

**FLORIDA HEALTHY KIDS CORPORATION**  
**Invitation to Negotiate 2016-01: Marketing, Advertising, Public Relations and Creative Services**

**The Florida Healthy Kids Corporation (Corporation)**

**Questions and Answers**  
**Posting Date: September 1, 2016**

Responses provided below include all questions received by the questions deadline of August 26, 2016.

**Responses to Public Questions**

<b>Question Number</b>	<b>Question</b>	<b>Response</b>
1	Is this a mandated ITN, and if not, why the decision to seek a new vendor?	No. FHKC is using this process to identify potential new partners and new strategies to advance its mission. In addition, the current contract for similar services expires January 31, 2016.
2	Will incumbency be a positive factor in the selection?	Incumbency is not a factor.
3	How long has the current agency held this contract?	The current vendor has contracted with FHKC since February 1, 2012. A second vendor began providing limited services in 2016.
4	What is the proposed contract's initial term, and will there be options to renew after the initial period?	The term of the Contract is for (1) year with options to extend for (2) years beyond the initial term.
5	Will a points system be used for selection?	Yes.
6	Is a Tallahassee presence required or preferred?	A Tallahassee presence is neither required nor preferred, however, Respondents should note that meetings will be held regularly in Tallahassee.
7	Can we review past winning proposals?	Yes, please contact the ITN Issuing Officer.
8	Can we review past creative executions?	Yes, please contact the ITN Issuing Officer.
9	Will women-owned or minority-owned/DBE certificated firms receive any preference in scoring?	No. The strongest proposal(s) will be awarded.
10	Does FHKC expect a full strategic and media plan be submitted with the proposal?	Respondents are encouraged to provide as much detail as the Respondent determines appropriate at this stage in the process.
11	What are your top goals for marketing? (How do you define success?)	The overarching goal of all FHKC marketing activities, including those proposed by Respondents to this ITN, is to continue to reduce the total number of uninsured children in Florida.
12	How does the "Help Applying" support system work?	Information on FHKC partners and application assistors can be found at: <a href="https://www.healthykids.org/resources/">https://www.healthykids.org/resources/</a>
13	Will Spanish and Creole marketing material be required?	Yes.
14	Does a database of target audience contact	FHKC can provide some target audience / prospect

*FHKC is an equal opportunity employer / program. Auxiliary aids and services are available upon request to individuals with disabilities. All voice telephone numbers on this document may be reached by persons using TTY / TDD equipment via the Florida Relay Service at 711.*

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	information exist?	contact lists; however, Respondents are encouraged to recommend strategies to effectively identify and market to prospective enrollees.
15	What is FHKC's greatest marketing challenge for 2017?	The greatest action-based marketing challenge is continuing to reduce the number of eligible but uninsured children in Florida.
16	Is there a specific marketing segment that you feel needs additional attention in 2017?	Uninsured children in the four counties with the highest uninsured rates: Miami-Dade, Palm Beach, Broward and Orange.
17	What does a successful campaign look like upon completion of year one?	A campaign that directly reduces the number of eligible but uninsured children in Florida.
18	Do you have audience profiles/personas in place?	FHKC does not have any formal audience profiles or personas in place.
19	Is it a requirement for a successful bidder to sign a HIPAA Business Associate agreement? Is one necessary across all categories of services or just those that will deal with PHI?	If no PHI is handled by or accessible to the vendor, no BAA will be required.
20	How much of the \$400,000 budget will be dedicated to ad buys?	To be recommended by Respondent.
21	How much of the \$400,000 budget will be reserved for the development of collateral materials?	To be recommended by Respondent.
22	How much money did FHKC spend on each of the following campaign elements for each of the last 5 years? Paid advertising; Marketing; Creative; Consumer research; Direct/social marketing; Media relations; Promotion/partnerships.	The FHKC marketing budget is established each fiscal year (July 1 <sup>st</sup> through June 30 <sup>th</sup> ) by its Board of Directors. Not all services listed in this ITN are funded in the current fiscal year. For the 2016-2017 fiscal year, the overall marketing budget is \$1,050,000; however, not all of these services are delivered through a vendor or vendors selected under this ITN.
23	Can you release all the consumer research you've done on this in the last 5 years so we can better respond to this proposal?	FHKC has not conducted any formal consumer research.
24	How many vendors has FHKC utilized in the last 5 years, and who were they?	Four marketing/public relations vendors have been used in the last 5 years: Salter/Mitchell, Sachs Media Group, RB Oppenheim Associates (through a sub-contract with Sachs Media Group), and Hispanic Nexo.
25	Have there been any formal reviews of the incumbent vendor(s), and if so, will the reviews be made public?	There have been no formal reviews or reports generated.
26	Can FHKC please clarify the weights attributable to the criteria lists on pages 6-7 of the ITN?	FHKC will not comment further on scoring methodologies to be utilized. All scoring materials will be available for review after the procurement process has ended and a contract (or contracts) has been awarded.
27	Can you share the review form the evaluation panel will use when scoring	FHKC will not comment further on scoring methodologies to be utilized. All scoring materials will be

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	proposals?	available for review after the procurement process has ended and a contract (or contracts) has been awarded.
28	If direct mail is included, must the mailing costs be part of the \$400,000 total budget? Or could mailing be tied in with other scheduled mailings?	The related costs for all services / strategies, described in the proposed Work Plan under Tab C should be included in the cost proposal under Tab E. Direct mailing may be included in the overall budget or as an itemized/separate budget. Respondents are encouraged to propose the most effective and cost-efficient approach.
29	Where did you find the most success and what were the biggest weaknesses in your marketing over the last five years?	In the past, marketing and outreach activities were statewide. Within the past year, FHKC has found success in more strategically targeting areas with high concentrations of uninsured children.
30	What market strategy utilized over the past 5 years produced the most "sign-ups"?	Because FHKC's marketing and outreach efforts have historically been focused on the back to school season, enrollment spikes have traditionally been most visible during the late summer and leading up to the onset of the school year. FHKC is looking to respondents to propose innovative strategies to increase enrollment.
31	What is the contract duration, beginning Feb. 1, 2017? The request is made for "Strategic planning including refresh of Florida KidCare branding and messaging and development of a fully integrated 12-month marketing strategy." But how long does the contract last?	The initial contract is for one year, commencing February 1, 2017 and ending January 31st with the option, in FHKC's sole discretion, for two additional one-year extensions. Refer to <a href="#">Page 1</a> of the Contract.
33	How will FHKC measure whether the contracted vendor has been successful after the first year implementing this contract?	Reduction in the number of eligible but uninsured children in Florida as a direct result of Respondent efforts and completion of deliverables outlined in the contract.
34	Will additional funds, over and above any budgeted amounts, be available during the course of the contract's term for additional opportunities as they may arise?	Funding is contingent upon the availability of funds and Board approval.
35	Will FHKC be open to both photo shoots and the use of stock photography to satisfy that aspect of the contract?	Yes.
36	Are costs associated with ad buys, printing, photography, production, design and travel costs included in the proposed \$400K budget, and is any part of the budget reserved for necessary collateral materials?	The related costs for all services / strategies, described in the proposed Work Plan under Tab C, should be included in the cost proposal under Tab E. Printing and production of collateral may be included in the overall budget or as an itemized/separate budget. Respondents are encouraged to propose the most effective and cost-efficient approach.
37	Will FHKC or the vendor be responsible for coordinating printing and production?	The related costs for all services / strategies, described in the proposed Work Plan under Tab C, should be included in the cost proposal under Tab E. Printing and production of collateral may be included in the overall budget or as an itemized/separate budget. Respondents are encouraged to propose the most

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		effective and cost-efficient approach.
38	Please identify and rank target audiences in order of importance.	<ol style="list-style-type: none"> <li>1. Uninsured children statewide</li> <li>2. Uninsured children in the top four uninsured counties: Miami-Dade, Palm Beach, Broward and Orange Counties</li> <li>3. Previous/existing Florida KidCare families who have dropped off the program due to non-payment, failure to renew, etc.</li> </ol>
39	Where on the FHKC web site will answers to questions, as well as other supporting documents be posted?	<p>FHKC will continue to post additional documents as they become available here:  <a href="https://www.healthykids.org/news/calendar/ITN_2016-01.php">https://www.healthykids.org/news/calendar/ITN_2016-01.php</a></p>
40	Do hard copies and electronic copies of submissions need to be submitted in sealed envelopes?	No.
41	Will the vendor(s) be responsible for costs associated with translation and content creation in languages other than English?	Though the vendor will not be responsible for costs associated with translations, and translations are not included as part of the proposed budget, FHKC is open to and interested in reviewing proposals that include translations as part of proposed services.
42	What is the expected travel requirement, including frequency, expected under this contract?	Attendance at committee meetings in Tallahassee (4-6 times annually), attendance at FHKC Board meetings as required, typically in Tallahassee or Orlando (maximum of 4 times annually).
43	Why has Florida Healthy Kids chosen to undertake this agency review at this time?	The current contract for similar services expires January 31, 2016.
44	What are the top 3 selection criteria for choosing an agency?	Selection will be based upon factors stated in the ITN (on pages 6 and 7).
45	Is the budget allocated for fees only, or is it inclusive of expenses? If expenses are to be covered separately, what has been allocated for expenses?	The proposed budget is inclusive of all fees and expenses. The related costs for all services / strategies, described in the proposed Work Plan under Tab C, should be included in the cost proposal under Tab E.
46	If you had to allocate (based on percentage) the scope of work/priorities listed in the RFP against the budget/agency time, what would it be?	Respondents are encouraged to propose the most effective and cost-efficient approach.
47	Is there a dedicated marketing manager or other communications liaison that the selected agency would be assigned to work with to help traffic the work?	Yes, the FHKC communications manager, with oversight from the Chief Marketing Officer and Chief Executive Officer, is dedicated to help traffic the work of the selected Respondent(s).
48	Is it Florida Healthy Kids' preference to have one agency manage the entire program/scope of services outlined?	Respondents are encouraged to propose the most effective and cost-efficient approach.
49	Are there specific markets of focus within the state of Florida for Florida Healthy Kids/Florida KidCare?	<ol style="list-style-type: none"> <li>1. Uninsured children statewide</li> <li>2. Uninsured children in the four counties with most uninsured children: Miami-Dade, Palm Beach, Broward and Orange</li> <li>3. Previous/existing Florida KidCare families who have dropped off the program due to non-payment,</li> </ol>

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		failure to renew, etc.
50	How important is it that your firm of choice has multi-cultural marketing expertise?	Because a large percentage of the Florida KidCare enrolled and eligible population is multi-cultural, Hispanic and other multi-cultural marketing expertise is preferred.
51	Is prior experience marketing to low income families with children through the age of 18, including Hispanics, minorities and multi-lingual populations a required component of a successful submission?	Because a large percentage of the Florida KidCare enrolled and eligible population is multi-cultural, Hispanic and other multi-cultural marketing expertise is preferred, but is not a requirement.
52	Will FHKC share the scoring tools the evaluation team will use?	FHKC will not comment further on scoring methodologies to be utilized. All scoring materials will be available for review after the procurement process has ended and a contract (or contracts) has been awarded.
53	What was the biggest success and the biggest weakness in FHKC's marketing efforts over the last 5 years?	In the past, marketing and outreach activities were statewide. Within the past year, FHKC has found success in more strategically targeting areas with high concentrations of uninsured children.