

Request for Proposal to for Advertising Campaign

RFP #4907

3rd Set of Questions and Answers

1. Is there anyway we can view the raw footage?

Answer: Raw footage is not available to share publicly but completed videos from the raw footage library may be viewed at https://www.youtube.com/channel/UC1_WkK5pclbqjrixnqk6A2g. The awarded vendor will have full access to the raw footage.

2. Has a brand study been done before to find out who the TV ad and Youtube campaigns will target?

Answer: A description of our audience based on geographic location, demographic information and behavioral information.