

2021 RFP 23RQ041 Q & A

1. Question: Which marketing firm, media buying agency, and/or creative agency(ies) has Washington Student Achievement Council most recently used for current campaigns?
 - a. Answer: In the past few years, WSAC has worked with MadCap Marketing + Creative, Sound View Strategies, Ravenna Strategies, CollegeApp, Merlino Media Group, Sunrise Media, Jay Ray, and Dos Rios.
2. Question: In the 'Target Audience Marketing Brief' you mention a report that must include recommendations on how to reach the underrepresented markets using research. Are you asking for a media plan based on media research to reach your underrepresented targets? And similarly, is the 'plan' you're requesting by 9/23 to be executed beginning 10/1 referencing budget, timing per paid media channel that must account for awareness, web traffic, and conversion goals under the 'College Going & Financial Aid Applications – Marketing Campaign' a paid media plan?
 - a. Answer: The College Going & Financial Aid Applications Campaign will be largely focused on the audiences for our Target Audience Marketing Brief. The RFP addresses the other questions raised.
3. Question: When mentioning twice 'messages must be informed by user testing of at least 30 students and 30 parents' to your target markets, are you referring to the use of research focus groups? If so, does the marketing support need to cover this in the \$15,000 services budget? Or would focus group research (8x?) be an additional budget consideration? Does the WSAC have a less costly user testing methodology they have used in the past? If so, what was it? If not, is this something you're open to?
 - a. Answer: This user testing is to be part of the \$15,000. No additional funds are allocated. We anticipate that the successful bidder will be able to execute this deliverable and will share with WSAC options for how this might be executed.
4. Question: Does the production of all the messaging suite ad creative assets for the paid media buy also need to be covered in the \$15,000 services budget? Or would production of the messaging suite ad creative assets be an additional budget consideration?
 - a. Answer: We anticipate that the College Messaging Suite, one of the materials covered by the \$15,000, will yield creative that can and will be used in subsequent campaigns. However, we recognize that additional creative may very well be needed as we go through future marketing efforts. The production of those additional creative elements will be one of the items supported by the 15% that is reserved for contractor expenses.
5. Question: Is the following the correct budget formula assuming the full \$250,000 is spent: \$15,000 budgeted for marketing brief, messaging suite, marketing plans. Of the \$235,000 remaining campaign expenditures, no more than \$35,250 (15% of remaining funds) or a total of

\$50,250 (\$15,000 + \$35,250) may go to Contractor. Leaving \$199,750 (net) for media paid advertising

- a. Answer: The contract is a guaranteed minimum of \$80,000 through June 30, 2021. The breakdown for that guaranteed amount is as follows: \$15,000 for the marketing brief, messaging suite, and marketing plans. Of the remaining \$65,000, a maximum of 15% (\$9,750) is available as contractor payment. The remainder (\$55,250) is reserved for the contractor's procurement of paid advertising. If additional funds are available, the pattern will continue (up to 15% for contractor payment, 85% for procurement of paid advertising).

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