



MISSISSIPPI STATE DEPARTMENT OF HEALTH

MISSISSIPPI STATE DEPARTMENT OF HEALTH
Request for Proposals – RFX # 3140003831

Public Health Campaigns and Marketing Services for Master Contract

Amendment #1
Procurement Questions and Answers

	IFB Reference	QUESTION	ANSWER
1.	Attachment C, Page 28 of 51	Please define “Premium Broker” as it relates to this RFQ.	A "Premium Broker" would refer to an entity or individual that specializes in negotiating premium advertising space or placements on behalf of MSDH. The role of a Premium Broker in this context would be to leverage their expertise and industry connections to secure advantageous advertising opportunities that effectively reach the target audience and maximize the impact of the advertising campaign for MSDH across prime-time television slots, prominent digital ad placements, or high-traffic outdoor billboards. This is not an exhaustive listing of responsibilities.
2.	Prior Experience 3.4.1.a., 15	How do you define “entity” as used in this sentence: “Prior experience working for a Mississippi State Agency or entity :...”	In this context, "entity" refers to any organization or institution that operates within or on behalf of the state of Mississippi. This

	IFB Reference	QUESTION	ANSWER
			<p>could include local (e.g. county or city) or state government agencies, departments, boards, commissions, authorities, or other entities that are part of or affiliated with state/local government.</p>
3.	2.1 Scope of Services, Page 9	Describe your ideal partners for this scope of services.	<p>In seeking ideal partners for this scope of services, we prioritize entities with a proven track record and expertise in the field of public health advertising and communication. Ideal partners would demonstrate:</p> <ul style="list-style-type: none"> - Experience in State Government & Understanding of Public Sector Dynamics: Demonstrated success in working with government agencies and navigating the complexities of government contracting processes, including familiarity with state procurement regulations and compliance requirements. A deep understanding of the unique challenges and opportunities within the public sector, including budget constraints, stakeholder engagement, and the need for transparent and accountable processes. - Creative Excellence: Demonstrated creativity and

	IFB Reference	QUESTION	ANSWER
			<p>innovation in developing impactful messaging and visuals that effectively convey public health messages and resonate with diverse audiences.</p> <ul style="list-style-type: none"> - Strategic Insight: The ability to provide strategic guidance and insights to inform campaign planning, audience targeting, and messaging strategies, ensuring alignment with the goals and objectives of the state department of health. - Collaborative Approach: A collaborative and communicative working style, with a willingness to actively engage with stakeholders within the state department of health to understand their needs, priorities, and feedback throughout the project lifecycle. The ability to adapt to the specific needs and requirements of MSDH, with a flexible approach that can accommodate evolving priorities and timelines. - Adherence to Best Practices: Commitment to ethical advertising practices and compliance with relevant regulations and guidelines,

	IFB Reference	QUESTION	ANSWER
			<p>including those specific to public health messaging.</p> <p>- Measurable Results: A focus on delivering measurable results and outcomes, with the capability to track and analyze campaign performance metrics to assess effectiveness and inform ongoing optimization efforts.</p> <p>By partnering with entities that embody these qualities, we aim to achieve impactful and successful advertising campaigns that effectively promote public health initiatives and contribute to positive health outcomes for our communities.</p>
4.	2.1 Scope of Services, Page 9	What are organizational goals do you hope to accomplish with this scope of services over the next 2 - 4 years.	<p>Over the next 2-4 years, our organizational goals for this scope of services include:</p> <ul style="list-style-type: none"> · Enhanced Public Awareness: Increase public awareness and understanding of key public health issues, initiatives, and resources through targeted campaigns, creative content, and digital marketing strategies. · Behavior Change: Promote positive behavior change and adoption of healthy lifestyle choices among target

	IFB Reference	QUESTION	ANSWER
			<p>audiences through compelling messaging, engaging content, and strategic outreach efforts.</p> <ul style="list-style-type: none"> · Engagement and Participation: Increase community engagement and participation in public health programs, events, and initiatives through effective communication strategies, event support, and interactive digital experiences. · Accessibility and Accessibility: Improve accessibility to public health information and services by developing user-friendly websites, mobile applications, and digital platforms that cater to diverse audience needs and preferences. · Data-Informed Decision Making: Utilize market research, data analysis, and performance metrics to inform decision-making processes, evaluate campaign effectiveness, and optimize resource allocation for maximum impact. · Collaboration and Partnerships: Foster collaboration and partnerships with community organizations, healthcare

	IFB Reference	QUESTION	ANSWER
			<p>providers, government agencies, and other stakeholders to amplify reach, leverage resources, and enhance the effectiveness of public health initiatives.</p> <ul style="list-style-type: none"> · Public Trust and Confidence: Build public trust and confidence in our organization by delivering transparent, accurate, and timely information, and by demonstrating accountability, integrity, and responsiveness in our communications and actions. · Continuous Improvement: Foster a culture of continuous improvement and innovation by regularly evaluating and refining our strategies, processes, and services to ensure relevance, effectiveness, and sustainability in addressing evolving public health challenges. <p>By achieving these organizational goals, we aim to contribute to improved health outcomes, increased community resilience, and a healthier and more informed population in the regions we serve.</p>

	IFB Reference	QUESTION	ANSWER
5.	2.1 Scope of Services, Page 9	What have been some of your previous marketing campaigns? What have been some of their strengths, and what are some of the areas you would like to see improvement?	<p>Some of our previous marketing campaigns focused on disease prevention awareness, vaccination campaigns, and public health promotion and education.</p> <p>Strengths:</p> <ul style="list-style-type: none"> · Clear and compelling messaging · Collaborative partnerships · Creative execution <p>Areas for improvement:</p> <ul style="list-style-type: none"> · Increased reach and engagement · Enhanced measurement and evaluation · Cultural competence and inclusivity · Integration and coordination
6.	2.1 Scope of Services, Page 9	How many events do you anticipate gathering photography and videography per year? Please describe evergreen video and photography assets available.	<p>We anticipate gathering photography and videography for approximately 10 events per year. Our evergreen video and photography assets include a diverse range of high-quality visuals that can be utilized across various</p>

	IFB Reference	QUESTION	ANSWER
			<p>platforms and initiatives on an ongoing basis. These assets are designed to be versatile, timeless, and adaptable to different contexts and campaigns.</p> <p>Photography assets:</p> <ul style="list-style-type: none"> · Professional photographs capturing key moments, activities, and individuals related to our organization's mission and activities. · Portraits of staff members, stakeholders, and community members to personalize our messaging and storytelling. · Images of facilities, programs, events, and services offered by our organization to provide visual context and enhance understanding. <p>Videography assets:</p> <ul style="list-style-type: none"> · Evergreen video content featuring interviews, testimonials, and success stories highlighting the impact of our programs and initiatives. · B-roll footage showcasing our organization's activities, facilities, and community engagement efforts.

	IFB Reference	QUESTION	ANSWER
			<p>· Educational videos explaining complex health topics, promoting healthy behaviors, and providing resources and information to the public.</p> <p>These evergreen assets are curated and maintained to ensure that they remain relevant, compelling, and readily accessible for use in various communication channels, including websites, social media platforms, presentations, publications, and marketing materials. They serve as valuable tools for engaging our audience, conveying our message effectively, and reinforcing our brand identity over time.</p>
7.	2.1 Scope of Services, Page 9	How do you measure success in your current efforts? What does success look like in the activities described in this section?	<p>Success in our current efforts is measured through a combination of quantitative and qualitative indicators, tailored to the specific objectives and goals of each activity described in this section.</p> <p>Here's how we typically gauge success:</p> <p>· Key Performance Indicators (KPIs): We track measurable metrics such as reach, engagement, impressions, conversions, and other</p>

	IFB Reference	QUESTION	ANSWER
			<p>relevant data points to assess the effectiveness of our activities. These KPIs provide tangible evidence of performance and help us evaluate progress towards our goals.</p> <ul style="list-style-type: none"> · Audience Feedback and Perception: We gather feedback from our target audience through surveys, focus groups, interviews, and social media monitoring to understand their perceptions, attitudes, and behaviors in response to our initiatives. · Impact on Behavior Change: We assess whether our activities have influenced positive behavior change among our target audience, such as adopting healthier habits, seeking preventive healthcare services, adhering to vaccination schedules, or accessing relevant resources and information. · Stakeholder Satisfaction: We solicit feedback from stakeholders, partners, and collaborators involved in our initiatives to gauge their satisfaction with the process, outcomes, and overall experience. Their satisfaction and endorsement reflect the

	IFB Reference	QUESTION	ANSWER
			<p>success of our collaborative efforts.</p> <p>· Alignment with Objectives: We evaluate the extent to which our activities align with the overarching objectives and strategic priorities of our organization or department. Successful activities demonstrate clear alignment and contribution towards achieving broader goals.</p>
8.	2.1 Scope of Services, Page 9	Do you have an ideal breakdown in production, paid media and fees for the do not exceed \$16 million during the contract period of the initial four years.	<p>Given the dynamic nature of program area needs and campaign strategies, we do not have an official breakdown for the allocation of the \$16 million budget over the initial four-year contract period. Instead, the distribution of funds will be determined based on the unique requirements and objectives of each program area and campaign.</p> <p>Our approach will prioritize flexibility and adaptability, allowing for customized budget allocations that align with the strategic priorities and goals of individual initiatives. This means that resources will be allocated as needed to support production costs, paid media placements, and agency fees</p>

	IFB Reference	QUESTION	ANSWER
			<p>for each campaign, ensuring that funds are utilized effectively to maximize impact and achieve desired outcomes.</p> <p>By adopting this flexible approach, we aim to optimize the utilization of the available budget, strategically allocating resources to the areas where they can have the greatest impact in advancing our public health objectives and reaching our target audiences.</p>
9.	3.4.1 Prior Experience, Page 15	Please clarify 3.4.1.a. Is prior experience with a Mississippi State Agency mandatory. Does experience with any state agency meet your experience expectations?	While direct experience with the Department of Health may not be mandatory, a background in state/local work or experience working on projects related to public health initiatives could be beneficial in understanding the context and objectives of the advertising campaigns. Ultimately, our goal is to collaborate with partners who can bring valuable insights, expertise, and a commitment to achieving success in promoting the public health objectives of the state department.
10.	3.4.1 Prior Experience, Page 15	Is there an incumbent?	No.
11.	3.4.1 Prior Experience: a.; Page 16	Would you allow a partnership with another	Yes, we would consider allowing a partnership with

	IFB Reference	QUESTION	ANSWER
		agency to fulfill all of the qualifications? Would you accept a consortium of agencies?	another agency or a consortium of agencies to fulfill all of the qualifications outlined in the RFQ.

Please review, sign, and submit this Amendment with your proposal by the submission date.

Name

Title

Date