



Department of Health

Request for Proposals (RFP) # 20177 Media-buying and Planning Services Questions and Answers Issued: July 19, 2022

1. How do I receive the documents for this request for proposal? I logged in and cannot see the documents.
 - a. The documents are available on our Department's website at: <https://health.ny.gov/funding/rfp/20177/>
2. Will the incumbent be included in the RFP?
 - a. Yes, the incumbent is allowed to submit a proposal responsive to this RFP.
3. Are the intentions of the DOH to replace the incumbent?
 - a. The purpose of this procurement is to obtain competitive proposals from Bidders who can provide media buying services to support the Department's needs.
4. Please list the top 5 competitors of the DOH.
 - a. The Department is not competing against entities for these services. We are requesting competitive proposals from Bidders who can provide media buying services for the Department.
5. Although the RFP clearly states the annual budget fluctuates, is the budget closer to \$25MM (listed on page 6) or 40MM (listed on page 33)?
 - a. Page 6 is the annual historical volume of these services, but anticipated year one volume of this contract is captured on page 33.
6. How many agencies are participating in the RFP?
 - a. The Department notified all prior Bidders for the previous solicitation and advertised on the Department's website and in the New York State Contract Reporter. There is no way to know at this time the number of Bidders who will submit a proposal.
7. Can we apply for funding from your organization?
 - a. The Department will accept proposals from any entity meeting the minimum requirements as stated in Section 3.1
8. As a prime, some participants may not have the qualifications you are seeking; however, does the DOH accept a subcontractor that has the vendor qualifications. Will this serve to meet the qualifications for a role as a prime?
 - a. As stated in Section 3.1, Bidders (the prime) must meet all the minimum requirements.

9. If bidder envisions using a subcontractor for digital media services, section 3.1, and identifies the subcontractor as part of the bidder's team in RFP response, will that subcontractor's qualification be acceptable as to meet the requirement for \$5 million digital media spend?
 - a. *As stated in Section 3.1, Bidders (the prime) must meet all the minimum requirements.*
10. Is the minimum qualification of \$5 million in digital media spend, section 3.1, for each client or a total of the two combined?
 - a. *Each Client. Bidders must have a minimum of 2 clients each with an annual media billing of \$10M and for each of those clients, \$5M of that \$10M was digital.*
11. Section 3.1 Minimum Qualifications references two clients/accounts with annual media billing of \$10 million or more, followed by the language "Experience acquired concurrently is considered acceptable."

Our question is: Does a qualifying agency need to have serviced two clients with individual annual investment levels of \$10M+? Or are we eligible so long as we've concurrently serviced multiple clients with a cumulative annual media investment of \$10M+?

- a. *Yes, Bidders must have a minimum of 2 clients each with an annual media billing of \$10M and for each of those clients, \$5M of that \$10M was digital.*
12. What are DOH's primary goals, both digital (online) and from an NYS citizen conversion perspective?

*Promote the health, safety, and well-being of all New Yorkers
Assure access to essential health care services
Respond to emergencies and disasters
Improve quality in all care settings
Conduct world-class research to promote and ensure the health*

- a. *Campaign "conversions" vary based on the messaging and call to action.*
13. We understand the goal is to promote NYS DOH service and to inform the public with various messaging. What are your expectations, and how does the team measure them?
 - a. *KPI's are determined for each campaign.*

14. Can you provide media breakouts:

- I. Digital
 - Organic content creation
 - Programmatic
 - Social
 - Digital Radio
 - Paid Search
 - Streaming Video
- II. Print
- III. New Media
- IV. Out of Home
 - Billboards
 - Transit
 - Digital Billboards
 - Gas Station TV
 - Supermarket TV
 - Street Furniture
 - Bus Shelters
 - Kiosks
- V. Promotions and Events
- VI. Public Service
- VII. Sponsorships
- VIII. Sports

- IX. Terrestrial Radio
 - X. Television:
 - Spot
 - Local
 - Regional
 - Cable
- a. NYSDOH does not track this information.
15. Do you have Market research?
- a. As stated in Sections 4.1 and 4.2, the Contractor will conduct the necessary research.
16. If yes, when was it conducted?
- a. As stated in Section 4.1 and 4.2. this is conducted for each media plan.
17. How many programs do you run separate campaigns for each quarter? This is not a set number and varies.
- a. Since January 2022 we have run about 30 campaigns ranging in dollar amounts of \$15,000 to almost \$6,000,000.
18. What are the spend breakouts for local and state campaigns?
- a. There is no set breakout and can vary from year to year.
19. Approximately how many campaigns per year do you anticipate having a total media spend under \$150,000?
- a. We have no way to predict that.
20. Do all digital media types/channels need to be integrated into each reporting dashboard?
- a. Yes
21. Are customized dashboards expected?
- a. Dashboards that report on the media used are expected.
22. What mediums have you seen the most success with?
- a. Each campaign is individually measured making it impossible to compare them against each other and determine the most successful.
23. How should we define success through media delivery?
- a. KPI are determined for each campaign. Successful media delivery would include safeguarding the Departments brand and ensuring accurate and efficient placements and billing.
24. Is a Bidder permitted to be included in multiple presentations, one as a subcontractor and another as the lead?
- a. A bidder is not allowed to submit as both prime contractor and subcontractor.
25. Is there a sample program or initiative that can be used to create a sample media plan?
- a. If susceptible to award based on written submission bidders will be invited back to present a proposed media campaign proposal based on a written Media Buy Request. All bidders will have the same assignment.
26. What are the expectations on agency staff availability and preparedness to respond and accommodate urgent media needs? Are there after-hours and weekend/holiday staff preparedness needs?
- a. This means that you should have staff available if necessary, during an emergency situation.
27. Referring to Section 5.5. Minority & Woman-Owned Business Enterprise Requirements. Does the prime contractor have to utilize both an MBE and WBE to meet the minimum 30% participation requirement, 15%, as per section 5.5 for each, or can partnering solely with one identified group at the 30% participation level qualify?"
- a. Please refer to Attachment 8, Appendix M for guidance and the instructions in Attachment 5 to complete the forms.

28. Referring to item 6.2.4.3 Operation and Experience:

Provide a detailed description of the media buys conducted for at least two (2) clients/accounts with billings over \$10 million.

o Description should be segmented by media type;

o Provide purchasing weights by net dollar and percentage of overall agency spend on individual mediums including but not limited to broadcast and cable television, OTT, radio, OOH, digital (including sub-groupings, such as social, search and display), print (dailies, weeklies, magazine, trade publications, periodicals, etc.), sports, event, guerilla, etc.;

Our flow charts and Media Buys are very large for the full year (for these clients), are we able to use our client's media buys for one quarter? They run several campaigns simultaneously quarterly, the spend is 3-5MM per quarter? Or do you want to see a full year of media spend?

- a. The description can be for a quarter. The weights buy net dollar and percentage of overall spend on each medium should overall.