**RFP 24-0904006-19 Immunization Program Health Communications & Marketing Services   
Responses to Offeror Questions**The Department responses are in RED.

**Campaign Specific:**

1. Will all previously used creative assets be made available to the new agency?

The winning offeror will have access to all previously utilized creative assets.

* + How will those files be transferred?

The Department will collaborate with the awarded offeror to establish the most suitable method for transferring the files, ensuring efficiency and security throughout the process.

1. Could you provide a variety of different creative examples for each campaign initiative?
   * Examples can be found at:   
     <https://doh.sd.gov/topics/immunizations-vaccinations/>   
       
     <https://www.facebook.com/SDHealthDepartment>

<https://www.facebook.com/protectyourcircle/>

<https://www.youtube.com/channel/UCqH1YJGqininRAWAAtM6F_g>

<https://protectyourcircle.com/>

<https://gettheshotsd.com/>

1. What do you like/what’s working with the current creative for these campaigns?

The current campaigns have undergone recent updates and effectively resonate with our target audience, successfully reaching the desired population.

1. In Sections 3.1, 3.2, and 3.3, you ask to evaluate current campaign, creative, and media inventory effectiveness. Is this something you are looking to review in the response?  
     
   Sections 3.1, 3.2, and 3.3 are integral components outlined within the scope of work that the vendor will be expected to undertake upon winning the bid. Each year, the Department will rely on the winning offeror to assess the effectiveness of current campaign assets, determining their relevance and making recommendations for updates or new campaigns as necessary.  
   * If so, can you provide current campaign information in order to evaluate its effectiveness?
2. Is there anything about the creative for these campaigns that you feel is not working well?

At present, there are no specific concerns regarding the effectiveness of the creative for these campaigns. However, it is imperative for us to ensure the ongoing relevance of all our campaigns on an annual basis.

1. Are you willing to share existing or past campaign performance for each initiative?  
     
   We are willing to share existing or past campaign performance data with the winning Offeror.
2. Do you have first-party data available for digital media targeting?  
     
   Yes, first-party data for digital media targeting is available and will be furnished to the winning offeror.
3. May we review any findings or statistics gathered from previous media campaigns?  
     
   The data from previous media campaigns will be provided to the winning Offeror.  
   * Historically, how have benchmarks for success been set and measured?   
       
     Historically, benchmarks for success have been established and measured through traditional KPIs such as Impressions, Likes, Click-through Rates, GRPs, Reach, and Frequency. Additionally, success has been gauged by the number of individuals receiving vaccines."
4. Do you currently have partnerships with providers that give flu shots?   
     
   No  
   * If not, is this something you would like to explore?  
       
     No
5. Outside of executing the scope of work, what does “success” look like when reviewing the overall objectives of this contract?

Beyond executing the scope of work, success in reviewing the overall objectives of this contract encompasses achieving measurable outcomes aligned with the Department's goals. This may include increased public awareness, enhanced engagement with targeted populations, improved vaccination rates, and, ultimately, contributing to public health outcomes.

* + What metrics are you currently tracking?

Currently, the metrics being tracked include but are not limited to impressions, engagement rates, click-through rates, conversion rates, audience demographics, vaccination uptake rates, and overall campaign reach.

1. What current strategies are in place to engage tribal leaders and affiliated organizations related to campaign outreach?

The DOH’s Community Engagement Coordinator meets regularly with tribal health leaders.

1. What are your timing expectations for the launch of each campaign?  
     
   The Department typically expects the launch of each campaign to coincide with the late summer season, extending through winter. However, flexibility exists to adjust the timing as needed to optimize campaign effectiveness and align with public health priorities.  
   * Is there any seasonality that we should consider?  
       
     Yes, there is seasonality to consider, particularly in relation to the influenza season. Campaigns may need to be tailored to address fluctuations in public health concerns and behaviors corresponding to specific seasons or periods of heightened risk.
2. What kind of messaging do you find creates an effective campaign?  
   The Department relies on the Offeror's expertise and recommendations to determine the most effective messaging for our campaigns, tailored to resonate with the specific audience(s) we aim to reach.
   * Something quirky or something more serious?  
       
     The Department remains open to both quirky and serious messaging approaches, depending on the context and audience preferences identified by the Offeror as most effective for achieving our campaign objectives.
3. Is there a particular age group for which you want to increase vaccinations?

Please refer to section 1.1.4 of the RFP for specific details regarding the age group targeted for increasing vaccinations.

1. What are some of the reasons people aren’t receiving flu vaccinations?
   * Concerns about vaccine effectiveness: Some individuals may question the effectiveness of flu vaccines and may choose not to receive them as a result.
   * Fear of potential side effects: There may be concerns about the possibility of experiencing side effects from the flu vaccine, which could deter some individuals from getting vaccinated.
   * Perception of low risk: Some people may perceive themselves to be at low risk of contracting the flu or believe that the flu is not a serious enough illness to warrant vaccination.
   * Misinformation: Misinformation or misconceptions about the flu vaccine, its safety, or its necessity may lead individuals to opt out of vaccination.
   * Access barriers: Factors such as cost, lack of convenient vaccination locations, or limited availability of vaccine appointments may hinder some individuals from receiving flu vaccinations.
   * Personal beliefs or cultural factors: Certain individuals may hold personal beliefs or cultural beliefs that are contrary to vaccination, leading them to decline flu vaccination.
   * Why would they not want to receive vaccinations?   
       
     Please see the answer above.
   * Are these the people that should be targeted with campaign messaging?

Yes, these individuals who have concerns or reservations about receiving vaccinations are important targets for campaign messaging. By addressing their specific concerns, providing accurate information, and addressing any misconceptions, targeted campaigns can help increase vaccine acceptance and coverage rates among these groups.

1. Would you be looking for any updates to your existing website during this contract?

No

1. Referencing 3.10 of the Scope of Work, the print production and promotion procurement will be planned by marketing services supplier, but the production of goods does not need to be included in the budget, is that correct?

All costs associated with print production and promotion procurement, including the production of goods, should be accounted for and represented in the budget proposal.

1. Drawing from external expertise, incorporating proven ads and strategies from other states or federal organizations to optimize budget utilization.“ – Do you have specific state or federal campaigns in mind that you wish to draw inspiration from?   
     
   Specific state or federal resources are outlined in section 1.1.5. of the RFP and in the response to question 2 within this document.
2. Regarding the Childhood Vaccination campaign – people who do regular milestone checkups / doctor visits are likely getting all of the recommended vaccines. Are there any subsets of the general population that you know currently underutilize childhood vaccines? Is it known the reasons why they are not receiving the vaccines?  
     
    There are some specific populations and areas that are underutilizing childhood vaccines. This is a topic we will discuss during the media campaign planning.
3. After the success of your current campaigns, have your goals been updated going forward? What are they?  
     
   The department routinely revisited and updated its goals to align with evolving priorities and emerging public health needs. Specific goals moving forward include increasing vaccination rates, enhancing public awareness and education, and combatting misinformation.
4. Could you provide a variety of different creative examples for each campaign initiative?

A variety of different creative examples for each campaign initiative can be found in the examples provided in the response to question 2.

**Contract Specific:**

1. What will make the South Dakota Department of Health extend this contract for the optional year extensions from a success standpoint?   
     
   The South Dakota Department of Health will consider extending the contract for additional years based on the fulfillment of key performance indicators and the establishment of a positive working relationship between the department and the offeror.
2. 4.10 asks to describe photos and videos the proposer has that are consistent with SD settings. Can photos and videos be third-party/licensed? Or should they be owned or both?  
     
   All materials, including photos and videos, should be owned by the winning Offeror or properly licensed for use. However, it's important to note that all materials produced as part of the contract will become the exclusive property of the State, with full ownership, control, and rights over these materials.
3. Is the agency open to paying licensing fees for the ongoing use of SD based photography?  
     
   The agency is open to considering licensing fees for the ongoing use of South Dakota-based photography, provided that such fees are reasonable and align with the project budget

**RFP Specific**

1. Is there an incumbent agency for this work?  
   Yes
2. Are out-of-state agencies able to submit bids?  
     
   Yes, all agencies, regardless of location, are welcome to submit a bid for consideration.
3. What are your current contractor rates and compensation structure?   
     
   The Department cannot disclose our current contractor rates and compensation structure.
4. It has been requested that proposals (RFP doc and Cost proposal) are sent via email. Do you also want these documents submitted through the ESM Supplier portal?  
     
   No

**Budget Specific:**

1. What percentage of your overall budget has historically been allocated towards media spend?  
     
   The percentage of our overall budget allocated towards media spend varies annually, contingent upon factors such as disease outbreaks, the prevalence of misinformation, and grant requirements. Additionally, the department will depend on the recommendations of the winning offeror for the best media allocation and placement.   
   * What percentage has been traditional placements?

The percentage of traditional placements within our overall media spend has varied over time and is influenced by factors such as evolving communication trends and campaign objectives. Additionally, the department will depend on the recommendations of the winning offeror for the best media allocation and placement.

* + What percentage has been digital placements?  
      
    The percentage of digital placements within our overall media spend has also varied over time, reflecting the shifting landscape of media consumption habits and advertising trends. As with traditional placements, there is no fixed percentage, and the allocation towards digital placements is determined based on campaign objectives and recommendations from the winning offeror.

1. Is there an order or priority for the campaign initiatives in terms of investment made?  
     
   Section 7.0 of the RFP specifies the budget allocation for each campaign. The department relies on the recommendations of the Offeror to optimize outcomes for each campaign rather than adhere to a strict order or priority for investment.
2. In the cost proposal section of the RFP, is it expected that offerors include costs solely for the first year, or should we also provide estimates for subsequent years if the contract is renewed?  
     
   The department requests cost proposals solely for the first year due to the variability of funding from year to year and the necessity to maintain compliance with grant requirements. Therefore, estimates for subsequent years are not expected in the initial proposal.
3. Referencing 2.4 of the standard contract terms and conditions, are bi-weekly invoices for completed work acceptable?

Yes