

RFP for Media Services Submitted Questions

Thanks to all the agencies that have submitted questions. We have grouped and combined questions as necessary to reduce duplication.

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General questions

Q: Do you have an idea of how many agencies are participating in the proposal process?

We do not know. This is an open process. Previous RFPs have had between 10-20 agencies responding.

Q: What date will the responses to the RFP questions be addressed?

Answers will be shared with firms that posed questions on April 21, and posted to the website.

Q: When are you looking to select an agency and kick off this work?

Our fiscal year starts July 1. We would like to have an agency selected in late May or early June to begin the planning process to be market as soon as possible in the new fiscal year.

Q: Is the SAMPLE STANDARD PROFESSIONAL SERVICES AGREEMENT included for informational purposes only? Do we need to acknowledge acceptance of the agreement in the executive summary?

The sample standard Professional Services Agreement (PSA) is included for information purposes only. This will be required for completion from any vendor selected, so please review the document. No, you do not need to acknowledge acceptance of the agreement at this stage.

Q: Do the CONSULTING AGREEMENT REPRESENTATION, and CAMPAIGN CONTRIBUTION CERTIFICATION forms need to be completed and notarized with the proposal submission?

No, these forms do not need to be completed with the proposal submission. These would only need to be completed by the selected vendor.

Q: Are there any registration requirements to participate?

No, there are no registration requirements needed to submit a proposal.

Q: What research, if any, would we have access to that is related to this strategy from CT Green Bank? (I.e. Brand Benchmarks, audience attitudes towards CT Green Bank) We will

be sure to make recommendations on research as needed to set the strategy accordingly.

We work with a partner to conduct research into Green Bank market awareness and attitudes. We also conduct research on investment awareness.

Q: What is the team resourcing like from CT Green Bank? How do decisions typically get made? Who from your organization will be allocated to this project?

Our marketing team consists of four people, overseen by the Vice President of Operations. We also work closely with an outside graphic designer.

Decisions are generally made by the marketing team, approved by the VP of Operations, and reviewed by Legal. Depending on the subject/project, other program teams and subject matter experts may be asked to review and approve.

Q. Are you looking exclusively for agencies that will do everything or are you open to agencies that have a specific specialty? For example, a creative production agency focusing on production of videos and possibly print.

Yes, we are open to agencies that only perform certain services.

Budget questions

Q. Is there a budget already established and approved for this effort or is this an input for defining the budget as well as gaining approval? If there is already an approved budget, are you able to share this?

Budget has not been established. This RFP will help inform the budget process.

Q: What % of your budget has been allocated between digital and non-digital media to support each campaign?

No budget allocations have been determined yet, however, the strong majority of spend generally goes to digital versus non-digital media. We are open to both digital and non-digital ideas.

Q: Approximately what percent of your total budget will be allocated between the core solutions / product areas?

We envision spending the most at the brand level, followed by the solution level, followed by the specific products. Could be a 50-30-20 percent split, but open to discussions and suggestions on allocations.

Q: Will the budget for media buy be separate from the budget for services provided?

Yes. Please separate media placement costs from any agency fees, services, or creative charges.

Location questions

Q. How much weight or priority are you putting on local services vs an agency that is able to travel on-site to do all the of necessary work?

We do prefer local to Connecticut, and will weigh this as we score proposals, with in-state proposals scoring highest and points decreasing as you get farther away from Connecticut. As a quasi-state agency, we strive to work with Connecticut firms. No companies from outside the United States will be considered.

Q. Whether companies from Outside USA can apply for this? (like, from India or Canada)

We want a company based in the United States.

Q. Whether we need to come over there for meetings?

We would prefer a mix of in-person and virtual meetings.

Q. Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)

No.

Q. Can we submit the proposals via email?

Yes, proposals must be submitted via email. Please follow the instructions in the RFP.

Technology questions

Q. What is your current tech stack? What online marketing and fundraising tools are they using?

We use Wordpress for our websites, with Google Analytics. We also use Pardot and Salesforce. We do use any fundraising tools.

Q. What is your CMS?

The Green Bank website and the Energy Storage Solutions website are Wordpress sites.

Q. Do you have a sense of how many different landing pages you will need?

Our new website launched in January 2023, and it includes our existing solutions lines, products, and programs. It's possible we will need new campaign pages, but the number would be minimal.

Product questions

Q: Can you estimate how many new offerings will be introduced in the next fiscal year that will require support?

While it's hard to estimate, we anticipate that any new offerings would generally align with our existing solutions lines and products. At this point, nothing outside our existing hierarchy is in our plans.

SEO / SEM questions

Q: Can you expand on the needs of SEO?

With a new website, we see value in continuing to expand our organic presence through content and optimization. We are looking to create a content plan, which would include product and technology specific content (i.e., heat pumps, batteries). We would like a partner that can help offer guidance on the best approach, and possibly help with the execution. We understand this might be outside the general scope of media services.

Q: Are you looking for an overall audit with ongoing services through the relationship?

We would be open to an audit and ongoing measurement. We realize this might not be within each vendor's capacity.

Q: Have there been Green Bank SEM efforts in the past? If so, were the specific campaigns listed that support the solutions lines promoted within SEM?

Yes, we are currently running SEM to support the brand and solutions.

Content / creative questions

Q: This activity is listed in the preferred qualifications section of the RFP, but not in the Scope of Work. Would you like this service to be a part of the overall budget?

We did not include this in the Scope of Work since this may be outside the scope of media services. This does not have to be part of the media budget, but having information on the pricing of content creation would be helpful.

Q: Is your team looking for the selected agency to develop content for the website in concert with the SEO plan?

It would be helpful if the selected agency could assist with this process.

Q: What percentage of this content will be created by the Green Bank versus the selected agency?

We are open to suggestions here. We are flexible and do not have a set plan at this time, but we envision a partnership. We do have limited internal resources and are seeking proposals that could maximize these.

Q: Can you approximate the percentage of creative support required beyond your internal team, graphic designer and other vendors listed in your RFP.

- **Design**
Low level of support needed (10%)
- **Copy**
Low-medium level of support needed (10-20%)
- **Video production**
High level of support, outside of copy creation as we have no internal production capacity here (85%)
- **Audio production**
High level of support, outside of copy creation as we have no internal production capacity here (85%)

Q: Section III “Scope of Services” mentions remarketing and web videos. Do you have creatives assets, b-roll and/or complete videos already, or should we include pricing for video production?

We do have some creative assets (photos, videos) already, but would request information on pricing for video production (such as short educational or product videos, which could be animations or live action).

Awareness / strategy questions

Q: Do you have predetermined KPIs to measure success or is that something you would like for us to establish?

We are currently measuring impressions, clicks, conversions, click through rates, and costs per click. We would also be interested in seeing Google Analytics performance reports.

Q: Are there any key milestones and/or tentpole moments for the Green Bank in 2023 or 2024 that we should be aware of?

Not at this time.

Q: How much overlap exists in the target audiences of the general master brand awareness and the campaigns supporting specific solutions lines? Does campaign support of each solution line include a dedicated budget, target audience and KPI metrics?

Yes, it's hard to quantify how much, but there is audience overlap between the master brand and specific solutions lines. There will be dedicated budget allocations for master brand, solutions lines, and products/campaigns.

Q: How has Green Bank measured awareness in previous years?

We conduct awareness studies with another vendor.

Energy Storage Solutions questions

Q: Section III mentions *including* Energy Storage Solutions as part of the overall marketing plan and calendar, but further down asks for a separate strategy. Do you want two entirely separate documents, or should we just incorporate a separate strategy for Energy Storage Solutions as part of the overall RFP?

Please treat Energy Storage Solutions as a separate budget and separate plan. It can dock into a broader Green Bank plan, but it should stand on its own. Energy Storage Solutions is a program created and overseen by the Public Utilities Regulatory Authority (PURA) and the Green Bank is a co-administrator. Part of the Green Bank's role includes the marketing and promotion of the program.

Q: Regarding the additional plan/separate strategy needed for "Energy Storage Solutions," how do you envision approvals and project management for that may differ from the Green Bank needs if at all?

Since Energy Storage Solutions is not a Green Bank program (as explained above), proposals may need to be reviewed and approved by the program overseer and other co-administrators. Project management remains within the Green Bank's marketing team.

Q: Has the Energy Storage Solutions program utilized SEM in the past?

Yes.