

Q&A for Insurance Department Consumer Outreach Campaign RFP

<p>What is the budget for the RFP</p> <p>Is there a media budget range that you can provide?</p>	<p>We estimate the initial work should be budgeted between \$75,000 and \$100,000. Based on performance, additional projects and budgets will be allocated to establish a long term creative relationship.</p>
<p>Can you please tell me if there is a budget figure for The CT Insurance Department - Statewide Public Education Campaign project</p>	<p>We estimate the initial work should be budgeted between \$75,000 and \$100,000. Based on performance, additional projects and budgets will be allocated to establish a long term creative relationship.</p>
<p>Can you provide the budget breakdown for all categories within RFP?</p>	<p>We are looking for the bidders to complete the cost sheet included in the proposal and propose an estimated budget</p>
<p>What is the time period for which you are looking to have a presence in the media, ie., one year, etc.?</p> <p>What is the time frame for the media plan?</p>	<p>We expect to have a continuing presence in the media. This engagement is just for a yearlong campaign that highlights the cyclical nature of consumer needs – tropical storm season in the summer, flooding in spring, key dates for PPACA (1/1/14), etc.</p>
<p>Is the State of Connecticut Insurance Department currently working with an advertising agency. If so, can you tell us who that agency is and whether they are anticipated to participate in this RFP process</p>	<p>Not currently working with an advertising agency</p>
<p>Although I think I have read your RFP thoroughly, I did not see a term for the length of the program/agreement. Should we assume this is a one-year program and contract?</p>	<p>The contract term is anticipated to be effective no later than July 1, 2013. All work and media placement must be completed no later than the dates to be specified in and agreed to in the workplan to be submitted and approved by the Department. Maximum term is one year.</p>
<p>Are you accepting proposals for pieces of the RFP or just looking for a full service agency?</p>	<p>The CID will consider targeted proposals for certain aspects of the campaign if they are demonstrated to be highly effective for a particular subject or period of time.</p>
<p>On Appendix 2, the Marketing Proposal Budget sheet, is there any way to specifically identify quantities (i.e. number of spots per week/number of brochures for collateral printing, etc.)</p>	<p>We are seeking recommendations from the bidders as part of the overall proposal</p>