

**The following questions and answers regarding Visit Ridgeland's RFP for Advertising Agency Services were collected between February 13 – March 3, 2023. Questions are listed in chronological order of receipt.**

Your RFP lists 7 top feeder states. What are the top cities in each of the 7 states you desire to target?

Our top feeder cities/target markets (outside of Mississippi) are:

Alabama: Birmingham, Mobile, Fairhope

Georgia: Atlanta/Roswell, Augusta

Illinois: Chicago/Naperville, St. Louis

Louisiana: New Orleans/Metairie, Baton Rouge, Monroe/Shreveport/Bossier City

Missouri: St. Louis, Kansas City, Springfield

Tennessee: Memphis, Nashville/Murfreesboro, Clarksville

Texas: Dallas/Fort Worth/Arlington, Houston/Woodlands, Lubbock

For digital and social media promotion we know you have several social accounts on multiple networks. Since we may not have enough budget to stretch across all tactics on all platforms...

What has been your most successful social media platform?

Visit Ridgeland's Facebook and Instagram posts see the most impressions and engagement. We have seen success with digital campaigns on Pinterest and Pandora/Spotify.

What are your top 3 events that will need media promotion support?

1. Art, Wine & Wheels weekend: The Ridgeland Fine Arts Festival, Sante South Food & Wine Festival, and the Natchez Trace Century Ride (May)
2. Renaissance Euro Fest European Automobile & Motorcycle Show (October)
3. Pepsi Pops (May)

Note: Our Wrap it in Ridgeland holiday shopping campaign in November and December has been a big focus.

Your RFP states year one will have the most production. The scope of services indicates production items such as: creative, production, printing of destination guides, brochures sales kits, photos, video and testimonials, creating campaigns, create Stay and Play packages, direct mail pieces, billboards. For budgeting purposes what is the number of each item listed in your RFP scope that will be needed? For example, for the first year what is the expected number of direct mail drops and quantities? How many videos will be needed? How many new campaigns are expected?

The \$500,000 budget listed on the RFP is a starting point for advertising. Agencies should make their strategy recommendations for advertising based on that budget.

The number of production items will depend on placement needs and any creative campaigns as part of the proposed schedule. For example, if a placement requires a :30 audio spot for promotion of Euro Fest or :15 video advertising holiday shopping, those will need to be produced to fit the needs of the schedule.

In addition to the advertising budget, we will need to print all new collateral materials as part of our rebrand launch. Additional funds over the \$500,000 can be used for this purpose. The RFP language is such that the awarded agency can facilitate production and printing for either of these needs.

Please clarify what are your “defined markets” in your RFP statement--Develop campaign to attract visitors to each of Visit Ridgeland’s defined markets. Do you mean road trips, girlfriend getaways, or pet friendly?

Generally, Ridgeland’s defined markets are as follows:

- Leisure
  - Outdoor (Cycling, Fishing, Trails and Parks)
  - Shopping
  - Dining
  - Event attendees
- Sales
  - Meeting & Event Planners (Reunions, Weddings)
  - Sports and Fishing Tournament Organizers
  - Group Tour Operators (Students, Bus Tours)

You mention “pitch stories” in your email as a service that is needed. That usually falls into our PR leaders with a monthly PR fee that is outside of media placement. Do you want me to estimate time to engage our PR team to pitch stories to media in 7 states?

Public Relations services are not included in this RFP. I had this in mind more in the way of finding good fits for advertorial opportunities.

One of your requirements for agency is: Update, digitally publish, and print destination guides, brochures, sales kits, and other relevant Ridgeland marketing materials - a. would the printing and creation of the guide over the three years come out of the 500k? b. or is there a separate budget for that?

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The budget for production items will depend on placement needs and any creative campaigns as part of the proposed schedule. For example, if a placement requires a :30 audio spot for promotion of Euro Fest or :15 video advertising holiday shopping, those will need to be produced to fit the needs of the schedule.

In addition to the advertising budget, we will need to print all new collateral materials and assets as part of our rebrand launch. Additional funds over the \$500,000 can be used for this purpose. The RFP language is such that the awarded agency can facilitate production and printing for these needs.

Another requirement is: Create a portfolio of new marketing assets, including photos, videos, and testimonials, for use in promotional materials and sustainable travel campaign. a. Would the video / photo shoot budget come from the \$500K? b. or is there a separate budget for that?

See answer to number 1; separate budget.

Another requirement is: Create printed direct mailing pieces a. Would the printing of the pieces come from the \$500k b. or is there a separate budget for that?

See answer to number 1; separate budget.

Another requirement is: Update and/or add in-market signage/kiosks at main attractions and hotels a. Will the actual construction of these come from the \$500K? b. Or is there a separate budget for this

See answer to number 1; separate budget.

Another requirement is: Create and promote "Stay & Play" packages. a. Can you elaborate on what this entails? b. Can all channels be considered for the "promotion" piece? Or would you be looking just at programmatic display for this?

Examples of this could be: take advantage of special hotel rates during the month of November and December (holiday shopping package), or buy your Twilight Concert ticket this week and be entered to win a restaurant gift card. All channels can be considered.

Please clarify the budget timing. The RFP Submittal part G. Budget says "Although Visit Ridgeland's fiscal year begins Oct. 1 and ends Sept. 30; please base your proposed budget on the 12-month period"

Do you want a 12-month budget based on Year 1 being April (when contract begins) – Mar. 2024? Or Year 1 being April (when contract begins) – September 2023. Year 2 October 2023 – Sept 2024?

Please base the budget as follows: Year 1 April 2023 – March 2024, Year 2 April 2024 – March 2025, Year 3 April 2025 – March 2026.

Under section Available Funds-Budget please clarify what is meant by – "applicable procurement requirements and documentation"

Purchases made must meet both Mississippi state and federal procurement guidelines. Additional billable services could include obtaining quotes from qualified vendors and documenting justification for chosen vendors. A full procurement guide will be provided to the awarded agency.

Should the budget include all influencer and travel writer costs and expenses, i.e. travel, meals, accommodations as well as fees?

Yes.

Please confirm that printing costs will be on a separate budget.

Yes, printing costs will be on a separate budget.

For ROI tracking, will additional reporting software be on a separate budget?

Yes.