

HoustonfirstSM

DATE: August 9, 2019
SUBJECT: Letter of Clarification
RE: Media Buying Agency RFP
TO: All Prospective Proposers

Houston First Corporation issues this Letter of Clarification regarding the referenced Media Buying Agency RFP to answer questions timely received in the manner set forth below:

Question 1: May a Proposer outside of Houston or the United States submit a Proposal?

Answer: Yes.

Question 2: Which companies were invited to submit a proposal, and how ere they selected?

Answer: The RFP is available online and is open to all.

Question 3: What changes or developments have prompted this RFP?

Answer: The existing contract is scheduled to expire.

Question 4: How often will the Proposer selected be required to attend meetings?

Answer: The appropriate meeting schedule will be determined in cooperation with the selected agency based on their recommendation and campaign activity. In-person meetings will be required occasionally.

Question 5: Historically, what has been the annual media investment by year?

Answer: The amount has ranged from approximately \$3-5 million per year.

Question 6: Historically, what has been the annual media investment by month?

Answer: The monthly amount fluctuates.

Question 7: What is the length of the campaigns?

Answer: The duration of each campaign can vary from a few months to an entire year.

Question 8: What are HFC's campaign goals?

Answer: Goals vary based on the type and duration of the campaign, among other factors.

Question 9: Are the services targeting domestic or international audiences?

Answer: All targeting is domestic. Houston locally, Texas/Louisiana/Oklahoma/Arkansas regionally, and the United States nationally.

Question 10: Can proposals be submitted by email?

Answer: No. Proposals must be submitted by mail or in person.

Question 11: Is there an incumbent media agency and, if so, how many persons are needed to manage the campaigns?

Answer: There is an incumbent agency and they are believed to have, on average, an eight-person account team.

Question 12: Is there any minimum or maximum length requirements for the Transmittal Letter?

Answer: There is no minimum length for the transmittal letter. As noted in the RFP, although there are no page limits, Proposers are asked to avoid excessive graphics, title pages, or other extraneous information.

Question 13: Are there any specific case studies, capabilities or responses that need to be included in the Transmittal Letter?

Answer: The content of the Transmittal Letter must be determined by the Proposer, although, as noted in the RFP, a statement accepting and agreeing to comply with the Media Buying Services Agreement is expected. Case studies and capabilities should perhaps be included in Experience or Project Team, as appropriate.

Question 14: Is creative handled in-house or via an agency?

Answer: Creative is in-house. Please note that creative services are not part of this RFP.

Question 15: Do the required services include creative production limitations?

Answer: No. Please note that creative services are not part of this RFP.

Question 16: Can you explain the not-to-exceed amount, vis-à-vis an hourly rate, or is that only regarding a flat fee?

Answer: It is up to Proposers to determine and provide their rates in a transparent manner.

Question 17: Can unique or special services offered by a Proposer, such as advanced attribution modeling, be included in a Proposal?

Answer: Yes.

Question 18: Can travel for in-person meetings be considered a reimbursable expense under the Media Buying Services Agreement?

Answer: Yes, provided such expenses are reasonable and prior approved in the manner set forth in the Media Buying Services Agreement.

Question 19: Can the fee for services be a commission based on a percentage of the media spend?

Answer: Yes. Proposers are expected to determine and submit their own fee structure.

Question 20: Can the contractor pre-bill authorized and placed media to ensure prompt payment of expenses?

Answer: Yes.

Question 21: Are paid search/PPC/SEM advertising part of the scope of this RFP?

Answer: No.

Question 22: Are the campaigns, vendor placements and impressions referenced in the RFP reflective of a single year of activity?

Answer: The campaign, placement and impressions noted in the RFP reflect a single, typical year historically and hopefully moving forward.

Question 23: Does HFC have a main point-of-contact for its campaigns?

Answer: Yes. There is a main point-of-contact for each campaign. Two full-time staff members handle such accounts.

Question 24: What does “hyper-local diversity” mean?

Answer: These campaigns reach specific Houston neighborhoods.

Question 25: When will interviews be conducted?

Answer: The interview schedule has not yet been determined.

Question 26: Who is the incumbent contractor?

Answer: BrivicMedia, Inc.

Question 27: What are the primary target audiences for consumer and business-to-business segments?

Answer: Audiences vary based on each specific campaign.

Question 28: How important is local-market presence?

Answer: As our brand is Houston, local campaigns are a common occurrence.

Question 29: How many campaigns are local vs. regional and national?

Answer: Campaigns are mixed based on a variety of factors.

Question 30: Should we include our diversity certification in our Proposal?

Answer: As noted in the RFP, Proposers should include a copy of their diversity certification, if any, as well as the certifications of any subcontractors Proposer will utilize or intends to do business with in connection with the services.

Question 31: What is the current/historical content and messaging strategy of each campaign?

Answer: Each campaign has a different set of goal and strategies determined at inception. Content varies accordingly.

Question 32: What percentage of the working media budget is spent per medium?

Answer: The percentage varies from year to year due to a variety of factors. Domestic advertising campaigns constitute the majority of the spend.

Question 33: Can you explain how the contractor selected will “assume credit across media vendors, including prepays”?

Answer: HFC does not pay media vendors directly. The agency selected as a result of this RFP will need to assume credit with each vendor. Payment terms for approved campaigns and reimbursables are as noted in the Media Buying Services Agreement.

Letters of Clarification become a part of the RFP automatically upon issuance and supersede any previous specifications and/or provisions in conflict therewith. By submitting their Proposal, Proposers are deemed to have received all Letters of Clarification and to have incorporated them into their Proposal.