

# Request for Proposal to for Advertising Campaign

RFP #4907

## Questions and Answers

1. Does the campaign budget cover the creative and editing or the ads in addition to AD MEDIA PLACEMENT? Or just the creative development for the campaign?

Answer: The budget is the creative/editing and the placement.

2. If includes MEDIA Placement, do you have information on the markets the OTT will run? Or do you have research that will provide us information on the markets we need to suggest purchasing?

Answer: The markets will be the Council's target markets: Cincinnati, Indianapolis and near Detroit, Nashville and Georgia. We know that the cities are more expensive so we want to advertise to the areas adjacent to the cities. We want to focus on the I-75 and I-40 corridors.

3. Can you please share the number of deliverables for the ads? I.e.; # of :30 second videos, or length of the videos? :30s' :15, :10s, longer format :60 or :90? How many versions of each?

Answer: The number of ads need to be determined by the vendor. The max time would be 90 seconds. The time will be determined by the outlet, i.e. YouTube, Hulu, Sling, etc.

4. When submitting the proposal, can we also email a link to view the samples of the work, or how are those to be delivered?

Answer: The response may list a link(s) in order for the County to view samples.

5. Which markets are priority for you? Knoxville, TN; Columbus, OH; Indianapolis, IN - others?

Answer: Please see answer to number 2.

6. Do you have a preference on reaching multiple markets within each month of the campaign, or designating a specific market to target per month?

Answer: The County desires to reach multiple markets with specific advertisements. For example, the County wishes to promote our trials in the spring and our lake closer summer/late spring. The markets, audience and the message will be different.

7. Is it correct that your target is Adults interested in outdoor activities and families looking for affordable outdoor adventure on vacation?

Answer: Correct.

8. Since the measure of the campaign's success will be based on website traffic to AdventureAnderson.com, will you share a baseline of traffic for us to measure against?

Answer: The County will provide this information.