



**MSDH REQUEST FOR QUALIFICATIONS
Public Health Campaigns and
Advertising Services Consultants
RFx # 3140003176
Procurement Questions and Answers**

AMENDMENT #1

	IFB Section, Page	Question	Answer
1.	Attachment C-1; page 23	Under number 5, part C, that asks for letters of reference, campaign work, and budget: Does “work” need to be a case study for each of the clients referenced.	Yes, though full campaign materials do not need to be included. Please include a description of the campaign, budget and deliverables associated with the campaign.
2.	Attachment C-1; page 23	Under number 5, part C, that asks for letters of reference, campaign work, and budget: If the above answer is “yes” are there any prohibitions against showing the same work/campaigns in this section that are also detailed in the technical (blind) proposal?	No, the blind (technical section) will be judged first.
3.	Overall question	Will the same individuals be scoring the technical (blind) proposal as the Management Factors (non-blind). If so, should any work/case studies presented as part of the Management Factors NOT be included in the Technical Proposal, or is this permissible?	Both the Technical (Blind) and the Management (Not-Blind) Sections will be scored by the evaluation committee. The Technical Section will be scored first. You may use the same work/case studies in both sections, however, anything submitted as part of the Technical Section must be submitted blind.
4.	Section 5.3A, Pg. 6	You make note "Also note vendors may not submit any type of public health or health-related campaigns or any campaigns that would identify them as the incumbent/past vendor for MSDH." Does this mean there should be no health related campaigns used or ONLY if it was a campaign for MSDH?	No health-related campaigns – including, but not limited to, those done for MSDH or for a public health issue such as environmental health, chronic disease, emerging diseases, etc. – may be included. Neither can medical or hospital campaigns



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			be included. Submission of health-related campaigns, whether they were prepared for MSDH or some other entity may result in disqualification from consideration.
5.	Section 5.3B, Pg. 6	Are the campaigns from section B supposed to coordinate and go with the campaign examples used in section A?	Yes.
6.	Section 6.3.1, Pg. 7	This requires that all invoices are in arrears. Can the Contractor submit invoices for media that has been placed and verified, but not yet paid for so that the advertising firm is not required to finance these potentially large sums for media?	No. Please refer to Attachment A, page 19: spot calendars and a final performance report will be delivered before final invoices are paid. Additionally, Attachment B, page 20: The MSDH cannot provide payment until deliverables are met. So, therefore, the advertising firm is required to finance large parts of the project initially. Most campaigns using the Master Contract can range from \$100,000-\$500,000 or more and the agency may require multiple campaigns run at the same time.
7.	N/A	Are there any specific subject areas in the near future you would like to identify and to see initial strategic thinking (including media and creative strategy) from proposers?	No. Please review the RFQ, these must be actual and completed campaigns.

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

Name

Title

Date