

Questions and Answers as of January 19, 2022 to CHFA 245-Request for Proposals (“RFP”) for Media Purchaser/Buyer of Advertising:

Question: Is there an incumbent advertising agency currently working with CHFA? If so, can you please share the name of the agency?

Answer: There is not an incumbent advertising firm with which CHFA works. CHFA occasionally advertises on an ad hoc basis.

Question: Did CHFA award the Rebrand/Strategy RFP to an agency?

Answer: There has not been a formal award for CHFA 235 for the Creation and Implementation Strategy of a Rebranding Initiative.

Question: Can you describe the working relationship between any existing agency partner and the winning agency for this RFP?

Answer: This is a new service being provided to CHFA.

Question: What is the anticipated budget, including advertising/media, under this campaign?

Answer: CHFA does not have a specific budget to disclose for these services.

Question: What types of media does CHFA currently use to promote its products and services?

Answer: CHFA currently utilizes print, social media, and radio to promote its products and services.

Question: What types of media does CHFA anticipate using as a result of this RFP?

Answer: Please see the descriptions listed in the RFP.

Question: How important is it that your agency partner have access to significant data, research, analytics, and attribution offering?

Answer: CHFA will consider, among other things, the firm's access to data, research, analytics and attribution offerings in the evaluation of the proposals. CHFA is interested in whatever level of data is needed to determine effectiveness and impact on CHFA's media buying strategies.

Question: Please elaborate on what CHFA considers as "ancillary services"?

Answer: Ancillary services are any other fees that may be anticipated and are not part of the range of rates or hourly rates with which your firm bills.

Question: Does the 20 page limit include the required exhibits?

Answer: The page limit does not include the required exhibits.

Question: Can companies from outside the US apply and can the tasks be performed outside the US?

Answer: Respondents must have an office in Connecticut.

Question: Can proposals be submitted via email?

Answer: The proposals must be submitted via email.

Question: What is the reason for CHFA engaging with a public RFP? Is there a specific project CHFA wants to have serviced?

Answer: This is specifically for the MyHomeCT program.

Question: What internal staffing resources does CHFA have dedicated to paid media and analytics?

Answer: The selected firm will interface with CHFA's Research, Marketing and Outreach department to design and implement a media buying strategy, and to collect and analyze metrics.

Question: What are CHFA's objectives with regard to this RFP? How do you see paid media playing a role in achieving those goals?

Answer: The key objective of this RFP is to raise awareness of the MyHomeCT program across multiple media platforms and channels, and in multiple languages including English and Spanish.

Question: What marketing tactics and media channels has CHFA found most effective in the past?

Answer: CHFA has very limited experience in measuring effectiveness of marketing tactics.

Question: Do you have historic analytics or reporting that have been used to establish internal success benchmarks?

Answer: CHFA has very limited experience in measuring effectiveness of marketing tactics.

Question: Are campaigns and media buys currently activated in a project-oriented manner, or does CHFA assign a marketing budget annually?

Answer: CHFA currently maintains an annual marketing budget, from which most advertising campaigns and media buys come.

Question: How large is the current average size of one paid media campaign budget?

Answer: CHFA does not have a specific budget to disclose.

Question: Will the budget for paid media be segmented between digital and traditional advertising or will it be all for digital?

Answer: Paid media must include both traditional and digital media.

Question: Does CHFA have existing brand guidelines to share?

Answer: Brand guidelines will be made available to the selected vendor.

Question: Is CHFA considering developing a new creative approach for branding and advertising or will CHFA maintain its current strategy?

Answer: CHFA is currently exploring a rebranding initiative. For now, the rebrand initiative will be separate from this media buying strategy.

Question: Will CHFA need translation into other languages (i.e. Spanish, French, etc.)?

Answer: CHFA will need translation into other languages.

Question: Does CHFA have a library of images or videos that could be used or should the budget include stock imagery or an on-location photoshoot?

Answer: CHFA has some images and videos, but the proposed budget may include use of stock imagery.

Question: Has any market research been done on the audience(s) CHFA serves?

Answer: CHFA has some market data with respect to the target audience of MyHomeCT program.

Question: How many firms did CHFA send the RFP to proactively?

Answer: CHFA cannot quantify the number of firms that received the solicitation. The RFP was published on the State of Connecticut contracting portal and sent to firms registered under the applicable category(ies) as well as CHFA's Website and local firms.

Question: What social profiles and which platforms does CHFA currently use?

Answer: Facebook and LinkedIn are currently CHFA's primary platforms, with Instagram, Twitter and YouTube being used somewhat less frequently.

Question: What email platform does CHFA currently use?

Answer: CHFA currently utilizes Constant Contact.

Question: Is CHFA willing to share its value-based scoring model for target customers?

Answer: CHFA does not have a "value-based scoring model" to share.

Question: Does CHFA have an existing lead nurture workflow it's willing to share?

Answer: CHFA does not have an existing lead nurture workflow.

Question: What third-party tools is CHFA using to assist in the sales and marketing approach?

Answer: CHFA currently utilizes: Constant Contact, Canva, Hootsuite, and Google Analytics.

Question: How often, and what would be the ideal structure, of status/check-ins/meetings? (e.g. weekly or bi-weekly? Digital Team only or broader leadership? Minimal meetings in favor of more robust real-time performance dashboards? etc.)

Answer: CHFA does not have an “ideal structure” in mind and is seeking recommendations through the responses to this RFP.

Question: Does CHFA have a formalized scoring criteria for agency selection that can be shared?

Answer: CHFA does not have a formalized scoring criteria to share.

Question: What is the timing for this project?

Answer: CHFA anticipates this contract starting by late-February and continuing through the end of 2022.
