

**New York State Department of Health
Media-Buying and Planning Services
Request for Proposals**

RFP No. 16422

Questions and Responses

May 13, 2016

Questions related to the prior Procurement:

1. Who is the incumbent contractor and may they bid on the current RFP? What is their MWBE, SDVOB or SBE status? How long have they served the NYSDOH?
 - a. OpAD Media is the current contractor and are not precluded from bidding on this procurement. OpAD is a certified NYS MWBE. The contract was for a five year period that was extended for an additional 16 months. The current contract term is for a total of six (6) years and four (4) months.

2. While the focus of the campaigns is to communicate specifically with New York residents, might there be any efforts targeting individuals who work in New York but live out of state?
 - a. No.

3. Who is the incumbent agency?
 - a. The incumbent vendor is OpAD Media.

4. What are the historical commission rates the DOH has paid?
 - a. This information may be available through the DOH Freedom of Information Law office. If you wish to request access to these records under FOIL, please review the FOIL request process at: www.health.ny.gov/regulations/foil.

Be sure to include the following information with your request:

- The requestor's name, address, phone number and email address so that DOH can transmit records electronically, if practicable
- Specify the records being requested. Please include as much detail about the records as possible, including relevant dates, names, descriptions, addresses, complaint numbers, etc.

Questions related to Section 2.0 Overview:

1. Approximately how large is the DOH's annual working media expenditure? Section 2.1, states "The Department has historically purchased over \$25 million in media services" while Attachment C, Cost Proposal, page 29, states the department estimates the first year's net billings will be approximately \$30M."
 - a. Although some media services will be purchased each year of the contract, the actual number and type of media services purchased may vary from year to year based upon current health initiatives and/or unexpected situations (such as a

**New York State Department of Health
Media-Buying and Planning Services
Request for Proposals**

RFP No. 16422

Questions and Responses

May 13, 2016

disease outbreak or a disaster). Section 2.1 speaks to historical purchases and Attachment C is an estimate of the net billings for year 1 of this contract.

2. In Section 2.1, Paragraph 2, Can you give us an idea of how many separate media flowcharts/plans were developed this past year and would you expect this figure to change looking forward?
 - a. Approximately 30 were developed this past year. As Departmental needs are constantly changing, we cannot estimate the number moving forward.
3. Can you give us an idea of the number of campaigns that are being executed at any one given time?
 - a. This past year, we had approximately 10 campaigns running simultaneously.
4. Can you give us an idea of how many initiatives would fall under the \$300k spend level?
 - a. At this time we do not know how many initiatives will fall under \$300k. Last year we had approximately 10.
5. Approximately what has been the DOH's annual spending (dollar and per cent) by media type for the past several years?
 - a. The Department does not maintain historical records of spending by media type.
6. Do you anticipate many regional (county, municipalities) campaigns – or will the majority of campaigns be statewide?
 - a. Yes, we do have regional, county and even zip code based campaigns.
7. Approximately how many different campaigns per year are to be expected? How many statewide? How many local (by zip code or county) or pilot programs?
 - a. Approximately 30 different campaigns were developed this past year. As Departmental needs are constantly changing, we cannot estimate the number to be expected in the future, nor can we anticipate how many will be statewide versus local.
8. What are the biggest challenges and opportunities the NYS Dept. of Health has encountered in conducting media campaigns?
 - a. The Department encounters many challenges and opportunities including the nature of our awareness campaigns as we are often trying to build awareness and get New Yorkers to take action on time sensitive and personal issues.

**New York State Department of Health
Media-Buying and Planning Services
Request for Proposals**

RFP No. 16422

Questions and Responses

May 13, 2016

Questions related to Section 3.0 Scope of Work:

1. What languages besides English and Spanish has the NYS Dept. of Health found necessary to communicate its messages?
 - a. English and Spanish are the primary languages utilized, but we have had specific campaigns that target specific cultural groups that have required additional languages be utilized.
2. In Section 3.0: Can you please share your multi-lingual and multi-cultural media requirements?
 - a. This will vary from campaign to campaign. See response to question 1 of this section.
3. In Section 3.0: Which campaigns have been the most successful in the last few years and why?
 - a. Each campaign is individually measured making it impossible to compare them against each other.
4. What research on campaign effectiveness is available? How are goals measured? What specific KPIs are used?
 - a. Goals are measured based on individual campaigns, the media vehicles and the call to action of the campaign. KPI's to be utilized are determined during the planning phase of a campaign.
5. What analytics systems do you currently use (e.g. Google Analytics)?
 - a. The bidder is not required to use our current systems, but should propose the system they would use and describe what the advantages to their systems are in their Technical response.
6. Have you engaged in advanced attribution or media mix modeling? Is this of interest?
 - a. The Department's goal is to reach target audiences for specific campaign in the most efficient and far reaching means available while meeting our mission and professional standards. The bidder should propose any advanced attribution or media mix modeling solutions they intend to utilize in their Technical Response.
7. Whether we need to come over there for meetings?
 - a. Please refer to section 3.2.1.4 Meeting Schedule

**New York State Department of Health
Media-Buying and Planning Services
Request for Proposals**

RFP No. 16422

Questions and Responses

May 13, 2016

8. How often will the NYS Dept. of Health want to meet with the agency team in Albany, each quarter? How often would the NYS Dept. of Health want to meet with the agency team in New York City?
- a. This would vary upon the number of campaigns running, the level of importance of those campaigns and the issues that may surround the campaign. Bidders should anticipate that they will need to meet at least monthly during the first year of the contract.
9. Please clarify the following: section 3.2 states “Contractor will provide strategic media campaign buy planning and execution on a seven-day-a-week, 52-week-a-year basis”. Is the agency expected to have staff working seven days-per-week or does this mean that there should be media placements seven days-per-week?
- a. In the event of an emergency situation, the contractor should have staff available who could provide these services.
10. Will you please provide 2015 media plan details for each campaign you executed? Please include the following details:
- Marketing strategy
 - Media strategy
 - Targeting strategy
 - Tactical media recommendations
 - KPIs
 - Media plan details with budget breakouts by channel
- a. The Department does not maintain such statistics.
11. Use of digital – can you please provide budget breakouts for digital media use in 2015 by campaign by the following tactics:
- SEM
 - Social
 - Display
 - Video
 - Programmatic Display/Video
- a. The Department does not maintain such statistics.

**New York State Department of Health
Media-Buying and Planning Services
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RFP No. 16422

Questions and Responses

May 13, 2016

12. In Paragraph of Section 3.2.4, does the DOH have any direct pre-existing relationships with any media properties or vendors?

a. No.

13. Does the DOH have any relationship with any supplier based on contractual obligations of which we need to be aware?

a. No.

14. Are there any pre-existing sponsorships or buys already locked in for multiple terms?

a. No.

15. How many languages did you use in your multicultural marketing, and how many languages do you advertise in? What percentage of your target audience falls within these groups? Do certain languages prioritize one channel over another?

a. The Department primarily uses English and Spanish in their marketing, but many campaigns target specific cultures, necessitating the selected contractor to be verse in providing buying strategies that reach these populations. The Department would rely on the contractor to prioritize the channel based upon the target audience.

16. Are all dubbing and shipping video assets (TV) or ad serving (digital) as well as any production, printing, or translation of materials (Print/Out of home) considered pass through at fair market value and not to be included in the proposed commission? Aren't these all considered pass through expenses?

a. Please refer to sections 3.2.5, specifically 3.2.5.4, 3.2.5.6, 3.2.5.7, 3.2.5.9.

Questions related to Section 4.0 Bidders Qualifications to Propose:

1. Can we perform the tasks (related to RFP) outside **USA**? (like, from India or Canada)

a. The bidder does not have to reside in New York State, but must be able to accomplish the tasks associated with Section 3.0 – Scope of Work of the RFP.

2. Whether companies from Outside USA can apply for this? (like, from India or Canada)

a. The RFP does not restrict the domicile of the prime contractor bidding on this procurement.

**New York State Department of Health
Media-Buying and Planning Services
Request for Proposals**

RFP No. 16422

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May 13, 2016

3. Regarding section 4.1, can the experience managing two clients equaling 10,000,000.00 be combined with an MBE Company that is Partnering with another MWBE company to show a combined amount of 10,000,000.00?
 - a. **The expertise must be achieved by the Prime Contractor. Partnering of two entities in order to achieve the minimum qualification would not qualify.**

Questions related to Section 5.0 Administrative Information:

1. Pertaining to Section 5.4, we have a sequential liability financial policy in place with all of our clients. The effect of this policy is that when a client authorizes us to purchase media on their behalf, they (the client) are directly liable for the purchases made. They may either pay the vendor directly or pay us directly and we will promptly pay the owed vendor. Is this an acceptable arrangement for NYS DOH?
 - a. **Yes.**
2. In the case of the use of subcontractors and/or partner agencies employed to fulfill the individual deliverables identified in the RFP, should the Contractor identify those firms within our submission to DOH?
 - a. **Section 6.1.7, if they are known, they should be included in an Addendum to Attachment A and submitted with their Administrative proposal.**
3. How many agencies will be participating in this process?
 - a. **The RFP was issued by the Department of Health to support the department's programs. Other agencies may effectuate their own contract through piggybacking. See section 5.17 of the RFP.**

Questions related to Section 6.0 Proposal Content

1. Do you have any preference as to media buying experiences in the health vertical / industry?
 - a. **No.**
2. Do you have any special requirements regarding size of the vendor? We are a medium-size agency and please let us know if you have any requirements on number of employees.
 - a. **There are no specific requirements regarding the size of the agency, but Bidders should have an adequate number of employees to handle the requirements detailed in Section 3, Scope of Work, of the RFP.**

**New York State Department of Health
Media-Buying and Planning Services
Request for Proposals**

RFP No. 16422

Questions and Responses

May 13, 2016

3. Please provide your buying guidelines and restrictions so we may tailor the client experiences we share with you.
 - a. Section 3.1.3 states that the Contractor must deliver expert solutions in the most effective and efficient means.

4. 6.2.5.4: The Account Management Staffing mentions “on-site” and “off-site” employees. Do you have any specific preferences for frequency and team members on-site?
 - a. Section 6.2.5.4 is requesting a list of proposed personnel who will be working on the account and whether they are on-site or off-site, the Department does not ask for frequency.

5. 6.2.5.4: Do you require a true dedicated team or are you more focused on cost efficiency?
 - a. Section 3.1.3 requires the Contractor to deliver expert solutions in the most effective and efficient means and Section 3.2.1 requires the Contractor to provide a seasoned, dedicated media account team. In the Technical Proposal, we are looking for the Bidder to identify these team member and their experience as well as the Bidder’s process for making effective and efficient buys.

6. 6.2.5.7: Are you open to utilizing programmatic media (e.g. Real-time bidding)?
 - a. In Section 6.2.5.7, the Department request Bidders to describe how they adapt to new trends.

7. 6.2.5.8: How have you measured the success of your past campaigns? What KPIs do you consider most indicative of the efficacy of a typical campaign?
 - a. Goals are measured based on individual campaigns, the media uses and the call to action of the campaign. KPI’s to be utilized are determined during the planning phase of a campaign.

8. Section 6.3 - Paragraph 2; Attachment C – Paragraph 1 -Assuming a campaign gets planned and negotiated and/or placed, then cancelled, will there be an opportunity for an agency to capture a fee for services rendered?
 - a. Section 3.2.9 describes the media buying process. Once the Contractor has obtained written approval from the Department to place the campaign, if the campaign is cancelled or stopped earlier than planned, the Department will pay the Contractor’s commission on the portion of the campaign that has been invoiced and paid. In the event that a preliminary plan is developed but never placed, there is no commission paid.

**New York State Department of Health
Media-Buying and Planning Services
Request for Proposals**

RFP No. 16422

Questions and Responses

May 13, 2016

9. Section 6.3 - Paragraph 2; Attachment C – Paragraph 3 -Relative to digital executions, can we place the media buy through an in-house trading desk or sister-agency or a subsidiary? Assuming so, can we build into the net media cost any additional margins-account servicing fees?
 - a. If applicable, the Contractor may buy from subsidiaries, sister-agencies or in-house trading desks. Regardless of who the Contractor makes the buy from, the Department will only pay the Contractor commission on the net invoiced and paid amounts.

Questions related to Section 7.0 Proposal Submission:

1. Can we submit the proposals via email?
 - a. No proposals cannot be emailed. Please refer to section 7.0 Proposal Submission for instructions.
2. We noticed in the RFP that on Attachment B (page 28), the Proposal Document Checklist, that the checklist for the Administrative Proposal section (6.1.1.-6.1.7) doesn't lineup with how it's laid out in the body of the document (pages 17-18).
 - a. There is a number error on pages 17 and 18 where the numbering of Section 6.1 does not match Attachment B. Bidders should use the numbering in Attachment B for submission of their proposal.