

## 2019 Marketing Services RFP Questions and Answers

1. While there is explicit mention of media strategy and paid media, there is no mention of media relations or earned media. Is it envisioned that the vendor would be participating in any media relations efforts (writing press releases, speaking to reporters, etc)? Or will that all be handled internally?

This will be handled internally by the staff.

2. There is a reference to the Cape Light Marketing Plan on page 4 of the RFP in the Marketing Campaign section. Is that available anywhere for review?

See attached.

3. It's unclear from the RFP what the goals and objectives of the marketing services are. On page 3 of the RFP, it states, "The objective is to educate all electric customers about all of the Compact's various efforts." I am wondering what the desired result of this education is: retain customers, attract new customers, expand utilization of services by current customers? It would be great to get additional clarity on this point, although we could also flesh this out as part of our initial discussion & analysis if Pacer Strategies is selected.

There is a section in the attached marketing plan that lays out the organization's goals as they pertain to marketing.

4. On page 4 of the RFP where it says Annual Report. Do you have a sample or what specifically are you looking for?

Samples of the annual report can be found at this link (<https://www.capelightcompact.org/reports/>) under the "Annual Report to Communities" tab. (Not to be confused with the "Annual Reports on Energy Efficiency Activities.")

5. Should cost estimates include any printing costs for the annual report or materials?

No, this will simply cover the design of the report. Printing will be handled internally.

6. Can you clarify what populating information for the annual report might entail? Would that be, for instance, summarizing information from other sources, gathering information from databases, or other activities?

Curation of the content will be done by the Compact staff. The general design will be done by the marketing vendor. The Compact may opt to input the curated information and adjust the layout as needed or may request that the vendor enter the relevant information to create the final product. The Compact does not anticipate the vendor needing to pull information.

7. Who is the primary point of contact, project lead or manager(s) within Cape Light Compact?

The Marketing and Communications Coordinator (Daniel Schell) will be the project lead.

8. What is the established budget? What is included?

Part of the RFP process is to review the proposed budgets submitted by each respondent. Each vendor should propose a budget and tie it to the scope of work in the RFP.

9. How many providers are being considered?

We will not have this number until proposals are submitted on January 14<sup>th</sup>.

10. What are the main goals for Cape Light Compact from messaging to delivery of services? Which of the organization's core efforts are to be prioritized/emphasized for communication to the public?

Attached is the proposed marketing plan which lays out the proposed goals and target audiences for 2019.

11. What are the day-to-day expectations of the marketing consultant? Does Cape Light Compact have an estimate of time required?

At minimum, the consultant will be required to check-in via phone every two weeks. In addition, the vendor will need to regularly be in email contact with Cape Light Compact. Additional time will vary depending on what tasks are currently taking place, i.e. whether videos are being produced, blogs, are being written, or the e-newsletter is being prepared.

12. Does the proposed project budget include video and additional design services, or should these be billed in addition to the budget?

The budget should include video production and design services.

13. What is Cape Light Compact's preferred format for billing? Can certain recurring & predictable tasks be billed on a retainer basis while 'one-off' or hourly tasks billed on an hourly basis to make workflow and billing efficient and predictable?

Billing should be tied directly to tasks that are completed for the Compact. The Compact will request a monthly report detailing what tasks were completed and the invoice should provide a breakdown relating directly to those tasks.

14. Does Cape Light Compact have an established timeline for deliverables? If so, what is that timeframe?

The timeline for marketing can be found in the attached marketing plan. Blogs and e-newsletter will be recurring. The annual report will need to be completed by Q1. Video production will ideally be completed by the end of Q2.

15. Regarding printed collateral, does Cape Light Compact have an estimate for how many individual designs are needed, or is this an open-ended task, and what are the budget implications of this task?

The Compact has traditionally requested one ad template that can be resized in-house as needed. For brochures and rack cards there would be a minimum of three (two brochures and two rack cards). Anything above and beyond the original scope/budget of the agreed upon contract between The Compact and the Vendor would be an amendment to the original budget.

16. For the Marketing campaign are you looking for the bidder to come up with a new Branding message or are you looking for more of a production house to help promote the new branding message?

The Compact is looking for updated marketing materials (e.g. rack cards, brochures, etc.) and the completion of the tasks detailed in the scope of work in the RFP (e.g. blogs, e-newsletters, video production). The Compact is not looking for a new branding message.

17. I know Cape Light Compact is providing the content/data for the Annual Report are you looking for the bidder to design and format the content? Do you need printed copies of the report, if so do you have a quantity # you would need?

Yes, The Compact would request the vendor to format the content. Printing services are outside the scope for this RFP.

18. For the Videos- how many locations would be used in the filming? How long of a shoot do you need are you looking at a 3 hour shoot or an all day shoot? Did you want a shoot of something in the office, houses? Do you need a drone or aerial shots?

These are determinations that should be included in the proposal. The creative direction of the videos should be led and coordinated by the vendor with approval from Cape Light Compact.

19. Materials: Printing services are outside the scope of the RFP and thus, quantities and paper weight are not listed.

Brochures- what size, page count, quantity, and paper weight?

Currently have two – single page, bifold, one is 8 1/2” x 11” and one is 8 1/2” x 14”

Rack Cards- what size, quantity?

Currently have two – 5” x 10”

Flyers- what size, quantity, 1 or 2 sided, and paper weight?

Two-sided, 8” x 11”

20. Newsletter- Where does the content come from that you use in the Newsletters? Is Cape Light Compact providing the content ideas monthly or are you looking for the bidder to generate the monthly ideas for the Newsletter?

The newsletter will be created collaboratively. Generally, there will be programs or events the Compact will want to highlight. In addition, the newsletter will feature whatever recent blog posts have been published. The vendor is responsible for writing the content of blog posts but generally topics will be provided by the Compact or discussed collaboratively.

Are you ok with the current format of your newsletter or are you looking to freshen up the style?

Generally, The Compact is happy with the style but is always open to viewing new styles.

21. What is the geographic footprint Cape Light Compact is looking to market to?

Cape Cod and Martha's Vineyard with the possibility to market to second home owners living in the greater Boston Area.

22. Do you have an idea of what kind of Budget you are working with for the RFP?

Part of the RFP process is to review the proposed budgets submitted by each respondent. Each vendor should propose a budget and tie it to the scope of work in the RFP.

23. In regards to T.V. and Radio is Cape Light Compact providing the assets?

For Q1, The Compact currently has assets. The Compact plans (through the vendor) to create short 30 and 60 second ads from the videos listed in the scope of work that will be shot in Q1 or Q2.

24. Lastly, are there any questions that other Bidders have asked that we may be missing?

A full list of all questions received, and the respective answers are provided here. This document will also be on the RFP page of the Compact website.