

RFQ #27646

MPD 2016 Media Recruitment Campaign

Questions & Answers

Except to remove vendor names and addresses, questions are provided exactly as submitted.

#		Section	Question / Answer
1	Q	Section 6	On page 25, it states “whose principal business address is located within the limits of the city of Memphis”. Our office is located technically in Bartlett, but still within Shelby County. Our address is (street address removed), Bartlett, TN 38133. Would we still be considered for this bid and able to submit a proposal?
1	A		The intent of the wording that you refer to is that “if” your company is located within the Memphis City limits, then you are required to submit the documents listed. So in other words, yes, even if you are not located within the City limits, you are allowed to submit a proposal for consideration.
2	Q	Exhibit 4	(Company name removed) General Liability Insurance policy has General Aggregate insurance of 4 million that overrides our \$2 million Personal and Advertising amount of \$2 million. Our insurance agent thinks with the aggregate override that we should be covered. Is this a correct assumption?
2	A		The City’s insurance requirements are \$4,000,000 for each of the following coverage: general aggregate products & completed operations personal & advertising injury each occurrence (bodily injury or property damage) A \$2,000,000 personal & advertising limit does not satisfy the requested limit of \$4,000,000.
3	Q	Section 3.7	Would it be possible to review a listing of Certified M/WBE vendors so we can evaluate our ability to meet the 50% participation goal?
3	A		This listing is located on the City of Memphis website. Go to www.memphistn.gov , click on BUSINESS, and then click on OFFICE OF CONTRACT COMPLIANCE. On the right side of the page click on the button SEARCH CITY OF MEMPHIS’ CERTIFIED EBO AND SBE REGISTRIES. The link is: https://memphis.mwsbe.com/FrontEnd/VendorSearchPublic.asp?TN=memphis&XID=3962 You can also contact the City of Memphis’ Office of Contract Compliance at (901) 636-6210 for additional help.
4	Q	Section 2.1	Please explain the military kicker program in more detail.
4	A		The “Military Kicker” program is a marketing benefit utilized to attract Military personnel to apply for the position of Police Officer Recruit with the MPD.

			<p>The Memphis Police Department is approved by the Department of Veteran Affairs as an official “on-the-job” training program site.</p> <p>Individuals who are hired as Police Recruits and are eligible for educational benefits from the VA, such as the Montgomery G.I. Bill, can use their benefits during recruit training as well as the 12 months probationary period after graduation.</p>
5	Q	Section 6	Is it mandatory to be experts in solar photovoltaic installation?
5	A		“Solar Photovoltaic Installation” is noted in the first sentence of Section 6. This was inadvertently left in from a previous RFP. This should be replaced with “a Full-Service Advertising Media Campaign”.
6	Q	N/A	A proposal with this level of complexity will take longer than 4 business days for us to complete. Are we able to receive responses to the submitted questions by Monday, November 30 th OR may we receive an extended deadline to submit the proposal to Tuesday, December 8 th ?
6	A		The proposal due date for this RFP has been extended to December 11, 2015 at 2:00 p.m. CST. The dates listed in the RFP Section 4.3 (Schedule of Activities) may be adjusted as needed to facilitate the change in the proposal due date.
7	Q	N/A	How many other participants have declared their involvement?
7	A		We currently have no list of vendors that have declared involvement. We do have a total of four (4) vendors that have submitted questions.
8	Q	N/A	Will our team be involved with the message and positioning of the campaign or has a concept/creative direction already been chosen and we will only focus on creative execution? Will we be expected to conduct primary research to inform the message and positioning of the campaign? Will we be expected to conduct message or visual A-B testing?
8	A		<p>The message (campaign slogan) for <i>“The Greatest Career Choice in Law Enforcement!”</i> has been established and the details of the concept will be presented to the awarded vendor. However, the Memphis Police Department (MPD) is open for creative ideas that depict and promote the various career opportunities – from individual perspectives – within the MPD to attract the interest of the targeted demographics and entice these individuals to see themselves serving in the same capacity as the individuals exhibited in the advertising.</p> <p>The Full-Service Ad Agency is expected to conduct research pertinent to launching a successful campaign strategy. The positioning of the campaign will be driven by the targeted demographics.</p> <p>Message and visual A-B testing is not expected or required; MPD is confident with the direction of its proposed concept.</p>
9	Q	Sections 2.4 &	In the RFP, the advertising campaign schedule states that the commitment begins on January 6, 2016. It also states that a firm will not be selected through final agreements until early January. Is the expectation that creative assets will be

		4.3	complete and ready for placement by January 5, 2016? Or, is the schedule commitment of January 6, 2016 – July 6, 2016 simply the start and end dates of the contract over which time research will be conducted, concepts will be presented, design will be completed, and placement will be implemented?
9	A		The advertising campaign dates were tentatively submitted and will be modified to accommodate the 26 week (6 months) advertising commitment. This timeline is designed for media advertising and does not include production, design, etc., however, reasonable time for audio, video, and materials production will be permissible. A Full-Service Ad Agency must be equipped to produce and provide multiple formations and results to implement the obligation, efficiently and effectively.
10	Q	Section 3.4	The pricing model lists that funding requested cannot exceed \$400,000. Is this budget inclusive of the costs for the 6-month media buy in addition to the research, concepts, design, etc. of the integrated campaign assets? Or, is the media buy budget separate?
10	A		The funding request for the entire campaign cannot exceed \$400,000. The cost for 26 weeks of media broadcast advertising; production; design; research; and development are all inclusive. A Full-Service Ad Agency can rely on the shared concept and statistical media data – driven by demographics – to launch and utilize their integrated resources for a cost effective campaign that requires limited research initiatives. The proposed designs and concept ideas should require nominal efforts for creativity and cost incurred by the Ad Agency.
11	Q	N/A	If chosen as a finalist, where will the presentation take place?
11	A		The final presentation will be conducted at the Memphis Police Training Academy, 4371 O. K. Robertson Road, Memphis, TN 38127, or for the convenience of the finalist, the presentation can be held at the Ad Agency's domain.
12	Q	N/A	What is your process to award the contract to both the winning firm, and those that did not qualify?
12	A		Proposals submitted in response to the RFP solicitation will be evaluated in accordance with the City of Memphis Purchasing Policies and Procedures (Section 4.2.6 Competitive Sealed Proposals) and Section 5 (Evaluation Model) of the RFP. Once an award decision has been made, the City will send out an "Intent to Award" notice to all participating vendors. To view the City's Purchasing Policies and Procedures, go to www.memphisth.gov , click on BUSINESS and then on DOING BUSINESS WITH THE CITY. On the right side of the page under USEFUL LINKS click on PURCHASING POLICIES AND PROCEDURES MANUAL. The link is: http://www.memphistn.gov/Portals/0/pdf_forms/PurchasingPoliciesProceduresManualCurrent.pdf