



**STATE OF NEW HAMPSHIRE
DEPARTMENT OF BUSINESS AND ECONOMIC AFFAIRS
Regional/Seasonal Creative Asset Collection Expansion RFP
RFP DBEA 2024-03**

Clarifying Questions and Answers

- Q1.** Are you moving away from your current vendor and if so, why? Do you need more volume, is it budgetary, new creative direction?
A1. This is a new project, independent of any current contract/vendor.
- Q2.** Regarding the Visit NH campaign are you searching for a new full-service vendor to not only shoot stills and video but also cater to design, strategy, branding, delivery, etc. or is this to become an in-house process with the vendors needed for mostly capture?
A2. No, the Agency is not looking for a new full-service vendor. The RFP Section 2.2 detail the responsibility of the selected vendor(s).
- Q3.** Regarding the asset library: 4 seasons x 7 zones x 25 pre-approved locations and shots per zone per season. What percentage of that is talent that needs to be released and paid a part of it? Does each shoot need to follow the higher standard that Visit NH campaign does i.e. hair, makeup, styling? Is there a percentage that would be higher standard imagery obviously but without talent (landscapes, restaurant and shopping exteriors, etc)?
A3. For the Regional Asset Capture, it would not need the same higher standard that "VisitNH" Seasonal Campaign Capture does. There is not a percentage breakdown yet but assume that 30% would be without people.
- Q4.** Will there be a time to clarify the depth of what you truly want and need for the asset library to accurately budget?
A4. The proposal should be based on the information provided in the RFP Section 2. During negotiations, there may be some additional adjustments during contracting.
- Q5.** The RFP asks for bids for stills alone, video alone or both but does this also separate into two major categories? A bid for VisitNH and a bid for the asset library or are the two connected as one ask?
A5. The two are not connected, they are independent.
- Q6.** Will the assets fall within a script or concept? Is there any creative concepting needed as a part of this scope? If not, will the Vendor be required to develop a detailed shot list for each shoot or is this provided by BEA?
A6. For Regional Asset Capture there is no script or concept for assets.

For "VisitNH" Seasonal Campaign Capture, as stated in the RFP Section 2.2, Selected Vendor(s) will work with the Agency and its designees to determine creative direction, precise location, and specific activities.

Q7. Will the Agency require approval of subcontractors selected by the prime contractor, if used for either the regional or seasonal captures?

A7. Yes, the Agency would require approval of subcontractors.

Q8. For the regional capture, can you clarify the target number of activities/locations per region and per season? We saw the RFP states "The captured assets must show at least 25 iconic locations, activities, scenic shots and/or events per season per tourism region." Does this mean 25 separate shoots x 7 regions x 4 seasons? Can you confirm the below totals are correct?

- 7,000 retouched images
- 17,500 additional images
- 700 1-minute b-roll videos

A8. No, the Agency is looking for at least 25 images of iconic locations, activities, scenic shots OR events per season per tourism region.

Q9. For the regional capture, will the Agency require the review and approval of talent prior to photography/video capture?

A9. No, not for Regional Asset Capture. The Agency will provide guidelines for Selected Vendors.

Q10. For the regional capture, will the Agency require approval of the final shot list for each season/region?

A10. The final shot list will be provided to the Selected Vendors in the contract negotiation process.

Q11. For the seasonal campaign capture, can you clarify the target number of activities/locations per season? Based on what's noted in the RFP, can you confirm the below?

- Film deliverables for each season:
 - Two :30 TV Spots (8)
 - Four-Six :15 spots (16-24)
 - Four-Six :10 videos (16-24)
 - Four-Six :06 videos (16-24)
 - Two 2-minute b-roll (for each demographic) (16)
 - All raw video
- Photography deliverables:
 - Agency to receive six (6) touched-up images of every activity in each season, of Agency's choosing. (48)

A11. Please refer to RFP Section 2.2.

Q12. For the seasonal campaign capture, will the Agency provide the seasonal media buying parameters in order to determine the usage and licensing for the music associated with the final videos produced?

A12. Assets may be used for TV, CTV, social and digital ads, print publications, websites, and out-of-home placements (such as billboards, transit takeovers, or posters).