

ADDENDUM No. 1

VENDOR QUESTIONS AND ANSWERS

MEDIA CAMPAIGN
SOLICITATION #22-0508-RFP13

NOTE: THE DUE DATE FOR RFP RESPONSES TO THIS SOLICITATION HAS BEEN EXTENDED TO THURSDAY, MAY 5, 2022, 3:00 P.M.

Q. Is it essential that the vendors be located in Georgia?

A. It is not a requirement that the selected vendor live in Georgia.

Q. Will there be, or would you like there to be, separate messaging and targeting for men and women within each population?

A. We would like marketing that is diverse and inclusive. We are not opposed to separate campaigns, but what is done for men would need to be done for women as well.

Q. The RFP mentions a Q2 start date and a final invoice due by 6/20/22. When would you like the content to flight by and when will the campaign need to end by?

A. We would like to start as soon as possible and have it run through the end of July. The final invoice will not need to be submitted until July 25, 2022.

Q. Are there additional social platforms you would be open to using beyond the three you mentioned?

A. Yes, we are open to using additional sites to widen our platform.

Q. Will the contractor be responsible for developing the majority of new content or is there existing content we will also be placing?

A. Yes, the awarded contractor will have to develop the new content. We do not currently have any content at DCBOH. We do use content that is vetted through the CDC. We also utilize a lot of their platforms and campaigns.

Q. Do you have web content available in other languages?

A. We do not have web content in different languages. We would need someone to translate.

Q. Is there any data available from the Ending the HIV Epidemic Initiative?

A. Yes, there is. Data can be located here: [Ending the HIV Epidemic in the U.S. \(EHE\) | CDC](#)

Q. Regardless of length of campaign, the final invoice is due by June 20, 2022, correct?

A. The final invoice can be submitted up to, but no later than July 25, 2022.

Q. I know you mentioned that you would like the campaign to run through the end of July. Is that the precise time you want it to end in order for us to do the flight for the campaign?

A. We will confirm dates, but as early as possible would be ideal. If we could start in May and end in July, that would be a longer time frame so we can have something ready for at least two months of flight.

Q. In regard to what it is that you are looking for, the RFP stated that there was content to be updated and modified, but you are stating that you don't have any content, is that correct?

A. Yes, that is correct. The updating is some of the information that may come from our Communications and Media Relations Department and what they have.

Q1. In terms of the numbers, are there any materials, ads, or any specifics that may come out regarding that or is that all up to the contractor's discretion?

A1. This is at the contractor's discretion. Please feel comfortable to give us different options and please be creative when submitting your proposal.

Q. Is it possible to see the previous advertising content that you have the intent to update or modify? Are you expecting the agency to create a new campaign at this time?

A. Yes. For the vendor of award, we can possibly get that information from our Communications and Media Relations team.

In looking at what you will be creating, just understand that it may be streamlined over other funding sources. Our goal is to have a unifying campaign across all HIV/STD programs.

Q. Are you interested in targeting those who are already HIV positive?

A. Initially no. Many of our activities cater to HIV prevention. However, we do want them to feel included so we can talk about any content directed toward those who are positive.

Q. So, if there is a targeted data point for that population, don't exclude it but focus on prevention?

A. Correct, don't exclude. We can discuss more with the awarded contractor.

Q. Do you currently have a media monitoring tool to track your public health content being shared?

A. No, we do not at this time.

Q. Are there certain DCBOH landing pages that we need to push users to?

A. Yes, we would like to push everything back to the DCBOH website. The website is located here: [DeKalb County Board of Health | Your public health resource. \(dekalbhealth.net\)](https://www.dekalbhealth.net). In addition to our webpage there is a Gacapus (<https://www.gacapus.com/r/>) website which is how we track the at home testing kits, and there is also a StopHIVAtl webpage on Instagram/IG that our metro Atlanta counties are using.

Q. Which zip codes are considered High-Risk targeted zip codes in DeKalb County?

A. Yes, we have a list of the high morbidity zip codes areas where we need all of our campaigns to be marketed and we will provide those to the awarded contractor.

Q. Could you please clarify the languages that you would like this campaign to be? You mentioned English, Spanish, and other languages, but which ones are the top priority?

A. Spanish would be the top priority, but there are so many different languages, it would be hard to be completely inclusive. We have a high refugee population in the city of Clarkston, so we do have some information translated in Somali.

Q. Are there any possibilities for cross marketing campaigns, for example live marketing or marketing at any events?

A. We are open to cross marketing. If you know of any events where you can market for DeKalb County or any events happening in DeKalb County, that is something we are open to doing.

Q. Are there any social media platforms that you want to completely avoid?

A. We don't know of any platforms to avoid, but if there are high traffic platforms that you know of, for example Hispanic platforms with high traffic, we would like to utilize those. We can stay away from platform that may have limited interest, for example, if the platform is limited or is not well known, we would want to stay away from those.

Q. Is there web content available on any of your partner sites in other languages?

A. We currently have some projects going on that language is being translated for. Also on our website, at the very top center, there is a drop-down menu for language selection.