

STATE OF NEW YORK MORTGAGE AGENCY

Request for Proposals (RFP) for Advertising Consultant Services

Questions and Answers - Updated August 22, 2024

Number	Topic	Questions	Answers	Posted Round
1	Cost Proposal	Is there an annual (or total for the contract period) budget range you are able to share?	The annual budget is a maximum of 300,000.	1
2	Scope of Services	Please confirm if this RFP is for paid media only and the organic media management will not be part of the engagement.	This RFP is for paid media, all of which is digital except in rare exceptions	1
3	Scope of Services	Are creative design/production services going to be needed from the awarded contractor	No. SONYMA will provide the create ads.	1
4	Scope of Services	Should we anticipate the campaign(s) to be running continuously throughout the year or are there on/off periods/months? • Are you able to share if there will be more than one campaign running at the same time?	Only one campaign runs each year from March until August generally. However Google search words run all year. When the campaign goes live we add the ads and add social facebook instagram and programmatic .	1
5	Scope of Services	Is there specific timing for each of the campaigns or are they year round?	Only one campaign runs each year from March until August generally. However Google search words run all year. When the campaign goes live we add the ads and add social facebook instagram and programmatic .	1
6	Scope of Services	What is SONYMA criteria for advertising channels or would you like the advertising agency to make best recommendations?	During the campaign, we run ads on Google, Facebook, and Instagram. In addition, we run a programmatic. When the campaign ends, we run only on Google search words. The ads run from March until August. As partners, we would expect the Agency to make suggestions.	1

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7	MWBE/SDVOB Requirements	Is it mandatory for the Advertising Agency to be an MWBE or SDVOB? What if the Ad Agency is certified as a Disadvantaged Business Enterprise (DBE)?	It is not mandatory for the Advertising Agency to be a NYS certified MWBE and/or SDVOB; however, if the successful proposer is not a NYS certified MWBE and/or SDVOB, the successful proposal will be required to subcontract with a NYS certified MWBE and/or SDVOB to meet the RFP's MWBE's and SDVOB's participation goals.	1
8	Scope of Services	What percentage of advertising spending must be spent in newspapers? Is it feasible to advertise in targeted areas via other media, such digital or social media?	We only advertise via digital/ online. We have not done print in several years	1
9	Scope of Services	Should the proposal include costs for the creative development and production of advertising for SONYMA, or just the media planning and translation costs outlined in the Cost Proposal Template?	The proposal does not need to include creative services. We provide the ads to the agency.	1
10	Scope of Services	Translation Services: Can you please describe the need for translation services?	At times we need ads translated into Spanish.	1
11	Scope of Services	Translation Services: What content/format will be provided that will require translation services? Average word count?	The translation services would be to translate the ads we provide you so they can run in Spanish. Average word count estimate is less than 800 words.	1
12	Scope of Services	Translation Services: In what format should translated messaging be provided back to the agency?	Translation services would be to translate the ads into Spanish.	1
13	Scope of Services	Translation Services: What languages are required?	At times we need ads translated into Spanish.	1
14	Scope of Services	Translation Services: How often will translation services be requested?	Maybe once a year. They are to translate the ads into Spanish	1
15	Scope of Services	Advertisements with community-based newspapers: how often will ad placement in print publications be required?	We only run ads digitally via Google, Instagram and Facebook as well as programmatic. Print ads would be a very rare occurrence if at all.	1

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16	Scope of Services	Advertisements with community-based newspapers: How would you define the percentage of buys in traditional, print publications vs online digital?	We only run ads digitally via Google, Instagram and Facebook as well as programmatic. Print ads would be a very rare occurrence if at all.	1
17	Scope of Services	Creative: Will all creative for ad placement be provided by the Agency?	The creative will be provided to the agency.	1
18	Scope of Services	Creative: Are you seeking any creative services (new campaigns, versioning, sizing, etc.) as part of this engagement?	No. We will provide the actual ads.	1
19	RFP Requirements	Insurance requirements: Can you confirm if proof of insurance should be provided as part of this RFP response, or can this be provided prior to the execution of an awarded agreement?	Proof of insurance does NOT need to be submitted in the proposal; however, it will be required from the successful proposer upon notification of contract award.	1
20	RFP Requirements	Evaluation of proposals: Is there a priority or percentage of total score each criteria for evaluation will be measured against? (E.g., Cost Effectiveness: 20%)	65 points will be allocated to the technical proposal, 25 points will be allocated to the cost proposal, and 10 points will be allocated to the Diveristy, EEO and SDVOB proposal.	1
21	RFP Requirements	Financial Capacity: As a private business, will the Agency accept a certified letter affirming financial stability in lieu of the last two years of tax returns? If not, can financial capacity information be provided only after intent to award?	We require the submission of the prior 2 years of the firm's tax returns and will allow independent review of the firm's financial stability. The financial capacity information of the firm must be reviewed as part of the due diligence process, and cannot be performed after an intent to award.	1
22	RFP Requirements	Technical Proposal (page 10): will the pages featuring case study samples count toward the 8 page limit?	No; however, each case studies must be limited to two (2) pages.	1
23	Scope of Services	Cost Proposal (pag 13): In order to submit an accurate cost proposal for our services, we would like to know if creative and production services will also be required in addition to the media planning/buying services?	No creative services are required. We will provide the ads.	1

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24	Cost Proposal	Contract (pg 21): What is the annual marketing budget for each of the 5 years of the contract to support the requirements listed in the scope of work and does the total include production costs and agency fees?	The annual budget is a maximum of 300,000. We do not need creative services; we will provide the ads.	1
25	RFP Requirements	Questions & Answers/Addendum & Addenda (pag 17): Will the proposers be notified via email when the answers and addenda are posted on the HCR website?	No. In accordance with Section IX of the RFP, Questions and Answers will be posted on HCR's website. Proposers should check HCR's website frequently for Q&As and updates to the RFP.	1
26	Cost Proposal	•RFP PAGE 13 section 8.3: What is your annual budget overall for Ad Services described in the RFP? If there are breakdowns within that budget, please specify those.	300k is the annual budget; there are no breakdowns	1
27	Scope of Services	•RFP PAGE 4, section 3.1: The RFP describes pre-qualifying firms as eligible to provide Ad Services .. "from time to time, on an as-needed basis." On page 8-9, section 6.2, it describes "media plans" being needed. To establish a cost proposal requested on page 13 section 8.3, could you please provide an estimated number of media plan requests made per year? oPlease detail the nature of the requests; for example, what percentage are individual ad buys, and what percentage are a plan combining multiple traditional and digital media buys into one plan.	One media plan each year. The campaign is digital advertising... Google, Facebook, and Instagram as well as programmatic advertising	1

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28	Scope of Services	<p>•RFP PAGE 7, section 6.1: Your RFP states it is seeking "widespread brand awareness... throughout the State of New York." What is your target geography for your media campaigns?</p> <p>oDo all target geographies receive equal ad dollars for brand awareness? If not, what are your focus areas?</p> <p>oDo some geographies receive more focus at particular times of the year? If so, what are they and what is the frequency of planning needs to support them?</p>	The goal is to raise awareness across the State; however, the spend is larger upstate than downstate to drive more awareness; the downstate region with Long Island leading makes up the majority of SONYMA mortgages each year. We also focus on several outlets targeted at minorities. There is just one media plan for each year.	1
29	Scope of Services	<p>•RFP PAGE 8-9, section 6.2: Is there seasonality to your media campaigns?</p>	Only one campaign runs each year from March until August generally. However Google search words run all year. When the campaign goes live we add the ads for socialmedia including facebook instagram and programmatic .	1
30	Scope of Services	<p>•RFP PAGE 8-9, section 6.2: It is stated the "selection of advertising vendors include vendor location and the demographics of the population served by a vendor." By "advertising vendor" do you mean the respondents to this RFP, or do you mean vendors through which ad dollars will be placed, for example paid social, display, print, etc.</p>	The advertising vendors are the outlets such as Facebook Instagram and programmatic as well as some minority outlets that we include and will provide you with those. And of course Google.	1
31	Scope of Services	<p>•RFP PAGE 8-9, section 6.2: Would one centralized dashboard reporting campaign performance be sufficient for reporting to your internal stakeholders?</p>	Yes. One dashboard is all we need. We need one PPT each month summarizing the previous month's impressions clicks, most popular areas etc.	1
32	Scope of Services	<p>•RFP PAGE 8-9, section 6.2: How frequently (if at all) would your team want to meet virtually to discuss campaign performance (e.g., weekly, biweekly, monthly, etc.)?</p>	One monthly meeting.	1

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33	Scope of Services	•RFP PAGE 8-9, section 6.2: What access would the winning agency be provided (for example, necessary web properties and in-house analytics platforms) to set up campaign tracking?	We will provide access to HCR Facebook via Google Analytics. Tracking is done and reported on by the agency selected	1
34	Scope of Services	•RFP PAGE 8-9, section 6.2: Based upon the details in the RFP, it appears creation of ads and other media assets will be the responsibility of SONYMA. Can you confirm this is correct?	This is correct. We will provide the creative.	1
35	Scope of Services	•RFP PAGE 4-5, section 3.1: Do you anticipate the incumbent agencies with contracts for provision of Ad Services will respond to the RFP?	Yes.	1
36	RFP Requirements	•RFP PAGE 4-5, section 3.1: Is this RFP issued to meet regulatory or statutory requirements that require SONYMA to go out to bid for new vendors on a predetermined basis as a part of due diligence?	Per NYS Procurement rules, we have issued this RFP.	1
37	Scope of Services	•RFP PAGE 8-9, section 6.2: What specific translation services will be needed, if ads are created by SONYMA? Can you provide an example, please?	Some ads may need to be translated into Spanish	1
38	RFQ Requirements	•RFP PAGE 10 section 8.2: We may submit via landscape PDF/PPT. Its dimensions technically exceed letter-sized pages, however, it is intended to be printed at letterhead size with 12-point font. Would this fall within the restrictions of dimensions put forth in this section or must the properties of the documents say 8.5" x 11"?	Yes, this would fall within the restrictions of dimensions put forth in this section; however, the submission should be in PDF format.	1
39	Scope of Services	•RFP PAGE 13, section 8.3: Is travel a requirement for the RFP winning vendor? If so, please provide frequency of meetings per year and the location of such in-person meetings.	We would require travel for the initial introductory meeting.	1

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40	Scope of Services	Section VI. Scope of Services 6.2 Respondent Requirements, pg 8- Are you looking for the vendors that you select to create the advertisements for this project, or are you looking solely for media buying?	SONYMA will provide the ads.	1
41	Scope of Services	Section VI. Scope of Services 6.2 Respondent Requirements, pg 8- Are in-person meetings required? If so, how frequently?	One initial in-person introductory media and monthly meeting online.	1