for these studies is separate from the creative services budget.

5. Is there a different between Account Management and Account Management Fee reference on Page 7?

These are duplicative.

6. Is the Certificate of Insurance that meets the requirements in the contract mandatory for the submission of proposal?

A Certificate of Insurance *or* evidence of the ability to obtain required Certificate of Insurance – must be provided at time of submission of proposal for consideration.

7. Is disclosure of rate by position required if the overall company hourly rate/flat rate is provided in pricing proposal?

A blended rate can be provided in place of position-specific rates so long as all positions (potentially needed based on the scope of work) are provided at that rate. This must be confirmed within the pricing proposal.

8. Are out-of-country bids accepted?

No, bids from outside the country are not accepted.

9. Are the services provided by the selected vendor required to take place in the country?

Yes, all services provided by selected vendor are required to take place in the country.

10. Are in-person meetings a requirement of the selected vendor?

Yes, at a minimum quarterly in-person meetings are required. Additional in-person meetings can be requested at any time.

11. Can proposals be submitted via email?

No, please see *Section 4: Instructions to Respondents* of the RFP that include details for the submission of proposals.

12. Is there an established budget for the creative program?

No, there is not an established creative budget.

13. How is compensation structured? Is it only based on hourly rates?

We request hourly rates so we have an understanding full understanding of potential cost. The structure of compensation is determined once a vendor is selected.

14. Do you have established objectives for the coming year that you can share?

The organization is currently working on these as we build the fiscal 2020 budget.

15. Are there specific concerns regarding service or quality of work with your current partners.

No, there are no concerns regarding service or quality of work with our current partners.