
Responses for Questions for RFP Expanding Substance Use Prevention Marketing Materials

1. Is there a current, or previous, efforts to raise awareness for the the CopeCodeClub? If so, can you please provide details?
 - Yes, at the launch of the campaign we ran a 5 week social media push on Tik Tok and Snapchat to raise campaign awareness. We've also developed a social media challenge as an extension of the campaign to keep it top of mind for youth for the past year or so. We're currently rolling out a new iteration of this challenge with community partners in April 2021. There are also physical poster collateral that have been shared and exist in community centers across Boston.
2. Do you have an incumbent agency? If so, are they submitting on this bid?
 - This is a competitive bidding process
3. What type of messages and imagery have you received from Boston youth that you want to include in the campaign?
 - The CopeCode Club key message is "you're not alone" and imagery revolves around positivity and strong use of color to emulate a sense of community for youth who engage with campaign materials.
 - Additional messaging for the BYRRC public awareness campaign are "just listen" (aimed at care givers) and "it's never too late to get help" (aimed for other youth).
4. How specifically do you want to integrate the 6 new stories/personas onto the CopeCode Club website?
 - We want the stories to match the tone and design of the existing webpage and campaign. The additional stories should resemble and contain the similar components as the already existing ones.
5. What type of interactive visitor experience are you hoping for related to the expansion of the CopeCode Club website?
 - When visitors land on the webpage we want them to be met with a sense of community and positivity that welcomes them to explore and share in the experiences being described. The experience should be easy to navigate, youth friendly, and exciting!
6. Are you looking to simply update the materials to include the additional 6 stories/personas? Or are you looking for other improvements?
 - Yes, we're looking to update the existing webpage with the additional 6 stories. Additional improvements are open for discussion upon bid completion.



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7. What materials need to be updated??
 - Webpage and other outreach materials related to the CopeCode Club Campaign, Boston Youth Resiliency and Recovery Collaborative awareness campaign, and Recovery Services programs.

 8. Can you please provide more details related to the fringe 25% in the budget?
 - There is an error in the RFP. Fringe is referring to indirect costs. Example provided here:

100,000.00	Total Budget
80,000.00	Direct Cost
20,000.00	Indirect Cost

 9. Can the campaign run beyond 6/30?
 - All work must be completed by 6/30 date, but all materials can continue past that date.

 10. Are the six new stories/personas already identified based on your data collection?
 - No, but we will provide the data/resources for story development.

 11. Is there an additional point value added to firms that are owned by under-represented groups?
 - BPHC is committed to supporting certified underrepresented business enterprises.

 12. How many new videos and visuals do you anticipate needing created?
 - We'll need 6 images to accompany the new stories being developed and at least 2-4 visual aids for the media portion of the project. Additional visuals might be needed depending on program needs.

 13. What type of videos (social media iPhone style videos, images with text, or more highly produced and custom shot) and what length of videos (:10, :15, :30, :60)?
 - The types and lengths have not yet been determined.

 14. What would be your goals for engaging users on the website and how do you envision making it more interactive? Do you want visitors to fill out forms? Watch videos? Download content? How would you measure success of the site being more interactive?
 - Our most basic goal is for youth to engage with the various resources available on the webpage. We measure success by monitoring web traffic. Suggestions for increasing interactions are welcome.

 15. Do you have examples of design or videos that you have seen elsewhere that you like?
 - No – we want all new developed materials to reflect what currently exists.
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16. Is the media buy budget included in the overall \$100,000 budget? Is there a media buy budget you are looking to hit?
- Yes, the media buy budget is included in the overall budget amount (\$100,000).
 - There is a target budget amount to be used for media, which will be discussed upon bid completion.
17. Are you looking for social media only or potentially looking at other media outlets? (Programmatic digital, out-of-home, radio/Spotify/Pandora etc?)
- We're focused primarily on social media but are open to other recommendations as well.
18. For the budget, can you please clarify if "\$100,000 Budget break down inclusive of fringe 25% for total project timeline - 3 months" means that the deliverable-based budget should be \$80,000 with up to \$20,000 fringe to equal \$100,000 maximum total? Can you please clarify what "Fringe" means in this case?
- There is an error in the RFP. Fringe is referring to indirect costs. Example provided here:
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|------------|---------------|
| 100,000.00 | Total Budget |
| 80,000.00 | Direct Cost |
| 20,000.00 | Indirect Cost |
19. Is the CopeCode club age expanding to 14-18? Meaning that it is now inclusive of all youth 11 through 18 or has the age focus shifted to 14-18 only?
- Yes the age limit is being expanded up to 17.
20. Does your team have specific ideas around what "Expand CopeCode Club website to include a more interactive experience for visitors" should look like? Do you have any specific ideas your team is hoping to definitely include?
- There are no specific ideas at this time.
21. When it says "develop and implement media assets for a social media strategy for both projects, visuals and videos", can you please clarify:
- What are "both" projects?
 - Project 1 – CopeCode Club
 - Project 2 – Boston Youth Resiliency and Recovery Collaborative
 - Is video development part of the \$100,000 budget?
 - Yes – by video development we mean the creation of the media assets needed for the media buy portion of the projects.
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22. Are you looking for only a media agency or are you consider bids from vendors that can reach your targeted audiences?
- We're primarily looking for a full scale marketing agency with creative development capabilities.
23. Is this bid for exclusively the CopeCode Club or is it for the entire Boston Public Health account?
- This bid is specifically for work on the CopeCode Club, Boston Youth Resiliency and Recovery Collaborative public awareness campaign, and Recovery Services programs.
24. Who is the incumbent agency if there is one?
- We worked with an agency in the development of this campaign, but our contract has since expired and we're holding an open bidding process for all interested agencies.
25. If there is an agency who you have worked with for last year, how satisfied were you with their results?
- We haven't worked with any agency in the past year
26. Is there a preference for in-state bidders?
- There is no preference for in-state bidders.
27. Will the award be based on the lowest cost bidder?
- The award is based on best value for the City of Boston within the allotted amount.
28. How many vendors will be awarded?
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