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Comprehensive Sexual Education Awareness and Advocacy Social Marketing Campaign RFP – Q&A

1) Will this campaign focus on CSE policies at the state or parish levels?

A) This campaign will focus on statewide policy as well as individual school board policies.

2) After designing the campaign brand identity, what is LPHI expecting the contractor to design versus what LPHI's graphic designer will design?

A) This can be discussed/negotiated, but mainly we would like our graphic designer to handle translating creative into multiple layouts and developing report layouts.

3) Who is currently conducting the formative research?

A) LPHI's research team is currently conducting the formative research.

4) When will the formative research report be available to the contractor?

A) This will be available at the start of the engagement.

5) How many focus groups are expected to test the creative materials?

A) We currently anticipate three focus groups.

6) Will the contractor be directly responsible for recruiting youth for the youth-drive movement or will LPHI's coalitions be responsible for this?

A) LPHI's team will be responsible for recruiting youth for any youth related activities.

7) Will the contractor be expected to cover any evaluation costs?

A) The contractor is expected to provide evaluation for any paid and earned media and to work with the LPHI evaluation team on overall campaign evaluation (outreach, etc.). If the contractor would like to travel to focus groups (formative) or participate in local evaluation activities (post), the contractor would be responsible for their travel costs.

8) If the lead agency does not meet all of the Agency Capabilities and Requirements, can it use a subcontractor to fulfill those capabilities and requirements?

A) Yes – but, please include a detailed description.

9) Looking at the Agency Scope of Work, there are clear deliverables for designing and planning the campaign. However, it doesn't specify that implementing the campaign is part of



this 6-month contract. Can you clarify whether or not campaign implementation is part of this contract?

A) Yes, implementation is part of this contract. The implementation (paid media, earned media, outreach, etc.) must begin by mid-March 2017 and conclude by June 30, 2017.

10) Can you share approximately how long LPHI expects each of the phases to take? ie: Campaign Strategy, Creative Development, Message Testing and Implementation.

A) Campaign Strategy, Creative Development, Message Testing – January through mid-March. Implementation – mid-March through June 30, 2017.

11) Considering this contract is for less than 6 months, and the campaign strategy, creative and message testing still need to be done, how much impact is LPHI expecting from the implementation of the campaign?

A) This discussion should be part of the planning phase, but our goal is to achieve significant traction (actual outcomes/measures to be discussed) in attitudes, advocacy and policy for comprehensive sexual education in Louisiana.

12) Does LPHI expect that this campaign will continue into the next fiscal year? If so, will that be a renewal of this contract or a separate RFP?

A) We would like to continue the campaign beyond this fiscal year. It would be a separate contract. We have not determined whether or not it'll be a separate RFP.

13) In the scope of work, bullet 2 mentions "Broadcast - TV, radio" while bullet 3 mentions "Paid Advertising (radio, print)". Can LPHI clarify the types of traditional advertising it expects for this campaign (TV, radio, and/or print?).

A) This will be determined in partnership with the selected agency.

14) If TV advertising is to be included in this budget, is LPHI expecting a statewide TV advertising campaign within this budget?

A) This will be determined in partnership with the selected agency.

15) Approximately how much of the budget does LPHI expect will be spent on paid media, including both traditional and digital/social?

A) A majority of the budget should be allocated to paid media and outreach. The paid media and outreach channels will be determined in partnership with the agency.

16) Is the message testing requirement the same thing as the key stakeholder advisory board pre-screening messages?

A) No. These are separate activities.



17) In which section of the proposal should the contractor describe its approach to the campaign?

A) Process section.

18) What organizations or stakeholders is LPHI actively working with in support of their CSE efforts?

A) There are a number of organizations and stakeholders, local, statewide, and national, LPHI is working with to support the CSE work. This will be discussed in detail with the agency during the onboarding.

19) Are there already organizations actively participating in programs or outreach during this legislative season that this campaign will need to compliment?

A) Yes.

20) Can the Experience section include creative samples? If so, are links to websites acceptable?

A) Yes.