**RFP QUESTIONS AND ANSWERS**

**Are you looking for someone to run the town halls or just promote the town halls?**

ADVA is searching for a marketing firm to promote the town halls. The department, along with other partners within the Alabama’s Challenge initiative, will organize and hold the town halls.

**Is there an incumbent agency or is this a new opportunity? Are they participating in this RFP?**

ADVA has worked with marketing firms previously, however this RFP is more of a "next steps" marketing approach to Alabama's Challenge and will focus heavily on promoting 2023 events.

**You state that you have yet to identify a budget but can you provide a ballpark estimate or a budget range?**

A budget has not been finalized, but we are estimating it at $200,000.

**Page 4 of your RFP states “*The contracted media campaign should be consistent with, and complement, all previous campaigns on the topic of SMVF suicide prevention by ADVA.”*Please provide links to or examples of those campaigns referenced.**

Below are three examples of campaigns from 2022. Vets For Hope was launched as a landing page providing resources and other relevant suicide prevention information. The two PSAs were crafted to meet the Alabama's Challenge goal of connectedness and lethal means safety.

<https://www.vetsforhope.com>

<https://www.youtube.com/watch?v=iWgomFKYAJw>

<https://www.youtube.com/watch?v=5_dvlldI4LY>

**Can you share your current marketing plan so we can better understand what you have been doing?**

The current marketing plan is unavailable, but several highlights and a history of Alabama's Challenge can be found here:

<https://va.alabama.gov/alabamas-challenge-for-preventing-suicide-among-smvf/>

**Please provide a list of specific deliverables that you are actually requesting to be priced out. The RFP alludes to some things that leaves room for assumptions. Please be specific on your list of deliverables.** The 2023 marketing plan includes the production of one PSA, development of digital, social and outdoor advertisements, and implementation of digital marketing strategies, including geo-fencing, to promote Alabama's Challenge events.

**Is there a goal launch date for the campaign?**

The first public Alabama's Challenge event in 2023 is tentatively scheduled for late April. All materials will not need to meet that timeframe, but digital marketing and event promotion will.

**How long do you intend this campaign to run? For the entirety of 2023 or shorter / longer?**

The campaign will run 12 months from the contract being signed.

**Are you open to us re-prioritizing digital ads, platforms, and presence over broadcaster/radio placements?**

Contractors are expected to submit proposals with strategies that fit the goals listed in subsection IV.

**Are there any KPIs you currently track and report? Do you feel like those KPIs are working for you?**

Yes, KPIs are monitored, but we are not locked into a particular set.