

Addendum No. 1 – Questions and Answers

Request for Proposal: Media Buying Services

February 15, 2019

1. Who is the incumbent for media buying services?

The current media buying services vendor is TouchPoint Integrated Communications.

2. What is the budget for media buying services?

The budget fluctuates depending on many factors but typically is between \$1.5M – \$2.5M. In 2018 our media spend was approximately \$2.1M.

3. Is there an established budget for the media program?

No, there is not an established media budget.

4. Who is the primary contact for the media buying agency? Does the same person approve the media plan?

The primary contact is the Brand & Content Strategy Manager. The Director of Marketing approves the media plan.

5. Who will the selected vendor work with to traffic creative to each media channel?

The selected vendor will work in collaboration with the primary contacts- and the creative services agency to traffic creative to each media channel.

6. What is the frequency and accepted participation level for planning/status/reporting meetings reference?

Status and reporting meetings happen weekly and are held at Access Health CT offices in Hartford, CT. These can be attended virtually but can be requested in-person as needed. Planning meetings are also held at Access Health CT offices quarterly (at a minimum). These can be requested in-person or virtually depending on the need and expected output.

7. What firms currently provide creative services, outreach and public relations today?

Currently, Mintz & Hoke provides Public Relations, RDW Group oversees Creative Services and Grossman Heinz manages Community Outreach for Access Health CT. The selected vendor will work collaboratively with these partners.

8. When was the referenced research conducted for each population and in what formats?

Access Health CT regularly conducts research internally and externally with third party vendors to better understand target audiences. Survey formats include focus groups, in-depth interviews, email and phone surveys. Customer data is analyzed internally by our Technical Operations & Analytics team who provides reports regularly and as requested for specific projects.

9. What is the timeframe for the media to run?

Most of the media runs during the Open Enrollment Period each year – typically November/December. A smaller portion of media runs outside of the timeframe in support of year-round outreach efforts (this approach can change depending on corporate needs).

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

We request hourly rates in addition to a media fee percentage so we have a full understanding of potential cost. The structure of compensation is determined once a vendor is selected.

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

The objectives for the upcoming fiscal year (July-June) are being worked on.

12. 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.

13. Are out-of-state bids accepted?

Yes, out-of-state bids are accepted.

14. Are out-of-country bids accepted?

No, bids from outside the country are not accepted.

15. 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.

16. Will more than one vendor be contracted with for this bid?

No, this RFP is for one contractor to execute media buying services.

17. 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.

18. 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.