



**STATE OF NEW HAMPSHIRE
DEPARTMENT OF BUSINESS AND ECONOMIC AFFAIRS
Agency of Record Marketing Services RFP
RFP DBEA 2023-09**

Clarifying Questions and Answers

- Q1.** Is there an incumbent?
A1. Yes.
- Q2.** If there is an incumbent, would you consider sub-contractors or teaming partners with specific expertise for working with your incumbent?
A2. This RFP is to seek a vendor to provide the services. The selected vendor may subcontract with other vendors subject to the agency's approval.
- Q3.** Are there any disadvantaged business criteria that you're looking for in this RFP? i.e., Small Business 8(a), Woman Owned, Minority Owned, Veteran Owned, etc.
A3. No.
- Q4.** What factors are driving the Agency of Record Marketing Services RFP?
A4. The current contract will expire at the end of the fiscal year (June 30, 2023).
- Q5.** In Section 1 of the Request for Proposal document, Overview and Schedule, in the Executive Summary it states that the integrated marketing firm selected will assist in the achievement of the Department of Business and Economic Affairs strategic goals. Can you share those strategic goals for reference?
A5. The Department is still in the development stages of the new Tourism Development Strategy (TDS) which will include new strategic goals.
- Q6.** Will the strategy being completed by DTTD include target market definition including any consumer segmentation and/or attitudes and usage research? Or will the selected vendor need to conduct that?
A6. At this point in the development, it is to be determined.
- Q7.** What are the primary campaigns the BEA currently executes? Are they seasonal or interest based and what is the current frequency? i.e. is there one "always on" awareness campaign and then 2-3 seasonal campaigns?
A7. Please see the Industry Member section on [visitnh.gov](https://www.visitnh.gov) for additional marketing and research information.
- Q8.** Do you conduct awareness studies and if so, what is the frequency? Will the selected vendor conduct or a 3rd party?
A8. Yes on both questions.
- Q9.** What are the current international efforts, i.e. who specially are you targeting and is that a separate budget or part of the \$7-8MM stated budget?

- A9.** For the overseas international efforts are managed outside of this budget, Canadian marketing is part of the seasonal marketing campaigns.
- Q10.** How much of the \$7-8MM budget has been dedicated to media in the past?
A10. A large part of the budget goes to media.
- Q11.** How does BEA work with the various partners within the state, i.e. leaders/Chambers/Visitor Bureaus from key tourism regions – is there a tourism committee and/or what role do they play in making decisions about campaigns/creative, messaging, targeting, etc.?
A11. BEA works collaboratively with tourism/hospitality partners in achieving mutual goals and objectives for marketing all regions of the state to potential visitors.
- Q12.** What is the current CRM platform and how frequently do newsletters go out?
A12. Currently, BEA doesn't have a CRM and newsletters go out at least once a month.
- Q13.** Are print production/production fees included in the \$7-8MM budget or separate? If included, can you share historical production spends?
A13. Mostly a separate budget.
- Q14.** For the Agreement/General Provisions (Form Number P-37, Attachment B), we have the following exception: Section 8.2.1 – Please delete in “in the absence of a greater or lesser specification of time” and replace with the following: “**in the absence of a greater period of time specified by the parties**” Is this acceptable?
A14. This request will be part of the negotiation process.
- Q15.** For the Agreement/General Provisions (Form Number P-37, Attachment B), we have the following exception: Section 9.1 – Can we revise this provision so that **both parties** have a right to terminate for any reason upon **ninety (90) days'** written notice to the other party? Is this acceptable?
A15. See A14.
- Q16.** For the Agreement/General Provisions (Form Number P-37, Attachment B), we have the following exception: Section 13 – Can we add the following language: **Contractor's indemnification and hold harmless obligations provided in this Section 13 do not apply to: (a) assertions made for the State's products or services, or about any products or services of State's competitors in any advertising which Contractor prepares for State, to the extent such assertions were specifically authorized by State in writing and were based on written information or data supplied to Contractor by State; or (b) any unauthorized material modifications to a promotion and/or other project which was originally recommended by Contractor and any failure by State to follow recommendations and procedures identified and established by Contractor.** Is this acceptable?
A16. See A14.
- Q17.** In the Agreement/General Provisions (Form Number P-37, Attachment B) it states the following “5.1 The contract price, method of payment, and terms of payment are identified and more particularly described in EXHIBIT C which is incorporated herein by reference.” Exhibit C

was not provided, and Attachment C is the Proposal Evaluation Criteria. Can you provide Exhibit C for reference?

A17. Exhibit C is developed during the negotiation and contracting process.

Q18. In Section 3 of the Request for Proposal document, Proposed Scope of Work, under 'Other' is states "Attend various." Can you provide more detail/clarity as to the expectations for that scope requirement?

A18. Attend various mutually agreed on industry events. [See Addendum 1.](#)

Q19. Is the successful Agency of Record services provider required to have an office in the state of New Hampshire?

A19. No.

Q20. Does the successful Agency of Record services provider need to confirm the ability to transact business in the state of New Hampshire at the time the RFP proposal is due or at the time of contracting?

A20. By the time of negotiation and contracting.

Q21. How would the BEA describe its ideal integrated agency partner, what qualities are most important?

A21. BEA is seeking the best qualified agency.

Q22. Will the entire \$7-8 million budget flow through your Agency of Record, including media placement and digital advertising spend? Or will any marketing spend be made directly by the State?

A22. Yes, the entire budget will flow through the Agency of Record.

Q23. Can you please define or share an example of what you are looking for with a "percentage based fee structure"?

A23. BEA is asking for a percentage agency fee which equals a percentage of the total budget that will cover all elements/activities/function of Section 3 – Scope of Work. With the exception of third-party contracts/services, media fees, video production, digital media video editing and online advertising unit digital development, photoshoot pre-production and onsite photo sessions, and administration of cooperative campaigns. For example – 15% of \$7MM.

Q24. Under Section 3 – Proposed Scope of Work: WEBSITES – "Responsible for covering the fees of hosting, maintenance, and updates to all BEA websites. The selected vendor will work collaboratively with the current web vendor within this contract."

a. How many websites does BEA have, and what are the current fees associated with hosting, maintenance, and updates?

b. Does your existing web vendor make all updates, or will your Agency of Record gain access and be responsible for making ongoing updates and doing website development? If the latter, what platforms are your websites built on and what do you envision for ongoing content updates?

A24. Agency of Record is not required to make ongoing updates or web developments. The Agency will subcontract with the web vendor and fees associated with the subcontract.

- Q25.** Under Section 3 – Proposed Scope of Work: WEBSITES – “Recommend and execute strategies and tactics for effective use of integrated social media (organic and paid)” and then DIGITAL ASSETS AND SOCIAL MEDIA – “Create, manage and oversee all aspects of Visit NH’s social channels, social media voice and strategy”
- Are the Visit NH social channels the only ones you are looking for the agency of record to manage? One Facebook page, one Instagram account, one Twitter account, one Pinterest account and one YouTube channel.
 - Does the agency of record manage the NH Economy social channels? One Facebook page, one Twitter account and one YouTube channel.
 - Does the Office of Business and Economic Affairs as an umbrella entity have social channels, and if yes, does the agency of record manage them?
- A25.** Yes, Agency of Record only manages the Visit NH social channels.
- Q26.** Under Section 3 – Proposed Scope of Work: OTHER – “Develop industry opportunities by formally creating an industry cooperative program for all different levels of participation levels.”
- Has a cooperative program been started, or is your Agency of Record starting the cooperative program from scratch?
 - Do you have internal team members who will be dedicated to the success of the program?
 - Is there another co-op, like [Visit California](#)’s partner opportunities, that you are hoping to model after?
- A26.** a. Yes the selected vendor will be developing from scratch.
b. No staff is dedicated to this at this point.
c. No, we are open to all opportunities.
- Q27.** Under Section 3 – Proposed Scope of Work: OTHER, 3rd bullet point – “Attend various”
- Can you please complete that statement?
- A27.** See A18.
- Q28.** Do you have the staff and time available to be able to support in-person, experiential marketing initiatives in New Hampshire or in other states / countries?
- A28.** BEA would discuss these initiatives with the selected vendor.
- Q29.** Does your agency of record have one point of contact for approvals and communications, or does your agency of record collaborate with a committee or internal group of stakeholders?
- A29.** BEA currently has one point of contact with the Agency of Record.
- Q30.** What is the structure of the Visit NH team who will be working on a day-to-day basis with the agency?
- A30.** Main points of contact are Director and Deputy Director of the Division of Travel and Tourism Development. The entire team consist of the Communication Manager and Digital Marketing Specialist of the Division of Travel and Tourism Development.
- Q31.** Can you share any details on traveler sub-segments that you identify as primary, secondary and/or opportunity audiences for NH?
- A31.** See A7.
- Q32.** What historical campaign performance data will be made available for setting campaign performance baselines and benchmarks?

- A32.** See A7.
- Q33.** What is the prevailing perspective on what's working (or not working) in terms of channels, tactics, etc.?
A33. See A7.
- Q34.** Does campaign performance typically get measured and optimized based primarily on driving traffic to the site or are there specific engagement and conversion metrics attributed back to channels, creative, etc. (e.g., email opt-ins, visitor guide requests, etc.)?
A34. See A7.
- Q35.** Is website tracking fully transitioned to Google Analytics 4 (GA4) or is there additional work to be done to migrate out of Universal Analytics prior to the July 1, 2023 sunset?
A35. BEA will be transitioned.
- Q36.** If selected, will the agency have full admin-level access to Google Analytics and Google Tag Manager?
A36. Yes.
- Q37.** Would it be possible to have "view" access to Google Analytics during the pitch process?
A37. No, the Selected Vendor will only be able to access.
- Q38.** Are there existing campaign taxonomies and naming conventions for campaign tracking (e.g., event tags, UTMs, etc.)?
A38. Yes.
- Q39.** Across the website, what are the primary events and goals being tracked?
A39. Yes.
- Q40.** Are there specific requirements or preferences for reporting (e.g., format, cadence, granularity, etc.)?
A40. There are none but will be discussed with the Selected Vendor.
- Q41.** Are there specific improvements you're looking to make in the use of data, reporting, analytics in your advertising/marketing efforts?
A41. Not at this time.
- Q42.** Are you able to provide historical booking trend data across seasons/months?
A42. See A7.
- Q43.** What attribution tools are you currently using to measure bookings and local visitation?
A43. See A7.
- Q44.** Have you executed any additional attribution or advertising impact studies that you could share?
A44. See A7.
- Q45.** What percentage of your buy distribution is in-market vs. persona/audience targeting?
A45. Each are considered when developing a media plan.

- Q46.** Can you share any detailed information on your daypart distribution strategy in broadcast, particularly as it pertains to the integration of streaming/CTV/OTT partners?
A46. See A7.
- Q47.** Are there any specific audience targeting data sources that you have integrated into your buys - either through media vendors or your own purchase?
A47. See A7.
- Q48.** What is the role of your own consumer data, when it comes to profiling or targeting implications or usage?
A48. BEA and the Agency of Record uses all data to determine strategy.
- Q49.** For your paid social programs, what is the typical distribution between influencer/partnership content and pure “dark” content? Are you activating paid content across all social channels?
A49. See A7.
- Q50.** How are you currently using native partners? What types of content lives in those channels?
A50. See A7.
- Q51.** How are you defining and segmenting your KPIs within your media plan?
A51. See A7.
- Q52.** Who is currently researching/writing the blog posts + articles like this [one](#)?
A52. BEA staff develops blogs and articles.
- Q53.** Could you provide a full list of the sites that are under the responsibility of the agency?
A53. The sites are not the responsibility of the agency.
- Q54.** Can you tell us what platforms and CMS you currently leverage?
A54. BEA uses Kentico.
- Q55.** Would the new agency be responsible for the shooting/editing of Visit NH’s YouTube videos? How are these currently produced?
A55. Yes, Agency of Record would be responsible for shooting/editing videos.
- Q56.** What tool(s) do you/or your current agency use to manage social media?
A56. BEA uses social media channels and not one tool.
- Q57.** How are you currently measuring your success on organic social media?
A57. See A7.
- Q58.** Would the new agency be responsible for community management on social media (responding to msgs/comments, engaging with followers)?
A58. BEA and the Agency of Record will determine best practice.
- Q59.** Do you have an existing asset library for social media that the new agency would have access to, or is the goal to start from scratch with all new assets?
A59. Yes, there is an existing asset library that will be available.
- Q60.** Can you confirm the social accounts that you are looking for the new agency to manage? Is it currently Instagram, Pinterest, Twitter, YouTube, and Facebook?

- A60.** Yes, those are the current channels the Agency of Record is responsible for.
- Q61.** Will the Tourism Development Strategy provide guidance on target markets and target audiences to promote the state?
A61. See A6.
- Q62.** Will the TDS provide clear growth goals and KPIs for the tourism and hospitality sector?
A62. See A5.
- Q63.** Research, Analytics and Reporting section: For additional marketing research needs, is the selected vendor required to utilize DTTD's research vendor?
A63. It will depend on if the current research vendor can provide the required research.
- Q64.** Do you have a timeline target for the completion of the strategic marketing/communications plan?
A64. The TDS will be completed by June 30, 2023.
- Q65.** In section "Other," can you elaborate on "Attend various..."?
A65. See A18.
- Q66.** Are you currently using tools / systems that will be used on this project (ie: Salesforce, Oracle, Adobe etc.)?
A66. BEA uses Adobe for internal production.
- Q67.** Is the intent of the budget for the chosen agency to provide any licenses and/or other services/products needed?
A67. Yes, it will be within the budget.
- Q68.** Will we be able to view all questions submitted to you with their answers?
A68. Yes, they will be posted on visitnh.gov/rfp.
- Q69.** Whether companies from Outside USA can apply for this? (like, from India or Canada)
A69. Yes, any agency is able to submit a proposal.
- Q70.** Whether we need to come over there for meetings?
A70. There will be some required in person meetings.
- Q71.** Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)
A71. Some may be able to be outside of USA and some might not be.
- Q72.** Can we submit the proposals via email?
A72. Please see [Section 4 – Process for Submitting a Proposal in the RFP](#).
- Q73.** Can you confirm that you have ended your relationship with GYK Antler, that they are not participating in this current effort, and the RFP process is in fact open to finding a new agency partner?
A73. See A4.