

Q1. Whether companies from Outside USA can apply for this? (like, from India or Canada)

A1. Per section 2.2 of this opportunity, eligible bidders must be a New York State Certified Minority and Women-Owned Business Enterprise or Service-Disabled Veteran-Owned Business.

Q2. Whether we need to come over there for meetings?

A2. There may be occasions when that would be requested/necessary.

Q3. Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)

A3. Please see response to Q1.

Q4. Can we submit the proposals via email?

A4. Per section 2.8 of this opportunity, proposals should be submitted in writing via email to Procurements@oasas.ny.gov.

Q5. The body of the document includes the following:

Operate as a New York State Certified Minority and Women-Owned Business Enterprise OR a New York State Certified Service-Disabled Veteran-Owned Business.

Yet the summary as listed on NYS Contract Reporters says:

Total MWBE Participation Goals: 30%

May I assume from this that you will accept a primary contractor who is not a New York State Certified Minority and Women-Owned Business Enterprise but is able to subcontract 30% to an MWBE?

A5. No, we will not accept a primary contractor who is not a New York State Certified Minority and Women-Owned Business Enterprise or Service-Disabled Veteran-Owned Business. Please see response to Q1.

Q6. Our agency has a question on the eligibility. We typically notice NYS contracts require a 15-30% subcontracting requirement to MWDBE/SDVOBs. We noticed that this contract has the requirement that the agency awarded must operate as a New York State Certified Minority and Women-Owned Business Enterprise OR a New York State Certified Service-Disabled Veteran-Owned Business.

Is the intent to award to a pure MWDBE/SDVOB?

A6. Please see response to Q1.

Q7. On page 4 it lists the proposal requirements, however, we do not see the proposal grading criteria. Can you please share the proposal grading criteria that NYS plans to use in its review of submitted proposals?

A7. Per section 2.7 of this opportunity, OASAS will evaluate each proposal based on the "Best Value" concept. This means that the proposal that best "Optimizes quality, cost, and efficiency among responsive and responsible offerors" shall be selected for award.

Q8. Is there a page limit for the proposal?

A8. There is not a specified limit, but we would request they be kept to under 75 pages.

Q9. This proposal appears to be a re-issuance of a nearly identical proposal that was released in the spring of 2023. Are you able to share information as to why the RFP was re-issued?

A9. This is not a re-issue. This is a new and unique opportunity. The agency has multiple campaigns that happen simultaneously and with different foci.

Q10. On page 5 under "Finalist" section 2.5, it appears to suggest that vendors who make it to the final round will have to present on a fully conceptualized stigma-reduction campaign. It is unlikely that a week after proposal submission, a vendor would have final concepts, designs, storyboards, graphics, and ads completed. Moreover, if stigma-reduction campaigns are to be successful then they require formative research with target audiences and the organizations that serve them. Would OASAS instead be amenable to vendors presenting their approach to these activities?

A10. We are not anticipating a presentation of materials that are immediately ready for use. We look at this presentation as an opportunity to understand the bidder's style, creative conceptualization, and design abilities, understanding of the subject area and ability to deliver a complex message clearly and concisely. We would fully anticipate and expect a research phase to commence upon award of the contract to help refine the collateral shared in the presentation. We do NOT just want a presentation of how a bidder would do the work. We want to get a sense of their ability to deliver a quality product.

Please also see response to Q36 below.

Q11. Regarding "projected cost" for the stigma-reduction campaign, there are a number of variables that will impact cost. Please advise as to the following:

A. How many concepts does OASAS want the vendor to propose?

A11A. Whatever the bidder feels appropriately demonstrates their style, creativity, and design abilities, understanding of the subject area and ability to deliver a complex message clearly and concisely.

B. How many rounds of revisions and/or clearance does OASAS expect?

A11B. Since the campaigns will vary in size and collateral required, it's difficult to say how many rounds of revisions are expected. We like to work closely with a selected vendor in the early stages of conceptualization and design to limit revisions. We would expect the selected vendor to explain their standard practice regarding rounds of revisions, etc. Regarding rounds of clearance – OASAS campaigns/communications staff typically conduct a focus group within the agency for the first round. The second round would be reviewed by the Commissioner. The final round would receive review of the full executive team.

C. How many focus groups and other forms of formative research are anticipated?

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A11C. We would anticipate an initial focus group to determine the style of messaging people find most effective and engaging. After that, we would not anticipate more than one round of research per campaign. We would rely on the selected vendor's expertise to help determine how much and which forms of research would be most effective/useful.

D. Would focus groups be virtual or in-person? If in-person, would focus groups take place all over the state?

A11D. As the selected vendor will be conducting the research, we would look to the selected vendor's recommendations on best value.

E. How many different radio concepts should the vendor estimate?

A11E. The request calls for bidders to price out a single radio spot so that we can use those numbers to determine how many can be afforded with available funds. The number of radio, tv or other concepts would be dependent on the size of the campaign. Some will be larger than others.

F. Should the vendor include A/B testing of concepts in their pricing?

A11F. If the bidder feels this is an expense important to be considered than yes. The request specifically indicates bidders should add additional necessary costs.

G. Does OASAS anticipate models to be used for the TV ads? If so, how many models should the vendor assume?

A11G. There are no specific expectations on this but there may be campaigns that are better served with models vs animation or otherwise. We would expect this to be determined in collaboration with the vendor selected. As instructed, bidders should include costs for the different options.

H. Post-production costs can vary significantly. As such, how many different sizes are anticipated for each type of media?

A11H. Our large statewide campaigns typically touch just about every major delivery medium, including bus shelters and wraps, place based marketing such as posters in markets or barbershops, tv and radio, all the mainstream social media platforms including twitch, YouTube, traditional and digital out of home options such as billboards, the Staten Island Ferry, Amtrak and subway stations to name a few.

I. How long is the campaign anticipated to run?

A11I. This contract is for more than one campaign and campaigns may run for different lengths of time.

Regarding page 16 of the budget form, please advise as to the following (Q12-Q18):

Q12. Focus group coordination and execution: Is there a specific number of focus groups that OASAS wants included for this line?

A12. See response to Q11C.

Q13. Should we assume any payment for subject matter experts (SMEs) to participate in the focus groups?

A13. As we are a state agency, we would prefer to not include payment for participants. However, if the selected vendor feels that a particular focus group or research project would benefit from some form of payment for participants, it could be discussed on a case-by-case basis.

Q14. Should we assume any payments for people of lived experience in the focus groups?

A14. Same response to Q13, above.

Q15. Campaign development and planning: Should the vendor estimate the cost for developing one concept here or would OASAS like to see more than one concept?

A15. We may wish to see more than one concept when developing campaigns. Please include whatever structure you feel is appropriate to help us understand the associated costs with receiving either one or multiple concepts.

Q16. Video ads and audio ads: Should the vendor include English only estimates or English and Spanish? Is OASAS wanting the price estimate for one primary video and one primary audio ad and, if not, how many different scripts and ads are anticipated?

A16. We would need video and audio ads in both English and Spanish. How many we would require per campaign is dependent on the topic and size of said campaign. That is why we are seeking costs "per ad". If 2nd or 3rd ads have a reduced price, the bidder should note that in their proposal.

Q17. For social media influencer planning/coordination/execution: Would this also include payments to the social media influencers or would the media-buying agency pay influencers in which case this line items is related more to the vendor's time than the influencers?

A17. The media buyer would handle compensation of the influencers. The creative vendor selected would assist with messaging to be shared by the influencers.

Q18. Where should the vendor note their budget assumptions as it relates to this form?

A18. Per section 2.4 Proposal Requirements, provide a cost estimate using Attachment 2 – Budget Form. You may attach any additional fiscal information, deemed necessary to your proposal.

Q19. Do you prefer to see a sample concept for stigma education and awareness within the proposal, or should we wait to see if we're a finalist, and only share it during the finalist presentation?

A19. It is only required for the finalist presentation, but you are welcome to share in your initial proposal.

Q20. The RFP mentions campaigns to address prevention, treatment, harm reduction and recovery pertaining to problem gambling, alcohol, opioids, and other substances. Does this mean that the selected vendor will provide prevention, treatment, harm reduction, and recovery campaigns for each issue mentioned? In other words, four campaigns for problem gambling, and four campaigns for alcohol, opioids, and other substances? Plus the RFP mentions the importance of stigma education/awareness as the first major campaign. Will the number of final campaigns depend upon agreed upon scope doable within the overall budget?

A20. There is no defined number of campaigns expected within this Discretionary Opportunity. That is part of the competitive procurement process – to review bidders' capabilities vs. costs. We would certainly like to produce at least 4-5 campaigns within the awarded contract, but not at the expense of quality work. Show us your best work and your best price.

Q21. Can you provide more detail about the target audiences, that is: rural / suburban and urban, age ranges, and other demographics or behavioral info (e.g. as pertains to recovery)?

A21. There is not one specific audience we will expect the selected vendor to create messaging for. Campaigns will vary from topic to topic and, potentially, audience to audience. Larger campaigns may require a variety of elements so that we can reach a variety of audiences.

Q22. What are your highest priorities – besides the stated stigma education/awareness campaign?

A22. At this time, additional priorities have not been decided. A stigma campaign is the highest priority, right now, for the agency issuing this Discretionary Opportunity.

Q23. For deliverables needed in Spanish, will translation be provided or will the selected agency be responsible for that?

A23. Translation will not be provided and is the responsibility of the selected vendor.

Q24. For regular meetings with the OASAS director and staff, will these be in person, virtual or can they be a combination of the two? If in person, what frequency?

A24. Meetings can be in person or virtual, though we have found virtual to be most convenient. Regarding frequency, we do not necessarily need a regularly scheduled check-in. We would anticipate regular email communication. We would discuss and determine appropriate meeting frequency with the selected vendor.

Q25. Aside from placements, will your contracted media buyer have any input on strategy around the campaign?

A25. That is not the role the media buyer has filled in the past but there is nothing that precludes OASAS or a selected creative vendor from seeking buyer input when appropriate.

Q26. In regards to Attachment 2 Budget Form, we're unsure how to quote the cost of items such as brochures, ads, banners, and t-shirts without knowing specifications like quantities, material type, or frequency of production over a potential five-year period. Can these specifications be provided? If they're unavailable, how would you advise us to proceed in relation to the weight this aspect of the RFP holds?

A26. We are only seeking the creative development of these materials – not printing or production of items. We can't possibly anticipate a brochure or t-shirt we might need in three years – if we will need them at all. We want to know what it would cost to deliver the design layout for these items – not the production costs. So, what is the cost to design ONE brochure. ONE t-shirt design. Etc. If you are suggesting it might cost more to **design** a brochure on heavier paper stock or cotton vs a poly-cotton blend shirt (which we have never encountered before), you should indicate this is your proposal.

Q27. It seems that there have been previous efforts to help address the awareness of misc events in the region. Are there any learnings that can be shared from those efforts? Do you have examples of any creative elements that were developed that you can share?

A27. Previous campaign materials can be found on our [website](#) or this YouTube [playlist](#). OASAS will share any learnings with the selected vendor.

Q28. Is there a library of existing creative that is accessible or are we on our own to create all content for the future campaigns?

A28. See response to Q27 for links to existing material. All new material must be created by the selected vendor. Expansion of existing campaigns may be possible in certain situations.

Q29. If the target audience is motivated to take action, will there be a specific website or landing page that they can visit for additional information or to file a report? Will the selected vendor be responsible for the design, development, and hosting of such landing page?

A29. The selected vendor is not responsible for designing, developing, or hosting a landing page. It would be desirable for them to communicate with the OASAS webmaster to insure similar branding and consistency. We would expect the selected vendor to create trackable QR codes that would lead people to the appropriate, OASAS-hosted landing page.

Q30. Who is your current contracted media buyer?

A30. We do not have a current contracted media buyer. The future media buyer will be procured off an Office of General Services (OGS) centralized contract (award [23171](#)) as part of a separate procurement.

Q31. Can the focus groups be facilitated virtually via Zoom or WebEx, or through email surveys?

A31. There are no specific requirements on how focus groups need to be conducted. We would expect the selected vendor to advise on the cost-benefit analysis of the different options.

Q32. Do you have any preferences on how much of these campaigns should be digital and how much you'd like to see as traditional?

A32. No, we do not have a preference. However, we have skewed more digital in recent years – while still maintaining a heavy traditional presence.

Q33. Is there a time limit for how long the assets will be able to be re-used with vendor support? (2.3.1)

A33. We do not have a defined duration – however this could be discussed and agreed upon with the selected vendor.

Q34. Is there an additional brief in regards to the finalist "Reducing Stigma" presentation? Is there a preference to a reducing stigma topic in regards to drug/alcohol/tobacco use, Narcan, Mental health, etc? (2.5)

A34. No. We do not have an additional brief in regard to the finalist “Reducing Stigma presentation.” Specifically, we are looking to address stigma surrounding substance use disorder (SUD). People do not look down or shame those who are seeking treatment for diabetes, cancer or other diseases. Substance use disorder is a disease, but stigmatizing behaviors prevent people from seeking available treatments. We need to reshape the way people think about SUD and encourage and support treatment. With all our campaigns, our priority is to create engaging memorable messaging that makes people think and drives them to seek out OASAS resources for further information.

Q35. What does the OASAS team structure look like? Will we be working with one point of contact on all campaigns, or will multiple teams be involved depending on each campaign throughout the time frame? Who is the final decision maker(s)?

A35. The points of contact are the Director of Public Awareness Campaigns and the Associate Commissioner of Internal and External Affairs. These contacts will coordinate all internal approvals. The final decision makers are the listed points of contact, the OASAS Commissioner and New York State Executive Chamber.

Q36. With the provided timeline, there is no date of vendor finalist selection. Can you confirm there will be an appropriate amount of time between selection and creation of spec campaign/presentation?

a. Are there specific elements (flyers, social, ads etc.) you're looking to have included in this spec presentation?

A36. Discretionary Opportunity SUPP 1017 has been amended to give more time to prepare presentations. Please see the amended timeline of key events here:
<https://oasas.ny.gov/procurement>.

We are looking to get a sense of what you would recommend and can provide for a statewide campaign intended to reach NYers 18+ in all regions of the state. We expect the finalist to propose what elements they feel would best achieve this.

Q37. What necessitated the RFP? Is this a new contract or a bid for an existing contract?

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A37. The completion of a previous contract and the continued need to raise awareness is what necessitated this Discretionary Opportunity. The result of this Discretionary Opportunity will be a new contract.

Q38. What has been done to-date in terms of advertising efforts and what has been the mix between media channels (by %)?

A38. OASAS has had many public awareness efforts across all available media (traditional and digital). See response A27 for links to examples of recent efforts.

Q39. What is your history working with agencies in the past? AOR or project? Length of tenure?

A39. OASAS does not have an "Agency of Record" and ask for campaigns to be done by individual projects. Generally, projects are up to 5 years or \$500,000, whichever comes first.

Q40. Is there an incumbent? If yes, who and how long have they worked with the agency? Will the incumbent be bidding?

A40. The previous contract concluded and as such this Discretionary Opportunity was issued. This opportunity is open to all qualified bidders.

Q41. Do you have an internal marketing team? If so, how is the team structured?

A41. We have a Director of Public Awareness Campaigns and an Associate Commissioner of Internal and External Affairs that lead the campaign efforts – with occasional assistance from the OASAS webmaster and public information officers.

Q42. Can you share any information on your current marketing mix and what you've found to be the most and least successful?

A42. We have skewed more digital in recent years but maintain a heavy presence on traditional media. Both have success.

Q43. How will you measure the success for this program?

A43. Community feedback. Social and digital analytics. Calls to the OASAS HOPEline. Among other potential measures.

Q44. Are there other current agency relationships that should be taken into consideration when submitting the RPF?

A44. No.

Q45. Can you share a breakdown of budget allocation by vertical (i.e., television, radio, out-of-home, print, and digital media)?

A45. We do not have the budget allocated per campaign item.

Q46. What happens if there is additional pricing that may go over pricing that is provided in the RFP? Would the company be able to send addendums to make up for those costs?

A46. There could be some flexibility with specific expenses but there is a hard ceiling of \$500,000 for the contract.

Q47. Who is the audience that you want to participate in the focus groups?

A47. The audience is the general public and those with lived experiences.

Q48. Who is your current agency that executes the media buys?

A48. This is not relevant to a request for a creative agency.

Q49. Where is OASAS located? Are the regular meetings virtual or in person?

A49. OASAS' home office is located at 1450 Western Avenue, Albany, NY 12203. Please see response to Q11D.

Q50. How many creative assets are you looking to develop for TV and radio? What length of time?

A50. This would vary by campaign.

Q51. What is the hopeful or intended creative direction? Live action, stock, motion graphics or a mix?

A51. This is something we would expect to determine with guidance from the selected vendor.

Q52. If there is live action, do you want studio or location work?

A52. See response to Q51.

Q53. If there is location work, is there a specific location where it would be?

A53. See response to Q51.

Q54. What is the deliverable structure? How many deliverables (length, aspect ratio, medium)? Where are they living?

A54. This would vary by campaign.

Q55. What expectations are there around pre visualization (storyboarding, style frames, pitch decks, etc.)?

A55. We would expect the selected vendor to explain their best practices in their proposal. Certainly, we expect some level of pre-visualization to eliminate unnecessary changes and revisions later in the design and development phase.

Q56. What is the scheduling and review process for TV and radio spots?

A56. Scripting is typically generated with OASAS contacts and final copy is circulated (by the OASAS contacts) within the agency for review and approval of the message. Completed ads (rough cuts and finals) are then reviewed/approved similarly.

Q57. Can you clarify the \$500,000 or 5 years portion of the intended agreement?

- a. Is the hope the \$500,000 will last the full 5 years?
- b. What is expected year over year?
- c. What is driving this budget and/or timeframe?

A57. OASAS is using our discretionary authority under State Finance Law §163(6), permitting discretionary purchases up to \$500,000. This procurement opportunity is limited to New York State businesses certified pursuant to Article 15-A of the New York State Executive Law and Article 3 of the New York State Veterans' Services Law. As stated in Section 1 Purpose of the opportunity, the term is not to exceed five (5) years or the exhaustion of funds not exceeding \$500,000, whichever comes first.

Q58. How much of a consideration will cost be in the determination of selecting a contractor for this project?

A58. Per section 2.7 Method of Award, OASAS will evaluate each proposal based on the "Best Value" concept. This means that the proposal that best "Optimizes quality, cost, and efficiency among responsive and responsible offerors" shall be selected for award.

Q59. Beyond "all adults in New York State" can you provide more specifics on the target market and geographic footprint of the desired campaign?

A59. Not at this time as each campaign may be tailored to a slightly different audience. These are statewide campaigns intended to reach every region of New York State.

Q60. Is there existing audience research the selected contractor will be able to use?

A60. Possibly. This can be discussed further with the selected vendor.

Q61. Can you clarify the meaning of "reducing stigma" for the purposes of this campaign? Stigma of what specifically?

A61. Please see response to Q34.

Q62. Can you explain why influencer marketing is identified as a tactic for this campaign?

A62. Influencer marketing is another means to reach people and we aim to utilize as many channels as possible. Reducing stigma relies on changing beliefs and understandings. Influencers provide another means of doing this.

Q63. Are there existing campaigns (in NYS or other states) that OASAS likes, in terms of subject matter or stylistic treatment, that proposers can use for reference?

A63. See links provided in response to Q27.

Q64. Will there be more detail on the scope of the project in terms of quantity of content and timeline, or will these details be clarified after the project is awarded?

A64. After the award.

Q65. Our question is per each line item on the budget form are we to include production costs for photography, printing, video production?

A65. We are looking for costs we can expect (soup to nuts) for things like having a video ad produced, a poster designed, an audio ad for radio or streaming, etc. We do not need printing costs.