

# Request for Proposal to for Advertising Campaign

RFP #4907

## 2<sup>nd</sup> Set of Questions and Answers

1. Do you want anything digital (audience targeting) or just OTT and ads via you tube?

Answer: This campaign does not include any digital advertisements just OTT and/or YouTube advertisements and those will be targeted by audience.

2. When do you want the campaign to begin and end? Are you wanting a dedicated campaign for spring and another for summer? Or can it be one campaign?

Answer: The campaign will run for a minimum of four months started at the earliest in the fall. The campaign has to be finished by June 30<sup>th</sup>. Ideally it will run March through June but it could run in October then in March, April and May.

3. Will you provide a breakdown of the Ad spend? For example, will this be 80% television and 20% internet?

Answer: No, the proposal should include the suggested breakdown from the vendor based on what the vendor thinks will be the biggest bank for our buck. The budget can also be fluid based on the performance of the ads from month to month.

4. Do you have digital assets as far as logos for AdventureAnderson.com ?

Answer: Yes, we have digital assets including video, pictures and the logo.

5. How many specific markets are being targerted?

- A. Is the focus solely trails & lakes or is there a more general focus on outdoor activities?
- B. Do you need a set of Ads for each market?
- C. How many markets in total?

Answer: There are specific markets which are geographic and behavior (see previous answers in other responses to vendors). We are promoting trails and water but there are multiple activities such as hiking, off-roading, mountain biking on the trails and fishing, boating, wake surfing, paddling on the water. Yes, we will need a set of ads for each promotion but they could be grouped by interest. For example, boating and paddling.

6. How much raw footage will be provided?

- A. Does that cover all the targeted markets?
- B. Does there need to be any additional filming other than the raw footage provided?

Answer: We have a gigabyte of raw footage that covers all of the activities we promote. We have a photographer and videographer under contract that will film anything needed so that is not included in this proposal.