

Marketing Contract Questions

- Could you please provide information on your paid media budgets for the past five years to help us better understand the scale and scope of previous campaigns? Do you not have this total paid to Big? **This information can found at <https://open.alabama.gov/>.**
- In regards to paid media purchases, we would like to confirm we should NOT include estimations for a paid media budget (including actual costs of placements) within our total for 5d? This section, 5d, should ONLY include our fees for administering the paid placements? Please confirm. **This is correct. Just fees for administering.**
- In section 5d, it notes a \$20k maximum – is this maximum in relation to the fees for administering the paid placements? Or the maximum cost for the actual placements? Is this the \$20K for promotional money? **The \$20K is for promotional items.**
- Page 5 of the RFP says the following: *Responders should submit an electronic copy of the proposal, including all attachments to christy.knight@commerce.alabama.gov.* Below that section, it says *Proposal response packages should be sealed and labeled “Response to Commerce Marketing RFP” and should clearly indicate the Responder’s name.* Are we required to submit an electronic and physical copy of our response? If so, where should the physical copy be directed? **Responders need only submit an electronic copy of the proposal, including all attachments. All proposals should be submitted to christy.knight@commerce.alabama.gov**
- Will the Department of Commerce host the identified websites listed in the RFP? Or will hosting services need to be provided by the vendor? **By the vendor**
- Does the Department of Commerce have a preferred CMS for the website(s)? Ex: WordPress, Wix, Squarespace, etc. **No**
- Will a translation tool available and accessible across all pages of the website be sufficient for point 5.b.iii of the RFP? Or will a separate stand-alone landing page for each language translation be required? **Translation tool will be sufficient**
- Are there additional social media channels outside of Facebook, Instagram, LinkedIn, and X that will need to be updated daily? If so, can you please identify those channels? **No, but we would like to explore additional ones.**

- Is there an identified timeline for updated digital assets like the website(s), video, creative for paid media, etc.? **The selected firm will need to work with Commerce to prioritize this timeline.**
- Could you confirm whether existing footage will be made available for use in the production of the five videos, or if all content will need to be captured through new production efforts? **New production efforts**
- Could you clarify whether the planned media placements will extend beyond the state of Alabama, and whether the media strategy will include Connected TV (CTV), Over-the-Top (OTT) platforms, or both? **They will primarily extend beyond the state of Alabama and I'm not sure what those platforms are that they mentioned.**