

February 18, 2016



Questions and Answers to IMDC RFP: Re-Branding Services #16-005

Q: Who is the incumbent agency (if there is one)?

A: **N/A**

Q: What is the impetus (reason) for a change in agency? Or, if you don't have one, what is the reason for bringing one on?

A: **N/A**

Q: If an agency is working with a partner (or more than one), do all parties need to fill out responsibility forms?

A: **Yes**

Q: What is the IMDC's budget?

A: **There is not a budget associated with this project. However, pricing is a component of the evaluation process as set forth in the RFP.**

Q: Another question on budget: Can you confirm that you'd like us submit a project-based budget and include our hourly rates?

A: **Yes. As set forth in the RFP, respondents must provide hourly rates for each member of the engagement team and the anticipated total cost for the engagement.**

Q: In section 3.3, you ask that the respondent include "examples of previous work in the healthcare space," etc.; while this isn't listed as something you want in the RFP, I assume you want examples of healthcare experience included in the RFP response.

A: **Examples of previous work in the healthcare space should be included in the RFP.**

Q: Another question along the same lines (as above): If we are working with a creative partner, would you like to see that partner's creative samples (in and out of the healthcare space) in the RFP response?

A: **Yes.**

Q: In section 3.2, you mention a "comprehensive branded environment, including but not limited to external/outward facing marketing media and materials"; what exactly do you mean by this? Can you clarify? Does "external/outward facing marketing media" mean marketing traditional marketing collateral, or is advertising (paid media) included in this? Does this cover print, signage and online? More information here would be very helpful.

A: **One of the goals of this project is to increase the visibility of the IMDC and its brand. While there are some obvious marketing materials that would be needed, we would like to see the agency's proposal for external branding strategies that help us create a comprehensive branded environment.**

Q: Who/what are the IMDC's main competitors?

A: **The IMDC does not have "competitors." The IMDC is a unit of local government, body politic.**

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Q: Both “internal and external stakeholders” are mentioned for interviews and interaction. Could you please further define the identity of the stakeholders/groups, or (at a minimum) how many different people/groups our team would need to separately interact with?

A: Internal stakeholders could be any number of the 40 + healthcare related facilities within the district. External stakeholders could be community organizations, residents, etc. There is no specific number of stakeholders. This would be an interactive process between the IMD and the contracted agency. The IMD can suggest specific institutions to provide stakeholder feedback, but will also rely on the subject matter expertise of the contracted agency to convene the most relevant and impactful groups to help achieve a brand strategy that is backed by sound research.

Q: Could you please provide further details on the type/nature/quantity of the noted “IMDC templates and document”?

A: Marketing and media materials include, but are not limited to business card design, web site design, stationary (press release/memo/media advisory templates, external signage, etc.)

Q: Is the project scope primarily focused to print elements, or would it also include electronic elements such as the IMDC website, interactive, videos, etc.?

A: Electronic elements would be included, but would likely be limited to the IMDC website

Q: There is reference to “comprehensive branded environment”. Could you please confirm whether this is literal in the sense of the project scope including the design of a 3-dimensional space (such as a sales center)? If so, can you provide more information concerning approximate size, functional program, etc.

A: This does not refer to a literal environment. It refers to increasing visibility of the brand within the District and surrounding areas.

Q: Could you please provide more information concerning the scope/deliverables for our team in context to the “internal and external brand launch”?

A: This refers to the overall completion of work by the contracted agency in the form of a research-based brand strategy and logo for the IMDC to present to its stakeholders and the public.

Q: Are there any key IMDC events, celebrations, etc. that will drive priority or completion of any of the project elements? If so, please confirm what activities & their key dates.

A: This project is not event-driven. It's driven by the recognized need for an overall brand redevelopment.

Q: Could you please provide some information on the project's decision-making process? Beyond meetings with the IMDC's day-to-day project team, what other entities might we need to prepare materials for and/or present to for review, input or approval?

A: The IMDC is governed by a seven member board of commissioners, which meets on a bi-monthly basis. The need may occasionally arise to prepare materials to present to the board of commissioners.

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Q: when you say at the bottom of 3.3 that you need "description of personnel required to manage the project" and "resumes," do you want both (bios and resumes"? Or will bios suffice?

A: **Please include resumes with the personnel bios/organizational chart.**

Q: The section 4 form (offer to imdc) - should that be added to digital submission of the RFP response? Or should that be printed out and included in the hard copy versions submitted?

A: **Please submit it with both the digital and hard copies of your proposal.**