

# Request for Proposals

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Media Buyer Services

Proposals Due July 6, 2020

## Questions and Answers posted July 1, 2020

- 1) For the creative will you need the media buyer to create, adjust, resize or augment the advertising pieces?

No. MBCP (soon to be CCCE) expects media buyer to perform duties found within the Scope of Services. Ad creation, adjustment, resizing and augmentation is to be performed by a separate entity.
- 2) Will these campaigns be in Spanish and English?

Yes. MBCP is committed to reaching English and Spanish residents and businesses for both enrollment and energy programs. MBCP looks to the media buyer's expertise for best options to reach both audiences.
- 3) Will MBCP be open to redline edits related to the Standard Services Agreement?

Yes. MBCP encourages any edits and/or identifying potential issues relative to the standard services agreement.
- 4) In regards to the RFP for Media Buyer Services, would MBCP be willing to accept a proposal that partially satisfies the requirements? Specifically, our client can support the digital and social marketing aspects of the RFP, but does not typically provide this level of print and outdoor.

MBCP is happy to accept all proposals however we are looking for one organization to perform all tasks found within the Scope of Services.
- 5) Also, would you be able to provide a ratio estimate as to what percentage of budget is allocated for Digital Marketing versus the Print and Outdoor? This would help us to better provide sensible budget pricing.

MBCP is open to hearing from the media buyer experts on digital vs print and outdoor buying strategy.

6) I am working on your RFP and was curious as to why TV is not part of the media mix. TV in both the Monterey/Salinas/Santa Cruz markets as well as the San Luis Obispo markets is very, very affordable and extremely effective especially for a campaign such as yours. With the size of your budgets you can afford to be in some of the highest rated TV programs as well as the other media outlets on your RFP.

MBCP is open to media buyer suggestions and alternative proposals including services not already listed within the Scope of Services.

7) Is there a reason that TV is not part of the media mix considered?

Please see above.

8) Are there any media "must buys" based on previous campaigns?

MBCP is open to suggestions for best English and Spanish reach in both new enrollment areas and for energy programs.

9) Would the media agency have a direct contact with the data management team, and access to GA information?

The media buyer would have a direct MBCP contact for information needs.

10) Is any part of Enrollment Advertising or Energy Programs Advertising campaign co-op eligible, and will notarized scripts with invoices need to be supplied?

MBCP is not a co-op and notarized scripts are not a requirement. Please see RFP Scope of Services for invoicing needs.

11) Are video assets available for TV/Cable/OTT, or, Digital Video tactics?

MBCP has a limited amount of video assets available including facebook live events of MBCP enrollment launches, speeches and event video.

12) Do you have a creative agency or production house that you currently work with? And is creative production expected to be included in these budgets?

Creative production is not included in the media buyer budget. MBCP does have a creative agency we are currently working with.

13) Would SEO be considered for this project or do you all have someone in-house who does that for MBCP?

SEO is handled in-house.

14) "Media buyer to pay all media vendor invoices and provide invoices"... Can we assume that the program will already have been funded to the media agency prior to the invoice cycles?

Yes.

15) Per the consistent language in the RFP, are you all looking for one single media buyer to handle all of these duties or would MBCP consider hiring a small agency group, given the wide range of responsibilities, along with local expertise? We are not clear as to what type of internal support you all will have so would like to confirm that.

MBCP seeks one media buyer to handle all duties listed in the Scope of Services.