

## NYS Tobacco Control Program

### Multi-Media Counter-Marketing Campaigns RFP 0810220413

#### Questions and Answers

*All questions received by the TCP by the deadline are included. The TCP is not responsible for any errors or misinterpretation of any questions received.*

*The responses to questions included herein are the official responses by the State to questions posted by potential bidders and are hereby incorporated into RFP 0810220413 issued on March 2, 2008. In the event of any conflict between the RFP and these responses, the requirements or information contained in these responses will prevail.*

1. Q. What is the reason for the vendor annual billings requirement of \$100/\$50 million, respectively?  
  
A. The Department of Health requires a set amount of gross billings that are indicative of the firm's ability to accomplish the scope of work required in the RFP.
2. Q. Would you consider an agency of a smaller size if they have the financial capabilities to handle the work?  
  
A. No, bidders must meet the eligibility requirements described in the RFP.
3. We would like to request a list be available of agencies that have submitted a "letter of interest" for the recently released Tobacco Control Program RFPs outlining all company contact information in order to provide opportunities for larger and smaller companies to seek potential strategic partnerships.  
  
A. A list of all organizations that sent in a letter of interest will be provided on an "as requested" basis by sending a request to the NYS Tobacco Control Program mail log at: [www.tcp@health.state.ny.us](mailto:www.tcp@health.state.ny.us). Please reference the name and number of the RFP in your request. Please note that a letter of interest was not a requirement of the RFP, therefore, the list provided will likely not be inclusive of all eventual bidders.
4. Our agency is affiliated with another agency with which we share a number of clients. May we combine our billings with this agency in order to meet the requirement for total billings as described in both media RFPs? Outside of the billings requirement as stated, we are qualified to compete for these assignments.  
  
A. The bidder in response to this RFP must meet the requirements stated in the RFP including having at least \$100 million in gross billings per calendar years 2004, 2005 and 2006. This can be met by one parent corporation meeting the standard, or by two (or more) agencies collaborating to submit one bid and by combining gross billings. In the case of the latter, the lead vendor and

subcontracting vendor(s) must be clearly identified and the bid must clearly delineate how work between the two agencies will be effectively coordinated.

5. Q. In deciding whether to answer both RFPs or just one of them, are these RFPs for two separate campaigns?

A. Yes, bidders may submit proposals for each procurement. These are two separate campaigns.

6. Q. How are you defining "gross billings" in the Eligibility Criteria section on page 13? Unfortunately, there is some imprecision regarding terminology in our industry, and we want to insure that we interpret it correctly.

A. The TCP recognizes that different agencies define gross billings with varying criteria. The bidder should include their gross billings total and definition of gross billings in the RFP response.

7. Q. Can we still submit a proposal if we do not have \$100 million in gross billings from 2004-2006? (page 13, under "Eligibility Criteria", 3<sup>rd</sup> paragraph) If we can still submit the proposal, how flexible are you with gross billings from 2004-2006?

A. No. Please also see the response to question number 4.

8. Q. Is NEW creative concept work for the NYS Tobacco Control Multi-Media Counter-Marketing Campaign expected to be included in the proposal or oral presentation? Or just past campaign work? (pages 17/18, under "Account History and Oral Presentation").

A. The Creative Samples referred to on page 17 of the RFP under the "Creative Samples" header refer to existing or previous campaigns. The "Written Cessation Campaign Proposal" requirement on page 17 refers to new creative concept work and will be used for the oral presentation if the bidder is invited to provide an oral presentation.

9. Q. How long after the RFP due date, will teams find out if they made it to the oral presentation?

A. The TCP expects to notify bidders of an invitation to the oral presentation portion of the review approximately one month after the due date for proposals.

10. Q. Is there a point person to answer questions about past campaigns, results, successes and failures?

A. Questions regarding the media procurements are not allowed past March 13, 2009. Please refer to the TCP Independent Evaluation Report at [http://www.health.state.ny.us/prevention/tobacco\\_control/docs/independent\\_evaluation\\_report\\_2007.pdf](http://www.health.state.ny.us/prevention/tobacco_control/docs/independent_evaluation_report_2007.pdf) for more information on the NYS Tobacco Control Program and prior campaigns.

11. Q. Is the Multi-Media Counter-Marketing RFP open to agencies operating outside of the state of NY? Will agencies with offices in NYS be given extra credit in scoring?

A. The Multi-Media Counter-Marketing RFP is not limited to agencies located in New York State. However, if awarded the contract, the vendor may consider establishing an office in Albany, NY to help facilitate communication with TCP staff. The agency's home state of operations is not a criterion of this RFP and points will not be awarded or subtracted based on geographic location.

12. Q. If an agency is located outside of NYS, will the State reimburse for out-of-state travel for work done under the contract, and at the request of the State?

A. All travel costs should be included in the bidder's financial proposal. Refer to NYS travel and lodging rates when calculating travel and lodging costs. Reimbursement for travel and lodging will not exceed the stated standard agency rate and in no case will exceed the approved NYS rates (see [www.osc.state.ny.us/agencies/travel/reimbrate.htm](http://www.osc.state.ny.us/agencies/travel/reimbrate.htm)).

13. Q. Pg 10 - What are the "defined target audiences"?

Is the target for the campaign adults only, or is it to include youth? If so, what is the starting age of the target audience?  
What languages must be included in the campaign (e.g. Spanish, Cantonese, Mandarin, etc.)?

A. The defined target audiences and language needs will depend upon the campaign. For the written proposal described on page 17 of the RFP, the target should be English-speaking adult smokers.

14. Q. Pg 9 - What are smoker misperceptions about nicotine replacement therapies? Is the State's objective to get smokers to use NRT? How is success tracked/gauged (e.g. via calls to the quit line and request for NRT, through NRT sales, etc.) Is the state open to working/collaborating with commercial NRT manufacturers to address the issue?

A. a) Information on smoker misconceptions about nicotine replacement therapies has been published and is available in public health journals on the internet and other sources. For further information on NRT, see [www.tobaccocontrol.org/pdf/kozlowskietal.pdf](http://www.tobaccocontrol.org/pdf/kozlowskietal.pdf). b) The Tobacco Control Program's objective is to increase the number of smokers who use evidence-based strategies to stop smoking. c) Please see the TCP 2007 Independent Evaluation Report at [http://www.health.state.ny.us/prevention/tobacco\\_control/docs/independent\\_evaluation\\_report\\_2007.pdf](http://www.health.state.ny.us/prevention/tobacco_control/docs/independent_evaluation_report_2007.pdf) for further information. d) The TCP is seeking a vendor to develop and produce Media campaigns as outlined in the RFP.

15. Q. Pg 17 - What is the success rate of quitting with NRT compared to quitting through the quit line?

A. Please see the TCP 2007 Independent Evaluation Report at [http://www.health.state.ny.us/prevention/tobacco\\_control/docs/independent\\_evaluation\\_report\\_2007.pdf](http://www.health.state.ny.us/prevention/tobacco_control/docs/independent_evaluation_report_2007.pdf) for further information.

16.Q. Pg 17 - Please explain what is meant by "No cost/budget information can be included" and how does this relate to the previous request to submit a "marketing campaign"? Should the recommended campaign include a media plan, with spending (and without commission) - or is this strictly a submission of strategy, tactics and rationale?

A. New York State procurement guidelines require separate technical and financial proposals. Therefore, any cost or financial information cannot be included in the written cessation campaign proposal which is a requirement of the technical proposal. The written cessation campaign proposal is strictly a submission of strategy, tactics and rationale.

17.Q. Who is the incumbent agency? How long have they worked on the campaign?

A. This is a new procurement, there is no incumbent agency; therefore, there is no historical information to provide.

18.Q. Will you supply copies of past/current advertising, marketing materials and research on outcomes to date?

A. Please see the 2007 TCP Independent Evaluation Report at [http://www.health.state.ny.us/prevention/tobacco\\_control/docs/independent\\_evaluation\\_report\\_2007.pdf](http://www.health.state.ny.us/prevention/tobacco_control/docs/independent_evaluation_report_2007.pdf) for further information.

19.Q. What is the advertising budget for year one, and for the total contract? Is the \$80 million State appropriation all for advertising and media?

A. During state fiscal year 2008-2009, the Tobacco Control Program's total state appropriation was approximately \$80.4 million. The 2009-2010 draft budget for the Tobacco Control program was publicly presented to the Tobacco Use Prevention and Control Advisory Board at its January 2009 meeting. That draft budget is posted for your reference along with the Questions and Answers document. Since that proposed budget, the 2009-2010 enacted budget includes \$68 million for the Tobacco Control Program. Updated allocations are not yet available. As with other procurements, these dollar amounts are estimates and subject to change. Pricing must be competitive and consistent with the services to be performed. This RFP will not fund contracts for media buying.

20.Q. Throughout the RFP, measurements are mentioned. May we review the specific metrics for success and how previous programs have performed against them?

A. Please see the TCP 2007 Independent Evaluation Report at [http://www.health.state.ny.us/prevention/tobacco\\_control/docs/independent\\_evaluation\\_report\\_2007.pdf](http://www.health.state.ny.us/prevention/tobacco_control/docs/independent_evaluation_report_2007.pdf) for further information.

21.Q. Page 13 Eligibility Criteria- While a vendor cannot be awarded the RFP and the RFP No, 0810061143, may a sub work on both with different prime contractors.

A. Yes, subcontractors may work on both projects with different primary contractors.

22.Q. Web analytics, Search (paid and organic) and Social marketing are not mentioned within the scope of work. Should these disciplines be included?

A. Bidders must adhere to the specification detailed in the RFP. Additional information may be included, but is not required.

23.Q. Scope of Work –page 9- May the bidder propose a more effective approach to the media mix and campaign subject outlined?

A. Bidders must adhere to the specification detailed in the RFP. Additional information may be included, but is not required.

24.Q. How does your organization define PR? Does this include grassroots activities or leveraging networks in the community? Or does PR strictly cover media relations?  
From page 4

A. Public relations (PR) is a method used to set the public policy agenda, organize and package information for public consumption and focus the public on specific issues and information for use in decision making. Public relations provides opportunities to reach target audiences through news and other organizations and leaders that are recognized as legitimate, and allows the provision of more detailed information than paid media. The TCP engages in statewide PR through the Department's Public Affairs Group and funded community contractors conduct PR on the local level.

25.Q. Attachment 7 is labeled "Creative Samples." However, page 29 states the attachment should be "Written Case History." Please clarify.

A. This is an error. Please use the Creative Samples form for creative samples and use the Written Case History form for written case histories.

26.Q. Page 28 states "Bidders that are New York State certified MBE's or WBE's are not required to complete this form. Instead, such bidders must simply provide evidence of their certified status." Does a national WBE certificate meet New York certified status qualifications?

A. No, it does not. MWE or WBE certification must originate in New York State.

27.Q. It appears your annual budget is just north of \$80M (page 5) – how does this usually break down with respect to Agency fee vs. production vs. paid media.

A. See Question 19. No further breakdown will be provided.

28.Q. What has been the general budget percentage splits for different marketing channels (page 7)?

- Paid Media
  - o TV
  - o Radio
  - o Print, Internet
  - o Outdoor
  - o Other
- Public Relations
- Media Advocacy

A. This RFP will not fund contracts for media buying. However, as part of the bidding process, it is recognized that providing the marketing channels used for past NY TCP media efforts may be helpful. See the percent breakdown of channels; and the attachments for the flight schedules for 2007-2008 and 2008-2009. Public relations activities for the NY TCP are conducted by the Department’s Public Affairs Group (PAG). Media advocacy is conducted by TCP community contractors.

<b>NY TCP Media Channel Allocations '07-'08 &amp; '08-'09</b>		
	<b>2007-2008</b>	<b>2008-2009</b>
<b>TV</b>	47.92%	46.28%
<b>Outdoor</b>	5.18%	7.04%
<b>Radio</b>	17.35%	14.65%
<b>Print</b>	12.86%	8.57%
<b>Internet</b>	8.00%	9.77%
<b>Malls</b>	0.00%	2.15%
<b>Transit</b>	0.00%	0.88%
<b>Arenas/Auditoriums</b>	1.74%	1.10%
<b>Opportunistic</b>	6.94%	9.57%
	100.00%	100.00%

29.Q. When was the most recent primary consumer research conducted that was used to develop marketing activities (middle of page 8)?

A. Fall, 2008.

30.Q. What is the specific role of RTI International (last paragraph of page 8)?

A. The independent evaluator, currently RTI International, evaluates the impact and effectiveness of media campaigns. An independent evaluation of the NY TCP is required by statute. The purpose of this evaluation is to help direct the most efficient

allocation of state resources devoted to tobacco control for reducing tobacco use among youth and adults.

31. Q. Does HN Media and Marketing also purchase ALL media – online, broadcast, print, DOH (last paragraph of page 8)?

A. Yes.

32. Q. Campaign components are defined as “*minimum 2 TV spots, 2 radio spots, Internet and additional media determined to be appropriate for the target audience*” (middle of page 9). Are there any non-advertising components required for consumer outreach, such as school program kits (for students and educators), community outreach brochure-ware, patient/doctor leaflets or inserts, etc.?

A. Yes, please refer to Scope of Work, Deliverable 1 on page 10 of the RFP.

33. Q. Do you require versioning of campaign components for different audience segments – e.g., Hispanic, African-American, Asian, students/teens, children/tweens, moms, dads, seniors, doctors, patients, educators?

A. The degree to which audience segmentation is required will depend upon the campaign.

34. Q. For final submission, in addition to the original, do you require 5 or 6 copies (top of page 15 and top of page 22 conflicting information)?

A. Please submit an original and 5 copies of both the technical proposal and the financial proposal. The DVD requirement for creative samples is six (6) DVDs.

35. Q. Can you please clarify the packaging process described under Section 4 (top of page 22)? We are unclear on the number of envelopes and what should be contained in each.

A. Each proposal should consist of a Technical Proposal and a Financial Proposal. The original and 5 copies of the Technical Proposal should be in one envelope/package and the original and 5 copies of the Financial Proposal should be in a separate envelope/package. Both of these envelopes should be packaged together in a sealed envelope and marked accordingly as indicated on page 22 of the RFP.

36. Q. Given the complex ethnic/immigrant make-up of large urban areas and the propensity of smoking in those communities, would the Contractor be charged with a multilingual campaign-(Spanish, French, Arabic, Hebrew, Russian, Khmer, Mandarin, Cantonese, etc.)? Do you have efforts directed against these targets?

A. The degree to which audience segmentation is required will depend upon the campaign. Please refer to the background section of the RFP and see the DOH

website [http://www.health.state.ny.us/prevention/tobacco\\_control/](http://www.health.state.ny.us/prevention/tobacco_control/) for further information about NY TCP programmatic efforts.

37. Q. What level of crossover-spill over is there from adjacent states / Provinces efforts?

A. There is some crossover in media markets bordering New York State.

38. Q. Any evidence of redundancies between national, organization, medical anti-smoking efforts?

A. There is a strong evidence base for comprehensive tobacco control programs. As a result, many states and organizations purposely implement similar, proven interventions. Please refer to the following on line publications for more information on tobacco control best practices:

[http://www.cdc.gov/tobacco/tobacco\\_control\\_programs/stateandcommunity/best\\_practices/index.htm](http://www.cdc.gov/tobacco/tobacco_control_programs/stateandcommunity/best_practices/index.htm) and [http://apps.nccd.cdc.gov/osh\\_pub\\_catalog/PublicationList.aspx](http://apps.nccd.cdc.gov/osh_pub_catalog/PublicationList.aspx) (it is the 2nd doc. listed)

39. Q. Attachment 4: How do you want us to supply you with the production costs for preparing different advertising materials? Are they to be funded separately and not addressed in our response to the RFP? The RFP does not seem to specifically address production costs.

A. All costs should be included in the Financial Proposal. For the purpose of bidding on the project, all costs should be included in the hourly rate (i.e., production, travel, overhead, etc.) as stated on Attachment 4. Attachment 4 requires listing each staff person separately by title and including a proposed hourly rate and the anticipated number of hours on the project for each staff person listed. Invoicing will be based on actual itemized labor rates and non-labor costs such as production, travel, etc.

40. Q. Deliverables ask us to provide printing services. So for Attachment 4: Are you looking for us to contract with a printer to fulfill requirements for printing or are we to turnover finished art and mechanical to the State for you to print?

A. The vendor will print collateral materials such as brochures, give-a-ways, etc. The media buying firm will print materials for advertising channels such as transit, billboards, one-sheets, etc.

41. Q. What are your translation requirements for creative production?

A. Translation requirements depend upon the campaign. Some campaigns may require translation into Spanish. For the purposes of this RFP, bidders should plan to adapt one campaign each year to a Spanish speaking adult smoker audience by providing Spanish translation for print and internet advertising.

42. Q. Attachment 4: Travel costs are indicated to be included in labor rates. This is rather unusual and normally would be a separate line item. Are you sure you want us to include travel costs in our hourly rates?

A. Yes. For the purpose of bidding on the project, all costs should be included in the hourly rate (i.e., production, travel, overhead, etc.) as stated on Attachment 4. Invoicing will be based on actual itemized labor rates and non-labor costs such as production, travel, etc.

43. Q. Target audience and segmentation in section B1 "Who smokes in new York".. 2 target segments are identified:

- Non-Hispanic, White Males HHI <\$60,000, High school education or less
- 1 million smokers who live in households with children

Is there any more information on these rather general target segments:

- Total number of smokers in new York State - is it 2.7 million as noted in the proposal - seems very low
- size of the 2 segments identified above. segments [we know size of second target].
- more socio economic data - jobs held. Full-time/part-time
- married or single
- age breaks
- more education data
- ethnicity
- Gender
- urban/sub-urban
- number of years of smoking
- when they started to smoke
- number of family members who smoke
- Other large identifiable segments - based on any one or multiple factors listed above

Can we identify target segments that we think worthwhile - based on propensity to stop smoking and become advocates for a stop smoking program?

A. The TCP will define the target audience for each campaign.

44. Q. Can we have access to some of the consumer research conducted on past NYS TCP campaigns?

A. Please see the TCP 2007 Independent Evaluation Report at [http://www.health.state.ny.us/prevention/tobacco\\_control/docs/independent\\_evaluation\\_report\\_2007.pdf](http://www.health.state.ny.us/prevention/tobacco_control/docs/independent_evaluation_report_2007.pdf) for further information.

45. Q. Section 1V "Written Cessation Campaign Proposal"

- Can we assume that this is about us developing a strategic framework and a positioning platform for Cessation campaign? This means that we will not be

sending actual 'creative work' - rather the foundation and idea that will lead to creative work - to be presented during the Oral Presentations  
- Can we please get a detailed understanding about what is needed in the Written Cessation Proposal?

A. The Written Cessation Campaign proposal should be a concise narrative description of a strategic, multi-media counter-marketing campaign as described in the RFP. This written proposal should include information about the target audience, key messages, summary of what the advertising is trying to do, what is the main thought or message being communicated, calls to action and other standard information that may typically included in a creative brief. The top scorers of the Technical and Financial proposals will be invited to provide an oral presentation on this written campaign. All available information regarding the Written Cessation Campaign proposal is in the RFP; further information will not be provided.

46. Q. May the vendor assign expert media planning personnel/talent to work with the NY TCP's staff and the Department's contracted media buyer?

A. Yes.

47. Q What is the extent of the chosen vendor's involvement in the media planning process? Are quarterly media plans or an annual media plan to be provided by the vendor under this contract?

A. The chosen vendor will have frequent contact with the media buyer and TCP staff. A communications schedule and media plan process will be set up after the contract is awarded.

48. Q. According to the NYS Comptroller's database for DOH contracts, the contracted media buyer's (HN Media and Marketing's) contract expires on 9/30/09? May the successful vendor for this creative and production contract also bid on the media buying work for the 10/01/09-9/30/14 period?

A. The media buy contract is a separate procurement and is not part of the Multi-Media Counter-Marketing Media RFP. Vendors are encouraged to submit proposals to any procurement for which they are eligible. The successful vendor for this RFP may also bid on the media buying work if eligible.

49. Q. It is noted that the selected vendor will work with the NY TCP funded public relations firm as appropriate to coordinate local efforts with NY TCP community programs. Who is the public relations firm and what budget amount is allocated to public relations? Will the current Public Relations contract expire during the course of this contract?

A. The public relations firm has not been identified. A procurement to select the public relations firm to support community programs has not yet been released.

50. Q. It is noted that the selected vendor will work with the NYSDOH contracted media buyer, HN Media and Marketing. Do you see the selected vendor developing campaign strategies including the best media options and then the coordinating media buys with HN Media? Can you clarify how the selected vendor will collaborate with HN Media to develop the best media strategies for the best performance at the best value?

A. The selected vendor will develop media options as part of the overall campaign development process. The chosen vendor will have frequent contact with the media buyer and TCP staff. A communications schedule will be set up after the contract is awarded.

51. Q. It is noted that the NY TCP has focused on paid media that primarily employed TV creative designed by other state, national or international tobacco control programs. Given current NYS fiscal budget issues, why do you seek to develop original NYS specific campaigns? Have these current campaigns been successful? What benchmarks are you using to assess the results of these campaigns? What results improvement do you seek over these campaigns?

A. The NY TCP has utilized television creative that directly support two of the program's goals: secondhand smoke and cessation. The selected vendor will develop cessation, secondhand smoke and anti-industry campaigns that best reflect the NY TCP priorities and are aligned with community program activities. Program priorities will drive the production of all media, including television, rather than campaigns being built around available television creative from other state, national or international programs.

Current campaigns are evaluated according to awareness of and responses to specific ads and by examining the relationships between campaign exposure and changes in tobacco use attitudes and behaviors. Annual reports from the program's independent evaluator are available online and provide examples of benchmarks and potential areas of improvement over existing campaigns. For further information please see the TCP 2007 Independent Evaluation Report at [http://www.health.state.ny.us/prevention/tobacco\\_control/docs/independent\\_evaluation\\_report\\_2007.pdf](http://www.health.state.ny.us/prevention/tobacco_control/docs/independent_evaluation_report_2007.pdf).

52. Q. Can you clarify which subset of smokers have been segmented and targeted with different campaign messages in the past program – what are the NY TCP defined target audiences?

A. The NY TCP defined target audiences will depend upon the campaign. With cessation campaigns, the target audience is NYS adult smokers. Secondhand smoke campaigns have often targeted parents who smoke. Other campaigns may target specific decision makers such as retailers, employers or landlords. The program's "Don't Be Silent" campaign targets health care professionals. Please see the report, "Who's Smoking in New York--October 2007" at

[http://www.health.state.ny.us/prevention/tobacco\\_control/docs/2007-10\\_who\\_is\\_smoking\\_in\\_ny.pdf](http://www.health.state.ny.us/prevention/tobacco_control/docs/2007-10_who_is_smoking_in_ny.pdf).

53.Q. The program expects the vendor to deliver 18 different campaigns over the five year contract. Given current NYS fiscal budget reduction goals, what percentage of this contract budget needs to come from New York State budget appropriations versus funding from the federal Centers for Disease Control? Even if the budget is subject to significant budget appropriation approval which you might not be able to guarantee, what size budget do you envision for each campaign?

A. All of the funding to develop NYS Tobacco Control Multi-Media Counter-Marketing Campaigns will come from state appropriations. The budgets for the campaigns will vary depending on the nature of the campaign and availability of funds.

54.Q. Can you define any contract budget ranges or parameters? It is noted that if full funding does not become available, is reduced, or NY TCP determines that it does not need all of the services described in an approved work plan, the NY TCP reserves the right to request an amended work plan from the contractor for reduced services. Responding to this RFP requires significant investment for prospective contractors. Having a budget range to work against means that responders will be able to more accurately provide a realistic plan and tactics for NY TCP. Given this reality and the recessionary environment all agencies in New York face, could you provide a planning budget?

A. The 2009-2010 draft budget for the Tobacco Control program was publically presented to the Tobacco Use Prevention and Control Advisory Board at its January 2009 meeting. That draft budget is posted for your reference along with the Questions and Answers document. As with other procurements, these dollar amounts are estimates. Pricing must be competitive and consistent with the services to be performed. This RFP will not fund contracts for media buying.

55.Q. Contract deliverables include the development and production of TV spots, radio spots, print advertising, outdoor advertising, cinema advertising, and online materials including flyers, brochures, posters, and promotional items. In the total cost for each year section (Attachment 4), do you want out-of-pocket costs included for anticipated production expense?

A. See Q 39.

56.Q. Attachment 4 – Cost Proposal shows a line item per each contract year? We are interpreting this to be one dollar amount for each year. Do you want any type of cost detail beyond the year total?

A. All inclusive hourly rates for each staff person should be completed for each year of the contract.

57. Q. It is noted that the cost-effectiveness, cost competitiveness and best value for services is demonstrated as part of the financial proposal. It is also noted that the financial evaluation will be totally independent of the technical evaluation. How can you judge the cost-effectiveness, cost competitiveness, and best value for services if you don't know what services these costs include? How will this approach not just yield the highest score for the lowest cost? How will this cost be tied to any type of campaign result?

A. The Technical and Financial components are evaluated separately to assure a fair and competitive procurement. By definition, best value is the highest technical ability at the lowest cost. In order to insure that the evaluation is not based on only the lowest cost, the procurement is weighted heavily on technical ability. Cost is a factor, but not the most important one. The final part of the evaluation process is to combine technical quality and cost. This value analysis process assures highest quality for cost.

58. Q. A written cessation campaign proposal is requested as part of the proposal – this includes a recommended strategic, multi-media counter marketing campaign and plan. As a professional marketing communications firm a strategic marketing campaign is considered intellectual property. It is noted that all materials submitted as part of a response becomes the property of the NYSDOH and may be returned at the DOH's discretion. Can you offer any assurance that a strategic campaign plan provided in a response would not be used in any subsequent campaign without compensation?

A. Strategic campaign plans provided in response to the RFP will not be used by the NYS DOH unless the applicant is awarded a contract to provide the services outlined.

59. Q. Will there be another opportunity to submit questions for a Q&A closer to RFP deadline and/or oral presentation?

A. No

60. Q. Can you distribute the media plans for 2007, 2008, 2009 and 2010?

- Budgets
- Channel Allocation
- Flight Plans

A. See Q19 and Q28 for information about the 2007-2008, 2008-2009 and 2009-2010 state fiscal years.

61. Q. Can you distribute the current campaign creative elements (TV, Radio, OOH, Direct Mail pieces, kits, etc.)?

A. No.

62. Q. What are the metrics, analytics, and results for the historical campaign efforts; past 5 years?

A. Please see the TCP 2007 Independent Evaluation Report at [http://www.health.state.ny.us/prevention/tobacco\\_control/docs/independent\\_evaluation\\_report\\_2007.pdf](http://www.health.state.ny.us/prevention/tobacco_control/docs/independent_evaluation_report_2007.pdf) for further information.

63. Q. (Pg 8) “Counter-marketing is an evidence and population based strategy the NY TCP implements as part of a comprehensive tobacco control program and to help reach its goal of one million fewer smokers by 2010.”

- What methodologies in determining the 1MM fewer active smokers?

A. Health surveillance data is used to estimate the number of youth and adult smokers and monitor change over time.

- What will be used to determine effectiveness (ex. pre/post studies, tracking, copy testing, etc.)?

A. The program is evaluated annually by its independent evaluator.

- What are the perceptual and behavioral benchmarks that will be used?

A. Please see the TCP 2007 Independent Evaluation Report at [http://www.health.state.ny.us/prevention/tobacco\\_control/docs/independent\\_evaluation\\_report\\_2007.pdf](http://www.health.state.ny.us/prevention/tobacco_control/docs/independent_evaluation_report_2007.pdf) for further information.

- (2010\_million\_fewer\_smokers\_strategic\_plan.pdf) What is the current trajectory in the 2010 goal? Are we to assume we are within year two?

A. The baseline year for the 2010 goals was 2005. The goal is to achieve a 14 percent adult smoking rate and a ten percent youth smoking rate by the end of 2010. In 2007, the adult smoking rate was 18.9 percent and the youth smoking rate was 13.8 percent.

64. Q. Are you pleased with the current results of today’s campaign efforts? What areas of the current campaign would you like to see immediate improvements?

A. Campaign results are assessed by the program’s independent evaluator.

Please refer to the TCP 2007 Independent Evaluation Report at [http://www.health.state.ny.us/prevention/tobacco\\_control/docs/independent\\_evaluation\\_report\\_2007.pdf](http://www.health.state.ny.us/prevention/tobacco_control/docs/independent_evaluation_report_2007.pdf) for further information.

65. Q. What were the historical compensation and SOW for the last contract period?

A. This is a new procurement; therefore, there is no historical information to provide.

66. Q. (Pg 5) Can the organization provide more detail on cessation interventions and delivery systems available on local and state level?

A. Please refer to the DOH website at: [http://www.health.state.ny.us/prevention/tobacco\\_control/](http://www.health.state.ny.us/prevention/tobacco_control/) and other public sites for further information. Also refer to [http://www.cdc.gov/tobacco/tobacco\\_control\\_programs/stateandcommunity/best\\_practices/index.htm](http://www.cdc.gov/tobacco/tobacco_control_programs/stateandcommunity/best_practices/index.htm).

67. Q. Is there anything new in this contract period that differed from the last contract period?

A. See question 65.

68. Q. When does your fiscal year begin?

A. The New York State fiscal year begins on April 1. The term for this contract is anticipated to begin on August 1, 2009.

69. Q. (Pg 9) "These campaigns will support the NY TCP program goals: (1) Promote cessation from tobacco use, (2) Decrease the social acceptability of tobacco use, (3) Prevent the initiation of tobacco use among youth and young adults, (4) Eliminate exposure to secondhand smoke, (5) Build and maintain an effective tobacco control infrastructure, and (6) Contribute to the science of tobacco control." In year 1, what of the 6 goals must be addressed?

A. Campaigns will often address multiple goals. Media campaigns should generally contribute to the achievement of one or more of the first four goals.

70. Q. (Pg 9) "The selected vendor will also work with the NY TCP funded PR firms as appropriate to coordinate local efforts with NY TCP community programs." Although PR is not part of the RFP, is there any opportunity to demonstrate additional PR capabilities/ideas as they relate to the proposed campaign strategy?

A. Bidders must adhere to the specifications detailed in the RFP. Additional information may be included, but is not required.

71. Q. (Pg 10) The RFP "Assist NY TCP in developing plans for community contractors to implement complementary media activities." Is NY TCP looking for plans on how to implement on-the-ground grassroots smoking campaign tactics or simply direction of developing complementary creative?

A. The vendor awarded this contract will develop media that may be used on the local level by community contractors to complement their tobacco control activities.

72. Q. (Pg 10) "Maintain or recreate the current Quitline brand."

Q. Can you provide us current awareness and perceptual trajectory of the current of the Quitline brand?

A. Please see the TCP 2007 Independent Evaluation Report at [http://www.health.state.ny.us/prevention/tobacco\\_control/docs/independent\\_evaluation\\_report\\_2007.pdf](http://www.health.state.ny.us/prevention/tobacco_control/docs/independent_evaluation_report_2007.pdf) for further information.

73. Q. (Pg 10) “Become acquainted with tobacco control campaigns from other tobacco control entities such as the CDC’s Media Campaign Resource Center, state or national tobacco control programs to understand their experiences and outcomes.” Can we have access to CDC media coordinator? Can you provide any reports regarding the past state and national tobacco control program experiences and outcomes?

A. Potential bidders may contact the CDC’s Media Campaign Resource Center at: [http://www.cdc.gov/tobacco/media\\_communications/countermarketing/mcrc/](http://www.cdc.gov/tobacco/media_communications/countermarketing/mcrc/)  
Also, please refer to the DOH website at: [http://www.health.state.ny.us/prevention/tobacco\\_control/](http://www.health.state.ny.us/prevention/tobacco_control/) and the CDC website at: [http://www.cdc.gov/tobacco/tobacco\\_control\\_programs/stateandcommunity/best\\_practices/index.htm](http://www.cdc.gov/tobacco/tobacco_control_programs/stateandcommunity/best_practices/index.htm).

Potential bidders are also encouraged to review the CDC’s publication Designing and Implementing an Effective Tobacco Counter-Marketing Campaign. This document may be accessed at: [http://www.cdc.gov/tobacco/media\\_communications/countermarketing/campaign/index.htm](http://www.cdc.gov/tobacco/media_communications/countermarketing/campaign/index.htm)

74. Q. (Pg 10) “Design, maintain and monitor a system for substantiating facts used in advertisements, and obtain legal review of finished advertisements prior to submission to NY TCP for final approval.” Will you be providing the initial findings or are you asking the agency to define clinical standards for facts used in substantiations (ex. Are you asking agency to contact Surgeon General, etc.)?

A. All advertising by the Tobacco Control Program must be factually true and all facts must be substantiated by the vendor. For example, if a TV spot stated that 25,500 New Yorkers die each year from smoking-caused disease the vendor will be required to provide the citation for this fact.

75. Q. (Pg 10) Write, develop storyboards, film, edit and produce TV spots; Write, record, edit and produce radio spots; Create and produce print advertising, including newspaper, periodicals, and transit (bus/subway), telephone kiosk and billboard advertising; Design and produce all creative for online materials including websites, banners and email campaigns; Design, write, and produce appropriate cinema advertising as well as arena.  
Should the production vendors for the above be included in the subcontractor attachment?

A. If subcontractors are known they should be listed in an attachment. If subcontractors will be used but are not known, please note in your response.

76. Q. Define your payment terms? (Fixed Contract or Materials/Labor)

If it is a fixed contract, can you provide a detailed Scope of Work (SOW)?

A. Specifics of the scope of work for each contract year will be negotiated at the start of each contract year based on the contract award and availability of funds. Invoicing will be based on actual itemized labor rates and non-labor costs such as travel, production, etc.

77. Q. (Pg 10) "The scope of work for this contract will include but is not limited to: Deliverable I: Develop an overall multi-media counter-marketing strategy for the NY TCP." "Develop multi-media campaigns that are appropriate for NY TCP defined target audiences." Should each campaign focus on one specific target, or should one campaign cover all targets? Do you see the need to create an overall master campaign for NY TCP?

A. Campaigns will focus on target audiences defined by the Tobacco Control Program. With regard to a master campaign, Bidders must adhere to the specification detailed in the RFP. Additional information may be included, but is not required.

78. Q. (Pg 37) Attachment #4 Cost Proposal. "Please provide a breakdown of annual costs for each year of the project along with a total cost per year and a total cost of Years 1-5.

Please clarify the SOW for this exercise? Does it include the following?

(Pg 9) SOW outlines the following campaigns over the five-year contract.

	Cessation Industry	Secondhand Smoke	Anti-
Year 1	2	0	0
Year 2	2	1	1
Year 3	2	1	1
Year 4	2	1	1
Year 5	2	1	1

Each campaign consists of: Minimum of 2 TV spots, 2 Radio spots, Internet

A. Yes. See pages 9-12 for more information on the Scope of Work.

79. Q. Do the separate campaigns for Cessation, Secondhand Smoke and Anti-Industry overlap in airdate or do they run consecutively (ex. Cessation year 2 campaign run the same time as the Secondhand Smoke campaign, or does one run in first-half of quarter and the other the second-half of the quarter)?

A. This determination will be made by the Health Department and will be based, in part, on the recommendation of the vendor awarded this contract and the recommendation of the Department's media buying agency.

80. Can you confirm that it is one overall website, or are you asking for multiple micro-sites per campaign? Who will host the sites?  
A. The number of sites depends on the vendor's recommendation. The vendor will host the site.

- Can you clarify what you mean by "additional email?"

A. The RFP refers to "additional media" which includes media channels not specified in the RFP.

- Are you looking for Internet back-end services as well as the front-end of the site development?

A. Yes

81. Q. (Pg 10) "The scope of work for this contract will include but is not limited to: Deliverable I: Develop an overall multi-media counter-marketing strategy for the NY TCP" and "Assist NY TCP in developing plans for community contractors to implement complementary media and activities." Should this be reflected in the Cost Proposal? How many communities and how often? Are these communities supported by the overall marketing budget?

A. All costs should be included in the Financial Proposal including costs associated with assisting the NY TCP in developing plans for community contractors to implement complementary media and activities. For the purposes of this solicitation the vendor may plan on working with five workgroups that will represent five of the TCP-funded community partners. These five workgroups will represent approximately 150 community contractors. Vendors should plan on attending five meetings in Albany annually. The meetings will be an opportunity to meet with community contractors and provide expertise and technical assistance to them as they implement local level media activities. Please refer to the DOH website at: [http://www.health.state.ny.us/prevention/tobacco\\_control/](http://www.health.state.ny.us/prevention/tobacco_control/) for a list of tobacco control program community contractors.

82. Q. (Pg 10) "Rejuvenate marketing pieces (including design, copy and printing), such as brochures, physician Quit Kits and other promotional items that have already been developed."

- Can we get a copy of all existing materials?

A. No

- Should this need to be reflected in the Cost Proposal?

A. Yes

- If so, what are the specs for the marketing pieces? (Details needed: number of pieces, anticipated volume, size of pieces, etc.)

A. Additional details will depend upon the campaign. As campaigns are developed, the vendor and the program may decide to include printed material such as a brochure. Some of these materials already exist and may simply need updating. The vendor and TCP will review existing materials to see if something

needs to be updated, or if something completely new needs to be developed.

- Would you clarify 'Rejuvenation'?

A. Rejuvenation means revising and/or updating.

- Should the production vendors for the above be including the subcontractor attachment?

A. If known, subcontractors should be listed.

83. Q. (Pg 10) "Conduct formative research and market analysis to provide information about specific target audiences, market segmentation, and appropriate messages."

- Is this included in the Cost Proposal?
- If so, should we include all costs for facility, recruiting, etc.?
- Should the production vendors for the above be including the subcontractor attachment?

A. All costs should be included in the Financial Proposal. Subcontracts should be included if known.

84. Q. (Pg 10) "Design, write and produce printed materials, including flyers, brochures, posters, and promotional items such as magnets, buttons, T-shirts, caps, mugs, etc. All products supplied pursuant to this agreement shall meet local, state and federal regulations, guidelines and action levels for lead as they exist at the time of the State's acceptance of this contract. Provide support and distribution services for such items, e.g. through a fulfillment house."

- Should this be reflected in the Cost Proposal?
- What are the specs for the marketing pieces? (Details needed: number of pieces, anticipated volume, size of pieces, etc.)
- Should the production vendors for the above be including the subcontractor attachment?

A. All costs should be included in the Financial Proposal. Subcontractors should be included if known. Specifications will depend on the campaign and recommendations of the winning bidder. For the purposes of this procurement bidders should assume the following printed materials will be associated with each campaign:

- One brochure, 4 colors, 4 pages and printing of 50,000.
- One two color fact sheet, double sided and printing of 50,000.

Final decisions regarding printed materials will be negotiated between the selected vendor and the NY TCP.