

*FHKC - Respondent Questions for Paid Media Marketing ITN – April 25, 2017*

- 1. Does the Florida Healthy Kids Corporation (“FHKC”) have access to a direct mail list for the 283,000 children currently uninsured in Florida, or is this something the winning vendor would need to source if direct mail was included in the proposed media plan.**

FHKC does not possess a direct mailing list for the approximately 283,000 children currently uninsured in Florida.

- 2. One of the key performance measures is “inquiries generated as a direct result of paid media strategies.” Can you provide a list how potential new customers can contact FHKC for more information? When looking at your website, it seems your only point of contact is 1-888-540-5437, is that correct?**

Correct. The main point of contact for the Florida KidCare customer service call center is 1-888-540-5437. Applications may be submitted through the website as well.

- 3. Who is currently placing media for FHKC / Florida KidCare?**

Moore Communications Group (“MCG”) is the current contracted marketing vendor responsible for placing media on behalf of FHKC and Florida KidCare. This ITN involves a campaign beyond the scope of the current contract with MCG.

- 4. You indicate the campaign creative shall align with the new “I Am KidCare” branding campaign. The selected vendor(s) shall coordinate with MCG, the current marketing partner of record for FHKC / Florida KidCare. Will MCG be submitting a proposal for this ITN? If that is not known at this time, is MCG eligible to submit a proposal while being the marketing partner of record for FHKC / Florida KidCare?**

It is unknown to FHKC whether MCG will be submitting a proposal for this ITN. However, MCG is eligible to submit a proposal.

- 5. What is the specific number of the ITN? We did not see any mentioned other than the issue date of April 12, 2017**

2017-01

- 6. What specific resources that are not mentioned in the brief can we use in any aspect of advertising? For example:**

- Spokespersons, influencers, community leaders who might serve as spokespeople
- Teachers who might want to appear in commercials
- Picture libraries (e.g., real uninsured kids, families) that we can use as stock pictures
- Stock Music
- Video B-Roll and stock footage

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FHKC will provide applicable and available resources to the selected vendor(s), such as relevant data, reports and collateral, as well as provide information to leverage any preexisting partnerships and relationships to ensure all messaging and branding is properly aligned. However, it will be the responsibility of the selected vendor(s) to identify, pursue (and, if necessary, purchase) any additional desired resources.

- 7. Is there any previous test and/or information regarding results of previous efforts?**
- a. Calls to call centers**
  - b. CTR's and conversion ratios**

FHKC will provide information and results on previous efforts to the selected vendor(s) prior to campaign implementation.

- 8. Since this is not an insurance product per se, but rather, a campaign to get people to call in order to get an insurance product, are there any particular disclaimers that should be included?**

The primary call-to-action of this media campaign is for families to apply online for coverage via [floridakidcare.org](http://floridakidcare.org) or by calling 1-888-540-5437 to have a representative apply for them.

- 9. Do people who call and/or click typically buy the product in the first contact or, if not, what is the average number of re-contacts that it takes to convert a person or make a sale?**

The online or telephone application process usually involves submission of additional documentation prior to an application being deemed complete, resulting in future enrollment.

- 10. Is there any attitudinal or behavioral research on the different segments that is available to us?**

Any available attitudinal and behavioral research will be provided to the selected vendor(s).

- 11. Is there an e-commerce website where people can just apply for and buy the different insurance products?**

In addition to [www.floridakidcare.org](http://www.floridakidcare.org), families can apply for Florida KidCare health insurance through the Federally Facilitated Marketplace, or [www.healthcare.gov](http://www.healthcare.gov), as well as through the Florida Department of Children and Families [ACCESS website](#). Upon applying for Florida KidCare coverage, the family is placed in the appropriate program (Medicaid, Florida Healthy Kids, MediKids or Children's Medical Services) based on the child's age and eligibility. Families that wish to purchase children's health insurance other than Florida KidCare can explore options through the marketplace, their employer, the private market, and/or through the help of a licensed health insurance agent.

**12. Is the website responsive? Does it work well with mobile?**

Families are able to access and submit the application via the Florida KidCare website.

**13. Do you perceive FHKC as direct competition to any of the companies bidding on the state's MMA plan?**

No, the MMA plan involves only Medicaid. Florida KidCare includes Medicaid for children, and this campaign may enhance enrollment of children in the MMA program. FHKC is not a managed care plan.

**14. Can two agencies serve as co-lead on the FHK project versus a prime and subcontractor?**

If FHKC chooses, two agencies may serve as co-leads on the media campaign. If two agencies wish to submit a proposal as co-leads, details must be explicitly stated in A-D (refer to page 4-5 of the ITN) of the proposal.

**15. Beyond brand alignment and consistency, what are FHKC's expectations for collaboration with MCG on strategy, messaging and development of the campaign?**

MCG will oversee and provide direction to Respondent(s) to ensure brand alignment and consistency. The vendor(s) must collaborate with MCG on strategy, messaging and development of the campaign to ensure brand alignment and consistency.

**16. If FHKC requests additional clarity by way of interview, how soon will the Respondent be notified, and will this interview be in person?**

If additional clarification is needed on any proposal(s), FHKC will notify Respondent(s) as soon as possible after the submission due date during the month of May. In-person interviews may or may not be required, in FHKC's discretion.

**17. Would the RFP be considered incomplete if the applicant did not wish to participate in the public relations portion of the campaign? We feel confident, comfortable, and capable of executing the public relations aspect of this campaign. However, as you already have a public relations firm on retainer, we would like to better understand that posture.**

No, the proposal would not be considered incomplete if a Respondent does not wish to participate in a specific portion of the campaign; however, this should be made evident in the proposal.

**18. Does FHKC have a not-for-profit indicia with the USPS? As we build our budget, we anticipate using direct mail. We can save a great deal of money on postage using a not-for-profit indicia.**

Yes, FHKC is a registered not for profit corporation with the USPS.

- 19. As part of our proposed plan, we will direct people to a website. Do you anticipate a temporary website being created to draw people in or is the current website an appropriate place to direct people?**

The current website, [www.floridakidcare.org](http://www.floridakidcare.org), is the appropriate website to direct eligible families.

- 20. The plan calls for a marketing communications campaign to run from June through September; we believe targeted media is less effective when school is not in session because people are out of their routines and media consumption decreases. Is it required that the campaign run the entire length of that period? Are you amenable to a plan that runs 5 weeks within that time period?**

FHKC welcomes suggestions and recommendations that vary from the outlined scope and timeline, but requires that the Respondent(s) provide detailed rationale behind each such recommendation.

- 21. How many people sign up per month on the website?**

Approximately 90% of the new enrollees per month enroll via the website. On average, Florida KidCare had approximately 4,746 new enrollees per month over the past 12 months.

- 22. Would it be possible to get access to website analytics prior to making recommendations? If not:**

- **How many people currently visit the site on a monthly basis?**
- **How long does the average visitor stay?**
- **How many of these visitors go straight to the signup page from the home page?**
- **What percentage of people who visit the site signup page complete the form?**
- **What percentage of people who complete the form actually get approved?**
- **What percentage of current visitors are mobile vs. desktop?**

Data responsive to these questions, to the extent available, will be provided to the successful vendor(s) prior to campaign implementation.

- 23. What kinds of marketing have been done in the past to drive sign-ups and what was the cost of acquiring a signup (or approval) for each channel of marketing?**

Recent marketing and advertising tactics have included but are not limited to the following in English and/or Spanish: paid media campaigns comprised of digital, radio and television advertisements; earned media generated through news releases, opinion columns, and proactive interviews; production and strategic distribution of marketing and promotional materials; and automated outbound telemarketing. ROI data, to the extent available, will be provided to the successful vendor(s) prior to campaign implementation.

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**24. What means have you used to try to re-enroll people who may be eligible but dropped out of the program?**

FHKC has utilized both email and automated outbound telemarketing for families that may still be eligible for a Florida KidCare program.

**25. Can you verify that a broadcast TV media company may respond directly to this ITN?**

Yes, broadcast TV media companies may respond directly to this ITN.

**26. Timeline: Do you have to spend all \$1MIL between June-Sept 2017?**

FHKC welcomes recommendations that vary from the outlined scope and timeline, but requires that the respondent(s) provide detailed rationale behind each recommendation.

**27. Can you provide more information on the services you have retained with MCG? For example, do they currently place your media or are they your creative agency?**

MCG is FHKC's primary vendor responsible for all public relations, marketing, advertising, strategic planning and media relations related to Florida KidCare and FHKC.

**28. Vendors who are selected for this ITN, will they work closely with MCG on the creative not the media placement?**

MCG will oversee and provide direction to respondent(s) to ensure brand alignment and consistency. Respondents are required to work with MCG on all aspects of the campaign.

**29. The Below Statement on the ITN. Can you please clarify? If a vendor submits proprietary information on creative concepts or strategies and they are not selected, are you stating that you can use that proprietary information without consent, notice, payment or goodwill gesture to the vendor? And can you take that information and then have another vendor execute that proprietary information?**

*Any / all submissions including, but not limited to, proposals, creative concepts, strategies, recommendations, ideas, and/or materials received during this ITN process shall become the property of the Corporation and may be used by the Corporation without permission from or compensation to the Respondent. Submissions and / or any other information received under this ITN shall not be made available to any other Respondents until the ITN process has been concluded. Following the conclusion of the ITN process, any / all submissions may be subject to public inspection.*

Creative or other material submitted to FHKC as part of the response to this ITN becomes the property of FHKC to use, without any further permission, for whatever purpose FHKC desires.