

STATE OF WASHINGTON
Washington Student Achievement Council

ADDENDUM
RFQQ NO. 19-RFQQ165

DATE: August 20, 2018

PART ONE: RFQQ No. 19-RFQQ165 Amendments

- **Section 1.2 OBJECTIVES AND SCOPE OF WORK**, penultimate list item (*bottom of page four*). Change deliverable date *from* December 31, 2018 *to* November 2, 2018. Revised list item to read:
 - **By November 2, 2018, provide the AGENCY with all relevant releases from models/talent featured in the spots, as well as rights to stock images and video clips (if applicable).**
- **Section 3.3. MANAGEMENT PROPOSAL, C. Related Information** (*bottom of page 14*). Add new list item number four (4). New list item to read:
 4. Attach at least one sample contract/release/waiver that the Bidder would propose utilizing to contract with models/talent for purposes of performing the services outlined in the Scope of Work. If the Bidder does not intend to contract with models/talent for purposes of performing the services outlined in the Scope of Work, so indicate.

PART TWO: Answers to questions received from potential bidders

Can companies from outside USA apply for this RFQQ (e.g. from India or Canada)?

Minimum bidder qualifications can be found in Section 1.3 of the RFQQ (minimum qualifications). Note that a bidder must be licensed to do business in the State of Washington or provide commitment that it will become licensed within 30 days of being selected as the Apparent Successful Bidder.

Do we need to come over there [to Olympia, WA] for meetings?

Bidders are not required to come to Olympia, WA during the bidding process. If the AGENCY awards a contract as a result of this RFQQ, specific meetings referenced in the Section 1.2 will be on-site at the AGENCY offices. The AGENCY will require that the CONTRACTOR be available to attend such meetings in-person. There will likely be additional consultation required, and such consultations may be by a mutually agreed upon channel, as long as that channel meets the needs of the AGENCY.

Can we perform the tasks (related to RFQQ) outside USA (e.g. from India or Canada)?

Except for the specific meetings referenced in the Scope of Work (Section 1.2), the AGENCY does not specifically require that the tasks be performed in the U.S. However, firms must be able to demonstrate an ability to meet all of the requirements of the Scope of Work, including working closely with the AGENCY and ensuring that the final spots will resonate with audiences located in the state of Washington.

Can we submit the proposals via email?

Yes, proposals will only be accepted electronically (i.e. via email). Please see Section 2.4 of the RFQQ.

"Exhibit A" begins on page 28 and ends on page 35. Since it must be signed per section 3, how do we do this since there is no official signature page?

The RFQQ contains two pages (p. 21 and p. 28) with a header that includes "Exhibit A." Page 21 is "Exhibit A Certifications and Assurances" and is the page that is referenced in Section 3.1 of the RFQQ that must be signed. Page 28 is the first page of "Exhibit A" of the sample contract (note that the sample contract is Exhibit B of the RFQQ).

Is there an official "Letter of submittal" form, or do we just type it up ourselves and include everything in section 3.1? Can you define "introductory remarks" as listed in the first paragraph of section 3.1? Is this meant to be more narrative, or just an outline of the proposal?

There is not a form for the "Letter of submittal" – the format is up to the bidder. Introductory remarks are not defined. The letter of submittal should make sure to include responses to all the required elements in section 3.1.

Are you requesting a grand total of 39 deliverables?

Yes, including the different versions and lengths of spots, there are 39 discrete contract deliverables. Per Section 1.2 and Exhibit C of the RFQQ, the AGENCY will not require each version to be substantially different from one another, except for closing seconds/calls to action.

Are these English only? If not, what are the other languages requested?

Only English spots are required.

Any subtitling and/or transcripts needed?

Subtitles and transcripts are not required.

Most of our recent projects, government agencies included, have been for web-based videos to be used on landing pages, in app stores, etc. Can these projects be counted towards the required experience?

Yes, video and audio projects that have been used as part of awareness/marketing initiatives for government agencies can apply towards this requirement.

Have you had WA529 commercials produced in the past?

WA529 is a new parent brand as of 2018, and this will be the AGENCY'S first campaign that includes this new brand. The GET program (now a sub-brand under WA529) has run several campaigns in the past that included TV and radio advertisements. Below is a link to a past 30-second GET TV commercial for reference:

- Life is Full of Firsts (2014-2018):
<https://www.youtube.com/watch?v=5Q86DztBhtU>

What types of messaging has worked well for the AGENCY in the past?

Please refer to Exhibit C – TV/Radio Campaign Creative Brief. Many of the requirements and creative direction draw from past experience on what has worked well.

Do the spots all have to be drastically different?

No, the AGENCY will not require each version to be substantially different from one another, except for closing seconds/call to action. Please see Section 1.2 and Exhibit C.

Will there be opportunities to extend the scope of work, budget, and timelines for this project?

Any contract awarded as a result of this RFQQ will be for the Scope of Work outlined in Section 1.2. The AGENCY has discretion to adjust the budget and extend the timeframe of the project if necessary, but would only consider such options if there were a specific business need. The AGENCY may contemplate future projects for video and/or audio production, and/or other creative services, but any such projects would be procured for separately.

What is most appealing to you/what are you looking for in the bidders?

Please refer to the RFQQ.