

ASIAN CARP
Brand Development, Limited Marketing Strategy, and Implementation RFP
QUESTIONS and ANSWERS

2/27/2020

LAUNCH EVENT

Q: The RFP says the vendor will be expected to “support” the brand launch event. What do you mean by “support”?

A: In preparation for the brand launch event in November 2020, the vendor is expected to prepare materials (print-ready) as indicated in the RFP and during the Pre-Bid Meeting, and to provide guidance on the event’s format, location, general content, and messaging. Responsibility for posting of suggested social media or for print output/reproduction of designed collateral will not fall to the vendor. It is not anticipated that the vendor be present at the launch event, or is the vendor expected to support logistics for the event.

INTERVIEWS/SELECTION

Q: Who will be part of the interview and selection process?

A: Tetra Tech has been engaged to vet, select, and manage the vendor chosen for the Brand Development, Limited Marketing Strategy, and Implementation engagement. All bidders will be notified whether or not they will be interviewed. Following final vendor selection a brief “exit” evaluation will be made available, on request, for any respondents not selected.

Q: Will Tetra Tech coordinate vendors’ schedules for interview times?

A: Tetra Tech will have available space and a block of meeting times dedicated for interviews, all of which are anticipated to be convened on one-two days during the week of April 6, 2020. Bidders are asked to keep their calendars flexible during that week, as we will not be able to accommodate scheduling conflicts. Bidders selected to be interviewed will be provided a single date and time for their interview that will be non-negotiable.

AVAILABLE BUDGET

Q: The bid document says this is a time and materials-based opportunity. What do you envision time and materials will include?

A: Time will include any bid-identified vendor team member’s time to complete the deliverables identified in the bid document and during the Pre-Bid Meeting. This will include travel time to locations to conduct the intercept survey(s), focus group(s) sessions, meeting with Tetra Tech and the Asian Carp Steering Committee to present the initial two brand concepts, and other relevant travel expenses. Travel is reimbursable on a direct cost basis and is not required to be incorporated in staff rates.

As indicated in the bid document, hourly rates for each team member must be included in your proposal. Also, time and expenses incurred in the preparation of the bid document or which are related to the interview process are not recoverable under this engagement.

***Materials/Expenses** will include any supplies needed to satisfy deliverables that are not part of conducting everyday business. This may include, for instance, the purchase of stock or on-site photography/illustration, mileage (IRS rate for business), meals, and lodging. The vendor will not be responsible for any website construction or maintenance (including social media pages), or print reproduction of collateral to be used for the new brand launch event, including press kits and banners/kiosks.*

ONGOING BUDGET AVAILABILITY

Q: What is a good assumption for the amount and duration of the implementation budget following this engagement?

A: Efforts to mitigate the migration and population growth of Asian Carp are expected to continue. Funding for this work is awarded on an annual basis, based on progress and results in the previous year. We cannot state at this time that a certain budget is assured; however, it is reasonable to assume that approximately \$100,000 per year will be available for implementation over the next few years.

***HOWEVER**, this particular engagement ends after 6.5 months. Any implementation efforts will likely be re-bid after the close of this engagement, and there is no guarantee the vendor selected for this engagement will be re-engaged for further implementation.*

CONTRACT

Q: With whom will the selected vendor be contracted?

A: Tetra Tech will be the direct report for the selected vendor.

IMPLEMENTATION

Q: If the allowable budget does not include the reproduction of collateral or purchase of media buys, what do you see as being included in implementation?

*A: Section 4) Marketing/Implementation Strategy and Collateral, of the RFP states, "In addition to brand development and the limited marketing strategy, firms are asked to **identify a menu of implementation deliverables** (digital and print collateral) they will offer **as part of this engagement** (including price, timeline, contingencies, etc.)" (emphasis added). This statement and the information in this section of the RFP allows the vendor-respondent to self-define an implementation item or group of items within the maximum budget for this engagement that it will offer to produce or otherwise implement. This provides the vendor-respondent flexibility in determining what implementation item(s) it will provide and how much of the current budget will be devoted to it/them. It also allows vendor-respondents to offer options, from which the client may choose within the vendor-respondent defined budget amount. The vendor-respondent may wish to limit the item(s) to electronic production with physical production left to the client.*

Q: One of the deliverables you noted in the presentation pertained to marketing strategy. Will the agency that is awarded this project implement the strategy?

*A: With the exception of the implementation item(s) referenced immediately above, full-scale implementation of the Marketing Strategy **is not** part of this engagement. If future funding is secured, implementation of the Marketing Strategy is likely to be governed by a separate RFP and contract. While the vendor contracted for the current bid may be selected for implementation of the Marketing Strategy if an RFP is issued, there is no guarantee the incumbent will be selected for this possible follow-on work. Certainly, quality and timeliness of work effort from the current project work, along with superior customer service interactions, will factor into future considerations.*

REFERENCES

Q: Is there a minimum number of references required?

A: The bid document specifies that all bidding vendors identify at least three (3) relevant brand and marketing strategy projects performed in the last five years. It is assumed these will include references, as contact information for these clients is required in the bid document. Please see Project Samples in the bid document.

INTERCEPT SURVEYS

Q: If an intercept survey is conducted in a university setting, will you provide us with the contacts to arrange for our presence on campus?

A: Yes, and we will provide introduction.

FOCUS GROUPS

Q: Is it anticipated the focus groups will occur in the State of Illinois?

A: Yes.

ASIAN CARP PRODUCTS

Q: Can you provide the successful bidder with a list of known existing entities currently using Asian Carp in products/processing?

A: Yes, we will provide a list of processors in the Illinois, what we know of the products they produce, and a longer list of products we know have been produced or are in development.

NON-FEE BASED RESOURCES and OPTIONS

Q: Will a list of non-fee-based marketing options be provided to the successful bidder?

A: Yes, we will provide a list of non-fee-based options available through such networks as universities, economic development organizations, and others. The successful bidder may wish to augment this list through their own research and knowledge of marketing techniques.

PROJECT PHASED WORK EFFORTS

Q: Do you envision the intercept surveys as a “Phase I” effort (as part of research) and then the focus groups as a “Phase 2” effort, once the brand concepts have been developed?

A: Yes. We expect that first, the intercept surveys will be used to develop a minimum of two brand concepts. Once developed, you will next test the brands with focus groups. Following these steps, you will present justified brand recommendations to the Asian Carp Steering Committee and Tetra Tech at a meetings to be held in the State of Illinois (location TBD). Incorporating feedback from the Steering Committee and Tetra Tech, the firm will amend and finalize the selected brand.