

January 22, 2020

To: All Interested Bidders

Re: Proposal for Advertising Agency Service

Addendum 1

This Addendum sets forth the Q&A for questions received by the CRDA website pursuant to section 1.5 of the Bid documents before the Q&A deadline of January 22, 2020 at 12:00 pm. Any questions received after the deadline will not be entertained.

Q1 4.3 Local Atlantic City Business – Does this bullet point suggest that the CRDA prefers an Atlantic City based firm and any outside of the city will be at a disadvantage?

A1 No it does not mean that. It will be helpful if the winner bidder has a first-hand knowledge of the uniqueness of Atlantic City as a destination.

Q2 Is the CRDA open to an outside agency? The CRDA lists a preference to local agencies and require a NJ business license.

A2 The CRDA will certainly consider out agencies. However, since the CRDA is a state agency the winner bidder must be registered to do business in the State of New Jersey.

Q3 Is the focus on driving general tourism traffic to the city or are they trying to increase gaming, hotel revenue?

A3 Strictly driving increased visitation to the destination.

Q4 When was the last CRDA marketing plan created? Any tracking to see what has/hasn't been working? Are we able to get a copy prior to submission?

A4 This will be the first cohesive marketing plan for Atlantic City since the CRDA has taken over leisure tourism. There is no previous plan to share.

Q5 Will you require net rates for media buying?

A5 Yes

Q6 What is your fiscal year?

A6 January 1 to December 31

Q7 How likely is it that the contract will be awarded to different agencies?

A7 Unlikely

Q8 Are we disqualified if our company does not meet the “goals” in regards to the section 151 order?

A8 The percentages are goals not requirements.

Q9 Section 1.1. Background

Here you mention the importance of international visitors but it is not mentioned elsewhere in the RFP. What is the relative nature/importance of International vs. Domestic business? Will you be sharing data on the international visitor as part of the RFP to assist in understanding what geographies are to be targeted as part of the effort and to help determine allocations for translations etc.?

A9 We would like to have a small percentage of the budget set aside for international. Canada and the United Kingdom have already been identified as strong markets for Atlantic City. The CRDA is open to the consideration of other countries with proven interest.

Q10 Section 1.2 Purpose and Intent

While in the previous section you indicated CRDA’s mission is to “encourage business development and permanent job creation” etc., you indicate here that the intent of the RFP is to seek an agency to promote tourism and drive incremental visitation to AC. Could you confirm that the assignment is confined to attracting tourists only? Or should we assume some aspects will involve economic development and the pursuit of capital investors?

A10 This contract is strictly for the sole purpose of increasing leisure visitation to Atlantic City.

Q11 Section 2.0 Scope of Services

I. Intro

It appears you wish to continue DOAC. Are you open to a new campaign?

A11 At this point in time there is no plans to change the DOAC brand. The CRDA will be open to new campaign ideas.

Q12 Section 2.0 Scope of Services

IC. Concept Development/Production:

What functions do your in-house graphics team perform?

A12 All graphic design with a complete Adobe workflow.

Q13 What is the role of the Agency vis a vis your inhouse team?

A13 The agency is specifically charged with conceptualizing new campaign ideas, procuring the ad space and working with the in-house team to create the assets.

Q14 Does the Agency merely provide specs and oversee your staff?

A14 The agency creative staff and the CRDA in-house creative staff should work in a collaborate effort throughout the life of contract.

Q15 Does the Agency write all copy?

A15 The agency will work directly with the media relations department of the CRDA to collaborate on all copy.

Q16 Do you have a Proofer on staff?

A16 Yes

Q17 Designers or only Production Artists?

A17 The CRDA has staff of qualified in-house graphic designers.

Q18 Please describe in more detail the division of labor and role of the Agency.

A18 See A13

Q19 **Section 2.0 Scope of Services**

E. Social Media:

Will the Agency responsibilities go beyond overarching strategy include, e.g, the creation of Social Media Calendar? Creating Content?

A19 No, the social media calendar, contests, etc will be handled by the CRDA social media person.

Q20 **Submittal 2 – PSA**

(e).

Given media vendor invoices and tearsheets are typically received after the fact to varying degrees, do you accrue for the payment of the final month's activity of a given fiscal year or take a hiatus given the policy expressed in this section? (I.e, obligation to pay beyond a given FY is contingent on appropriation and availability of funds)

A20 As a state agency, all invoices for the calendar year must be submitted no later than December 31st.

Q21 **3.2 Proposal Content – C Workplan Schedule**

We are seeking clarification in the total budget as listed, \$750,000. Do these funds only represent Agency fees? If so, what is the estimated media/marketing budget for this period?

A21 Yes, the \$750,000.00 must include the agency fees. While the CRDA is seeking each bidder to itemize each specific advertising areas of the budget, we anticipate that no more than 20% shall be allocated to agency fees.

Q22 3.2 Proposal Content – C Workplan Schedule

We are seeking clarification in the total budget listed. Is the \$750,000 all-inclusive of agency fees and media spend or do you have a separate budget for media spend? If there is a separate budget, what is that amount?

A22 See A21

Q23 While reviewing the RFP, I noticed the CRDA mentions on the front “on an as needed basis.” Are all the services in your scope to be on an as needed basis or will the CRDA have specific needs for the advertising agency selected?

A23 Disregard this line. It should have been omitted.

Q24 **1.1 Background**

The RFP states that the CDRA is seeking to drive incremental visitation and significantly increase economic impact domestically and internally. Can you share what success would look like by providing those percentage increases that you are looking to achieve?

A24 There are no benchmarks at this point. The CRDA and whoever the selected agency is shall be embarking on this new journey for Atlantic City together.

Q 25 **1.2 Purpose and Intent**

Can the CRDA be more specific to what the “on an as-needed basis” truly means?

A25 Please disregard that line. It should have been omitted from the front cover.

Q26 **2.0 Scope of Services**

The RFP requests recommendations for a Marketing and Advertising Plan that supports’ the CRDA’s DO AC Brand Advertising Program strategies. Can you share those strategies at this time?

A26 These will be shared with the selected bidder.

Q27 Can the CDRA provide the amount of the media budget that was spent on the DO AC campaign for the last contract year?

A27 This was handled by the former Atlantic City Alliance and not the CRDA.

Q28 Is the CDRA currently working with an advertising and marketing agency for design creation and media planning & buying?

A28 No

Q29 **4.3 Evaluation Criteria**

The RFP states that preference is given to the proposer that has a business address within Atlantic City from the date/time that the RFP was released. We do not have an office within Atlantic City but we do service clients throughout New Jersey. Is it mandatory that we have an office in the Atlantic City area? Since we don't have an office in the Atlantic City area how does that affect the scoring in the evaluation process?

Q29 No. See A1 & 46

Q30 Does the \$750,000 overall budget include the media spend?

A30 See A21

Q31 Can you share what your 2019 media spend was?

A31 Approximately \$500,000.00.

Q32 Is the overall paid media KPI based on:

- a. increase in tourism percentage?
- b. or revenue generation year-over-year?
- c. or new business operations that move to the area?

A32 A

Q33 How is ROI calculated – quarterly/yearly/seasonally?

A33 Yearly

Q34 Is the overall paid media budgets either in percentage of overall RFP budget or \$\$ amount?

A34 See A21

Q35 Are the media and creative development to include TV advertising. If yes, at local or national level?

- A35 Yes, local and regional only at this point.
- Q36 For paid media, is it a seasonal media approach or an “Always On” approach?
- A36 Preferably an always on approach.
- Q37 Is Paid Search and/or SEO part of the paid media budget/scope?
- A37 No
- Q38 Are there any previous case studies/approach decks for paid media that can be shared?
- A38 None exist
- Q39 Are there any preferred paid media channel based on historical performance or team preference?
- A39 No, however it has been long understood that New York, Northern New Jersey, Pennsylvania, Delaware have been the main feeder markets for Atlantic City.
- Q40 Should The RFP response include an overview of each paid media channel based on research and reach?
- A40 Yes
- Q41 Is there a list of competitors/competitor campaigns?
- A41 No
- Q42 Is there a specific reporting cadence required and format? (excel/deck/personalized dashboard with insights)
- A42 No required format
- Q43 Are there audience insights and data available for paid media planning?
- A43 There are none available.
- Q44 Section 1.13 Minimum Requirements states that the qualifying agency must have a working knowledge of the Atlantic City casino industry and tourism related businesses. Will experience outside of the Atlantic City casino industry suffice if we have significant tourism, casino, travel, and hospitality experience?
- A44 Yes
- Q45 2.Section 3.2-C Work Plan Schedule states that the total budget for this procurement shall not exceed \$750,000.00 for all advertising services work for the first contract year. Please share your recommended/desired agency fee vs. working media breakout percentage allocation.

A45 See A21

Q46 3.Section 4.3 Local Atlantic City Business states that your preference is that the proposer shall have an official business address within the City of Atlantic City from the date/ time that this proposal is officially released. How much weight does having a local office carry in the evaluation-criteria process?

A46 It does mean it will weigh heavily in the evaluation process. It is more important the selected bidder has a complete understanding of the uniqueness of Atlantic City has a destination.

Q47 Is there an incumbent for these services?

A47 No

Q48 If so, who are they and are they able to re-compete?

A48 N/A

Q49 If not, did you complete this work in house?

A49 In a limited capacity

Q50 Where might historical spending be found for due diligence and planning purposes?

A50 The last comprehensive advertising buy for Atlantic City was handled by the now dissolved Atlantic City Alliance so no records exist.

The bidder is responsible to ensure that all changes necessitated by Addenda are accounted for and incorporated into the bidder's response to the Solicitation. All instructions, terms and conditions of the Contract Documents shall remain unchanged, unless expressly modified by the Authority.