

QUESTION AND ANSWER #2
Marketing Services
Solicitation #BPMP040600

6. Question: Please clarify section 4.30.11 - If a Prime Contractor is Minority Owned and certified, do we qualify for full 100% MBE credit, or do we need subcontractors that are certified MBEs?

Answer: The Prime can only fulfill 50% of the MBE goal.

7. Question: Section 5.4.2.7 says “Letters of intended commitment to work on the project, including letters from any proposed subcontractor(s), shall be included in this section.” Are you seeking letters of commitment from Key Personnel or a letter from the bidding offeror as an entity?

Answer: Commitment letters including resumes should come from proposed staff committed to working on the project.

8. Question: Please clarify the reference requirements: if we are an integrated media + creative agency and are subcontracting a PR or Digital SEO/SEM agency, do we need 3 references for us and 3 references for each of our subcontractors?

Answer: Yes, please.

9. Question: Can you confirm whether Maryland Health Benefit Exchange is currently working on-site, virtual or hybrid? How many onsite meetings to Maryland Health Benefit Exchange offices are required (Monthly, Quarterly, Yearly)?

Answer: MHBE staff is hybrid; we are in the office twice a week. We currently meet with our agency a minimum of twice a year, once at the agency and once at MHBE. More meetings may be added if necessary.

10. Question: Section 4.30.1 says “An overall MBE subcontractor participation goal of 10% (Updated: 12%) of the total contract dollar value, **excluding** the media buy pass-through amount of an anticipated \$1,000,000 per year, has been established for this procurement. This goal applies to all option years of the Contract.” Can you clarify that MBE goal is only 12% of \$1,300,000? .

Answer: The total MBE goal is 12% of the total cost of the contract including the media pass-through.

11. Question: From a primary research standpoint, are there any limitations or preferences to the techniques utilized to conduct research?

Answer: We are open to recommendations.

12. Question: Please confirm if there are any pre-set KPIs or goals that you would like to accomplish as part of the effort.

Answer: Goals are spelled out in the RFP.

13. Question: Social Media -

- a. Section 5.4.5.6.6 says: "Offerors should consider the existence of MHBE staff resources, especially in the areas of social media marketing" What resources does MHBE already use to implement social media marketing campaigns?

Answer: The agency will handle all paid social. The MHBE marketing team posts on our social channels, and the agency paid efforts are placed on our behalf.

14. Question: Which Paid social media platforms are you currently using? Are there any off limits? If so, why?

Answer: We are open to recommendations.

15. Question: Please confirm if the planned media budget (\$2.3M) is for the time period of Nov 1 to Apr 15 (2024 open enrollment period the Easy Enrollment Program ending April 15)

Answer: We are open to recommendations.

16. Question: Within the state of Maryland, are there geographic areas, markets or zip codes you would like to prioritize?

Answer: Reports and data can be found on our website. www.marylandhbe.com

17. Question: **Public Relations & Community Outreach Questions**

Answer: We are open to recommendations.

The following questions were presented to MHBE however, they were outside of the scope of work and therefore MHBE will not respond.

The agency is looking for the offeror to demonstrate its ability to come up with marketing ideas and recommendations. Actual marketing strategy decisions will be made between the successful Offeror and MHBE after contract formation."

11. What has been your greatest business challenge to solve during this last open enrollment period? N/A
12. What has been your most effective creative execution to date? N/A
13. How long has the current messaging platform been active in the marketplace? N/A
14. Is there a desire to change the current overarching messaging strategy? N/A
15. Is there an expectation that in year 1 of the contract, the agency will establish an entirely new creative platform and approach? N/A
16. What additional languages (aside from English and Spanish) are you seeking to produce advertising? N/A
17. Do you currently have a Black/AA targeted campaign and creative? N/A
 - a. What percentage of the budget is allocated to the Black/AA targeted campaign to reach this segment?
 - i. How are enrollments attributed to this campaign versus the broader multicultural or general market campaign?
 - b. If not, how effectively has the segment been reached through the multicultural/general market effort?
18. Do you currently have a Hispanic in-language campaign and creative? N/A
 - a. If so, what percentage of the budget is allocated to reaching this segment?
 - i. How are enrollments attributed to this campaign versus the broader multicultural or general market campaign?
 - b. If not, how effectively has the segment been reached through the multicultural/general market effort?
19. Do you currently have a Small Business targeted campaign and creative? N/A
 - a. If so, what percentage of the overall budget is allocated to reaching small business owners?
 - i. How are enrollments attributed to this campaign versus the broader multicultural or general market campaign?
 - b. If not, how effectively have small businesses been reached through the multicultural/general market effort?
20. Do you currently have Medicare Transition as part of the campaign? If so, is there a specific landing page to drive this audience to on the MHBE site? N/A
21. What percentage of the KPIs are based on new enrollments vs retention? N/A

MEDIA + Partnerships

22. Does MHBE currently have a Marketing Mix Model or Media Mix Model that is used to help make optimization decisions and reduce inefficiencies in marketing costs?
N/A
 23. What CBO's, enterprises and entities does MHBE already have partnerships with?
N/A
 24. Is there a separate program evaluation that is conducted by the state of Maryland? N/A
 25. What are the KPIs used by media channels across the funnel (i.e., impressions, reach qualified landing pages, account creations, plan selections)? N/A
 26. What media tracking tools, technology and database source are you currently using for reporting and optimizations? N/A
 27. Does MHBE currently use a reporting visualization tool to track media performance?
If so, what tool is used and is it managed by the current agency? N/A
 28. What is the cadence for digital campaign reporting? N/A
 - i. Are the paid efforts placed internally or is the contractor being asked to place on behalf of MHBE?
 - ii. If the social media paid advertising is handled in house at MHBE, are the funds allocated to social media considered part of the media "pass through" costs?
 - b. Will the contracted vendor have access to MHBE's social media platforms?
Yes, to place paid ads.
 - c. Are there any new Social platforms currently being considered? If so, which ones?
 - d. Does MHBE currently use a full funnel approach on Paid Social, or do you focus this channel on a specific part of the funnel?
 - e. Can you share the influencers that have previously partnered with MHBE?
 - f. Is the expectation to be dark during April to October 2024
29. What percentage of the annual marketing budget is devoted to minority segments (Hispanic, AA, Asian, LGBTQ) and how are these ratios determined? N/A
30. Is MHBE currently using any talent personalities or influencers to endorse the brand/message?
31. Can local health insurance agents/brokers or category specialists be leveraged for endorsement and community outreach efforts and are there any limitations?