



**INVITATION TO NEGOTIATE 2021-01**

**for**

**Marketing, Advertising, Public Relations, and Creative Services**

**ADDENDUM 1**

**March 19, 2021**

Addendum 1 (“Addendum”) to Invitation to Negotiate 2021-01 Marketing, Advertising, Public Relations, and Creative Services (“ITN”) is as follows:

1. ITN Section IV.C, Mandatory Responsiveness Requirements, is amended to delete the entirety of Tab C-2. For ease of responding to the ITN, the remaining tabs under Section IV.C, Tab C: Profile of Respondent, shall keep their original numbering.
2. ITN Section IV.C, Mandatory Responsiveness Requirements, Tab C-5, is amended as follows:  
  
A letter of reference from three (3) of Respondent’s clients. Each letter must contain the client’s letterhead, be dated within the last two (2) years, and represent work completed within the last five (5) years.
3. ITN Section IV.D, Responding to this ITN, is amended to delete the entirety of Tab C-2: Performance Bond or Irrevocable Letter of Credit. For ease of responding to the ITN, the remaining tabs under Section IV.D, Tab C: Profile of Respondent, shall keep their original numbering.
4. Paragraph 2 of ITN Section IV.D, Tab C-1: Corporate Profile, is deleted in its entirety and replaced as follows:  
  
List other or previous clients for whom Respondent has provided the same and/or similar services as those being proposed under this ITN. Three (3) of these clients should be included in Respondent’s response to ITN Section IV.D, Tab C-5: Letters of Reference.

5. ITN Section IV.D, Tab C-5: References, is deleted in its entirety and replaced as follows:

**Tab C-5: Letters of Reference**

Respondent must provide a letter of reference from three (3) different clients that demonstrate prior experience promoting topic areas relevant to this ITN (e.g., health insurance, Florida KidCare, public benefit programs, federal health programs, immigration assistance programs, etc.). Each letter must contain the client’s letterhead, be dated within the last two (2) years, and represent work completed within the last five (5) years. Respondent may not use FHKC as a reference.

Regarding the letters of reference, Respondent must also complete the Letters of Reference Form, below, in response to this Tab. Respondents should ensure the information provided is current and accurate. FHKC reserves the right to contact each reference.

**Letters of Reference Form**

	<b>Reference #1</b>	<b>Reference #2</b>	<b>Reference #3</b>
Organization/Company Name:			
Contact Person			
Title			
Address:			
City/State			
Telephone Number			
Email Address			
Types of Services Provided:			
Contract Begin Date:			
Contract End Date:			
If Contract Ended, Reason Ended:			
Area of Contract: (Statewide, County, Regional)			
How Compensated Under Contract: (Per project, retainer, ad hoc, other, explain)			
Annual Contract Value:			
Contact Name for Contracting Entity:			

Contact Information for Contracting Entity:			
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6. Evaluation category 2, Experience, in ITN Section V.A., Evaluation Process, is deleted in its entirety and replaced as follows:

2. Experience

- a) Respondent’s description of its experience and knowledge in marketing public health, health insurance, financial, or similar services along with its knowledge, experience and understanding in marketing to low-income families with children, minority, and multi-lingual populations. (10 total points available. This item is scored 0-5, and the score will be multiplied by 2.)
- b) Respondent’s response to ITN Section IV.D, Tab C-5: Letters of Reference, demonstrating prior experience promoting topic areas relevant to this ITN (e.g., health insurance, Florida KidCare, public benefit programs, federal health programs, immigration assistance programs, etc.). (5 total points available.)

7. Paragraph 4 of ITN Section VI.A., Competitive Negotiation Process, is deleted in its entirety and replaced as follows:

The negotiation team will make a recommendation of award(s) that provide the Best Value to FHKC based on the following selection criteria:

- Respondent’s articulation of its approach;
- Respondent’s ability to meet FHKC’s needs and the goals, purposes, and requirements of this ITN;
- Respondent’s response to this ITN;
- Respondent’s overall pricing;
- Respondent’s references, track record, and the overall professional experience providing similar proposed services;
- Respondent’s ability to provide the services and value-enhancements; and
- Respondent’s financial ability to perform the Contract, if awarded.

8. Paragraph 1 of ITN Section VI.B, Negotiation Team’s Rights during Negotiation, is amended to add the following:

14. Request documentation demonstrating Respondent’s financial ability to perform the Contract, including but not limited to audited financial statements, ability to obtain a performance bond, or ability to obtain a line of credit.

9. FHKC’s answers to Respondents’ questions begin on the following page:

	ITN Section	ITN Page #	Question	Answer
1	IA. Introduction	3	What are the current enrollment numbers for each of the four programs?	February 2021 enrollment, sourced through the Agency for Health Care Administration, is as follows:  MediKids: 24,511 Florida Healthy Kids: 162,843 CMS: 11,579 Medicaid: 2,360,425
2	IA. Introduction	3	What are the enrollment goals for each program in the campaign's first year?	Terms of the final Contract are subject to negotiation.
3	IA. Introduction	3	What languages are expected to be executed in the campaign?	Advertising is done primarily in English; however, Spanish advertisements may be required. Printed marketing materials designed for public distribution are to be provided in English, Spanish, and Haitian Creole.
4	IA. Introduction	3	Do you have specific enrollment goals to reach by ethnicity?	No.
5	IA. Introduction	3	Can you explain why the Miami-Dade, Palm Beach and Orange areas served have such low enrollment rates?	Miami-Dade, Palm Beach, and Orange County are part of our top 5 counties with the highest enrollment number and rates. Together they represent 30% of our total enrollment for CHIP.
6	IA. Introduction	3	Can you share examples of your current advertising campaign and the media mix?	The base media mix includes programmatic display and video, connected TV, social media and paid search advertising. See example following these Question and Answers.
7	IA. Introduction	3	How has COVID-19 impacted enrollment levels?	The Florida KidCare program has grown due to the COVID-19 pandemic. As an income-based program, families experiencing household income changes have been encouraged to report changes so eligibility can be re-determined. As a result, many

	ITN Section	ITN Page #	Question	Answer
				children have moved within the Florida KidCare program to less-expensive subsidized options or to Medicaid.
8	IA. Introduction	3	Over the course of the last 3 years, has enrollment declined or increased?	Overall Florida KidCare enrollment (Medicaid, CMS, MediKids and Florida Healthy Kids) declined by 4.0% for FY 2017-18, declined 1.7% for FY 2018-19 but increased by 4.4% for FY 2019-20. Source: <a href="http://data.medicaid.gov">data.medicaid.gov</a>
9	IA. Introduction	3	Over the course of the last 3 years, has the number of uninsured declined or increase?	Yes, the number of uninsured children in Florida has increased during the last 3 reported years, where the 2017 uninsured number increased by 32,000 from the previous year (for a total of 325,000), 2018 uninsured number increased by 14,000 (for a total of 339,000), and 2019 uninsured number increased by 4,000 (for a total of 343,000). Data for years 2020 and 2021 data are not available. Source: U.S. Census Bureau, American Community Survey.
10	IA. Introduction	3	What is the demographic makeup of enrollees?	<p>Children Age 1-5:</p> <ul style="list-style-type: none"> <li>• Female: 16,431</li> <li>• Male:17,378</li> </ul> <p>Children Age 6-12:</p> <ul style="list-style-type: none"> <li>• Female: 40,309</li> <li>• Male: 43,225</li> </ul> <p>Children Age 13-18:</p> <ul style="list-style-type: none"> <li>• Female: 37,069</li> <li>• Male: 38,646</li> </ul>

	ITN Section	ITN Page #	Question	Answer
				<p>Average Age of Parents: 41</p> <p>Females make up 78% of the parents who are the family's main contact.</p> <p>(Note: This is for enrollment in the CHIP/subsidized program as of March 2021.)</p>
11	IA. Introduction	3	Are materials currently translated and available in multiple languages such as Spanish and Creole?	Printed marketing materials for public distribution are available in English, Spanish, and Haitian Creole.
12	IB. Florida KidCare Program Overview	5	Do you have existing audio assets to run on broadcast radio and streaming radio?	Yes.
13	IB. Florida KidCare Program Overview	5	What are the target markets?	The Florida KidCare program is available in all 67 Florida counties. While all counties are target markets, the vast majority of uninsured children are concentrated in five counties: Orange, Hillsborough, Palm Beach, Broward, and Miami-Dade.
14	IB. Florida KidCare Program Overview	5	Can we submit a proposal for one station?	No.
15	IE. Proposed Budget for ITN Contract	7	Does the budget include media buying?	Yes.
16	II. Scope and Goals of the ITN	8	Is the incumbent eligible to resubmit?	Yes.
17	II. Scope and Goals of the ITN	8	Can you further elaborate on what is meant by, "Additionally, the successful vendor(s) must also show a history of successful marketing collaboration involving multiple entities external to their direct influence."	Respondents should demonstrate their ability to develop successful marketing programs that can be implemented by other organizations that partner with the client. This includes developing culturally- and industry- relevant marketing and advertising

	ITN Section	ITN Page #	Question	Answer
				materials, as well as developing grassroots action plans, specific to the other organization's unique relationship to Florida KidCare.
18	II. Scope and Goals of the ITN	8,9	Does the proposing organization must offer all services requested in the INT or may we submit our proposal to offer the promotional products needs only?	Respondents must, at a minimum, offer all services identified on Page 9 of the ITN. Respondents may also offer services in addition to these services. Respondents may propose to offer any or all services through a subcontractor.
19	II. Scope and Goals of the ITN	8,9	If submitting for one category only (promotional products) is not possible, could we offer our services as a subcontractor to provide the promotional pieces to the awarded company?	Nothing in the ITN prevents a vendor from entering into a subcontract with the awarded Respondent(s). However, any Respondent that submits a proposal cannot make any arrangements or collude with any other Respondent that submits a proposal. See Page 80 of the ITN.
20	II. Scope and Goals of the ITN	8,9,10	Is the emphasis on this ITN on marketing/public relations OR paid media? If marketing/public relations and paid media are of equal weight, does FHKC have a preference on rather the marketing/public relations agency or paid media agency should be the prime contractor in the proposal?	The ITN does not emphasize one service category over another. However, the negotiators may weigh any aspects of Respondents' proposals in order to arrive at Best Value.
21	II. Scope and Goals of the ITN	9	Can you define the target audience(s)?	The B2C target audience is parents/guardians of children from the ages of 0 up to 19, as well as expectant parents. B2B audiences exist, including industries with direct access to and influence over parents/guardians of children from the ages of 0 up to 19 (e.g., teachers, daycare workers, after-school programs, health care clinics, etc.).

	<b>ITN Section</b>	<b>ITN Page #</b>	<b>Question</b>	<b>Answer</b>
22	II. Scope and Goals of the ITN	9	How detailed should the strategic approach be?	Respondents should explain the tactics they intend to deploy in a concise but complete fashion.
23	II. Scope and Goals of the ITN	9	Is a detailed budget breakdown needed?	Respondents should produce a budget breakdown consisting of budget “buckets,” or categories. Percentages or rounded figures are acceptable.
24	III. Questions Regarding the ITN	12	Are you able to send a list of interested agencies/agencies who have submitted questions	No. Documents and records submitted, received, or developed during the procurement process will become publicly available only upon conclusion of the procurement process.
25	III. Questions Regarding the ITN	12	Please provide a listing of all vendors that submitted questions regarding the ITN.	See answer to Question #24.
26	IV. Submission Requirements, B. Submittal of Proposals	18	Can hard copies of proposal be hand-delivered to the address listed?	No.
27	IV. Submission Requirements, B. Submittal of Proposals	18	In submitting the electronic, non-redacted proposal, can you confirm that the only attachments to be uploaded separately are the filled out forms of Attachments A through F?	Confirmed.
28	IV. Submission Requirements, C. Mandatory Responsiveness Requirements Tab C-2: Performance Bond or Irrevocable Letter of Credit	19	Is a bond required?  The contract does not require one but the ITN requires a letter stating that one must be obtained.  Will a letter from our insurance assurance agent be adequate?	See the modifications made in this Addendum.. Final contract terms will be negotiated.



	ITN Section	ITN Page #	Question	Answer
29	IV. Submission Requirements, C. Mandatory Responsiveness Requirements Tab C-2: Performance Bond or Irrevocable Letter of Credit	19	Can you please provide more detail about Tab C-2? Is this to show that we have enough in the bank to cover the campaign expenses until we would be paid?	See the modifications made in this Addendum.
30	IV. Submission Requirements, C. Mandatory Responsiveness Requirements Tab C-2: Performance Bond or Irrevocable Letter of Credit	23	Can the performance bond be for a one-year term updated annually?	See answer to Question #28.
31	IV. Submission Requirements, C. Mandatory Responsiveness Requirements Tab C-2: Performance Bond or Irrevocable Letter of Credit	23	Are small businesses encouraged to apply? If so, is FHKC aware that surety bond and credit requirements outlined in Tab C-2 excludes most, if not all, small businesses due to business credit restrictions as a result of the COVID-19 pandemic? With this knowledge, would FHKC entertain other proofs of financial viability and capacity?	See answer to Question #28.
32	IV. Submission Requirements,	23	In lieu of the bond and/or credit line pre-approval requirements, would FHKC accept	No.

	ITN Section	ITN Page #	Question	Answer
	C. Mandatory Responsiveness Requirements Tab C-2: Performance Bond or Irrevocable Letter of Credit		proof that a vendor had placed over \$1 million for any single client in a given year, or a certain cumulative sum of dollars placed on behalf of multiple clients over a multi-year timeframe?	
33	IV. Submission Requirements, C. Mandatory Responsiveness Requirements Tab C-2: Performance Bond or Irrevocable Letter of Credit	23	Are there any other forms of financial viability and capacity that would satisfy FHK's requirements under the ITN in lieu of the bond and/or credit line pre-approval requirements?	See answer to Question #28.
34	IV. Submission Requirements, D. Responding to this ITN Tab C-3: Staffing	23	Will a bio format work for each staff member or do they need to be provided in resume format?	Resumes are required.
35	IV. Submission Requirements, D. Responding to this ITN Tab C-3: Staffing	23	Can you define the responsibilities of an executive sponsor and contract manager?	The contract manager will oversee the day-to-day work of the contract, including managing client requests, status updates, and routine reporting.  The executive sponsor is a member of the Respondent's executive management team; is responsible for overseeing the work of the contract manager and providing executive-level guidance on

	ITN Section	ITN Page #	Question	Answer
				the account; and is involved in shaping the overall strategic direction of the account (e.g., tactics, message development, etc.).
36	IV. Submission Requirements, D. Responding to this ITN Tab C-3: Staffing	24	This section indicates respondents provide names and contact information for three references. Should respondents also supply a full letter or a quote/verbatim/testimonial?	See the modifications made in this Addendum.
37	IV. Submission Requirements, D. Responding to this ITN Tab D: Work Plan	26	Is there a page limit to this section describing the work plan?	No.
38	IV. Submission Requirements, D. Responding to this ITN Tab D: Work Plan, Deliverable 4	27	Are there any new measurement strategies being implemented by the corporation or Third-Party Administrator that should impact the marketing measurement?	Efficiencies developed during the implementation of a new third-party administrator may improve ease of access to information that can inform marketing strategies and tactics. This may include details on reasons why applicants and members contact the call center, statistics on renewal rates, application numbers, etc.
39	IV. Submission Requirements, D. Responding to this ITN Tab E: Pricing Proposals	27	What was the total budget for last year? How much was allocated to advertising/media buy?	The base budget for the 2019-20 budget was \$482,000.  Of the \$482,000 base budget, \$310,000 was allocated to advertising/media buys.
40	IV. Submission Requirements, D. Responding to	27	What percentage of the total Year One budget (\$900K) do you anticipate to be spent on media? What percent of the	Funds not representing Respondent fees/costs will go toward paid advertising/media. Respondents

	ITN Section	ITN Page #	Question	Answer
	this ITN Tab E: Pricing Proposals		annual budget without the additional \$400K should go to media?	should propose budget costs for media that represent Best Value to the Corporation.
41	IV. Submission Requirements, D. Responding to this ITN Tab E: Pricing Proposals	27	Do you expect that the additional, one-time, non-recurring budget of \$400K should be spent entirely on advertising or should the responding agency make a recommendation?	Respondents should recommend tactics that support the goals of the ITN.
42	IV. Submission Requirements, D. Responding to this ITN Tab E: Pricing Proposals	27	Is there a specific budget for media spend?	See answer to Question #40.
43	V. Evaluation Process	29	Please provide a list of all evaluators who will be reviewing the respondent proposals.	Evaluators will not be identified until completion of the procurement process.
44	V. Evaluation Process, 1. Strategy and Overall Objectives	30	This section calls for case studies, work product samples and demonstrations of successful collaborations. Please confirm if respondent is permitted to use examples of actual Florida KidCare work or if a sampling of different client work is preferred.	Confirmed.
45	V. Evaluation Process, 3. Reporting and Tracking	31	This section outlines reporting and tracking. Will respondents be held contractually to a percentage increase in overall traffic to call center?	Respondents will be held to key performance indicators and deliverables set forth in the Contract.  Key performance indicators and deliverables will be negotiated during the negotiation phase.

	ITN Section	ITN Page #	Question	Answer
			If so, how is that percentage increase determined?	
46	Section 5 – General Terms and Conditions	43	Can FHK provide a copy of the Surety Bond that you would require?  Also, what are the limits on the insurance certificates you will require?	See answer to Question #28.  Limits on insurance certificates will be negotiated during the negotiation phase.
47	Attachment A: Draft FHK Contract	56	It is our understanding that sometimes in this type service contract/consulting agreement there will be a requirement for a Bid Bond which is the standard practice to use when a Performance or Surety Bond will be required. Is a bid bond required?	A bid bond is not required.
48	Attachment A: Draft FHK Contract	56	What is the length of time the campaign should run the market?	Advertising is expected to be done throughout the term of Contract term; however, advertising need not be continuous on a 24/7/365 basis throughout the term of the Contract.

In response to Question 6, the following page contains a sample advertising creative:

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SAMPLE ADVERTISING CREATIVE

Florida KidCare  
HEALTH AND DENTAL INSURANCE

**INSURANCE  
MADE  
FOR KIDS**

ESTIMATE MY COST

Florida KidCare  
HEALTH AND DENTAL INSURANCE

**FREE OR  
LOW-COST  
INSURANCE  
FOR KIDS**

ESTIMATE MY COST

Florida KidCare  
HEALTH AND DENTAL INSURANCE

**HEALTH AND  
DENTAL  
INSURANCE  
FOR KIDS**

ESTIMATE MY COST

Florida KidCare

**ELIGIBILITY  
CALCULATOR**


Head-to-toe coverage from  
birth through the age of 18.

GET YOUR ESTIMATE

Florida KidCare  
HEALTH AND DENTAL INSURANCE

**100%  
MADE  
FOR KIDS.  
FREE OR  
LOW-  
COST.**

*Estimate  
your monthly  
premium  
today.*



GO

**ELIGIBILITY  
CALCULATOR** Head-to-toe coverage from  
birth through the age of 18. GET YOUR  
ESTIMATE

**100% MADE FOR KIDS.  
FREE OR LOW-COST.**

*Estimate  
your  
monthly  
premium  
today.*



Florida KidCare  
HEALTH AND DENTAL INSURANCE

GET STARTED

**INSURANCE 100%  
MADE FOR KIDS**

*Estimate your monthly  
payment — it might  
even be free.*

Florida KidCare  
HEALTH AND DENTAL INSURANCE

GO

10. To the extent this Addendum conflicts with any previous written or oral ITN specifications, instructions, or information provided by FHKC, this Addendum shall control.

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**Any party that has standing to challenge an FHKC Intended Decision must file a written notice of intent to protest, formal written protest, and any required bond or other security as set forth in Appendix 4 of this Invitation to Negotiate. Failure to timely file a notice of intent to protest, formal written protest, or any required bond or other security shall constitute a waiver of proceedings.**