



**LOUISIANA DEPARTMENT OF AGRICULTURE & FORESTRY**  
**MIKE STRAIN DVM**  
**COMMISSIONER**



May 14, 2024

**ADDENDUM #1**

TO: ALL POTENTIAL PROPOSERS

RE: RFP# 160234-LDAF-SP-24-01

**QUESTIONS AND RESPONSES**

**Q1:** The budget is listed at no more than \$100,000 per year. Is that budget greater than, equal to, or less than what you have spent annually over the past five years? Is there room to grow the budget based on campaign performance?

**A1:** These are the amounts spent over the past 5 fiscal years: FY 19 - \$105,278, FY 20 – \$93,912, FY 21 - \$ \$101,112, FY 22 - \$134,559, FY 23 - \$92,445

The Commission would expect to spend no more than \$100,00 annually over the next contract period.

**Q2:** How will you measure the success of the agency relationship on an annual basis and after the first 3-year term?

**A2:** The Commission reviews the agency's performance annually and will make its decision based on the performance of the agency relative to the amount budgeted.

**Q3:** Are you able to share any historical and/or ongoing sales/market share-related data with us to show how well Louisiana sweet potatoes have sold/are selling in Louisiana and beyond?

**A3:** The Commission does not have any data of this kind.

**Q4:** How much money have you invested into media buys within the past 3 years?

**A4:** \$75,000 to \$100,000 annually

**Q5:** In the sample contract provided within the RFP, it mentions that there is a 6.5 % percent cap on the agency's media buying commission; however, in the cost proposal section the cap is 15% commission. Which percentage is the actual cap requirement for the winning agency, or is that percentage negotiable?

**A5:** 6.5% is the actual cap requirement.

**Q6:** Is the percentage cap of media commission inclusive of media strategy, planning, management and reporting, or may those services be billed outside of the commission cap?

**A6:** Those services are billed outside of the commission cap.

**Q7:** As it would relate to creative and production expenses, are there existing creative assets (photography, video, stock library, messaging, etc.) that are required or that you would like to see implemented in this campaign?

**A7:** The Commission works with its agency to use existing creative assets as well as implanting new materials.

**Q8:** This was taken from the RFP: 'Prepare a methodology and develop an advertising and public relations strategy using existing creative materials owned by the Commission.' Does the commission want the selected agency to develop a new creative campaign and/or new production assets, or will the selected agency only use existing creative assets?

**A8:** The Commission works with its agency to use existing creative assets as well as implanting new materials.

**Q9:** As it relates to pursuing new avenues for reach and engagement, are you currently equipped with a CRM, email platform, or other tools that you would like to retain?

**A9:** No

**Q10:** Is the budget outlined in the RFP to cover all aspects of developing and managing creative, website, PR strategy, promotions as well as account, project and production management, including expenses and hard costs of media buy to reach audiences inside and outside of Louisiana?

**A10:** Yes

**Q11:** Current rates for advertising, marketing, public relations and paid media for the scope outlined in this RFP would significantly surpass the RFP proposed funds. Will the Department issue an amended RFP with adjusted budget if no qualified responses are received in the first round?

**A11:** Yes

**Q12:** Can the Commission provide insights on the outcomes and analytics of past advertising campaigns related to Louisiana sweet potatoes? Specifically, were these campaigns effective in boosting sales, and what learnings were gathered?

**A12:** The Commission does not have any data on boosting sales.

**Q13:** Can the Commission provide specific examples of past advertising campaigns and their impact on Louisiana sweet potato sales, particularly in reaching out-of-state markets?

**A13:** The Commission does not have any data of this kind.

**Q14:** How does the Commission measure the success of advertising campaigns in terms of increasing consumer awareness and consumption of Louisiana sweet potatoes?

**A14:** The Commission reviews its social media outreach semiannually with the ad agency.

**Q15:** Could the Commission specify any preferred or successful channels or methods for past promotions that we should consider incorporating or avoiding?

**A15:** The Commission has relied primarily on social media, print and billboards.

**Q16:** What is the Commission's expectation regarding the balance between traditional and digital marketing in the proposed campaign?

**A16:** The Commission will work with its agency to determine the correct balance.

**Q17:** Are there any specific challenges or obstacles the Commission has faced in previous campaigns that you would like the next contractor to address or overcome?

**A17:** No

**Q18:** Does the Commission already possess a collection of photos and videos for marketing use, or is there an expectation for the selected agency to develop this content independently?

**A18:** The Commission has some but may develop new photos and videos as needed.

**Q19:** Could you describe the decision-making process and who will be involved in approving the creative concepts and final outputs?

**A19:** The Commission approves the general overall plan, then relies on its director to work with the agency implement the plan

**Q20:** Is there an expectation for the winning agency to manage the Commission's social media accounts during the campaign period?

**A20:** Yes

**Q21:** Some featured information on the website goes back to 2015. Is there a desire to have this updated and refreshed under the new contract?.

**A21:** The Commission is open to updating its website.

**Q22:** Can you provide the historical breakdown of media dollars vs. creative/agency fees? We would like to better understand what has been spent in these areas, and what channels have been utilized.

**A22:** Approximately 75% goes to media buys with the remaining going to agency fees.

**Q23:** Has any market research been completed in the last 2 years that could be provided to the winning bidder?

**A23:** No

**Q24:** Are you leveraging any social listening platforms to monitor conversations and engagement? Can you share your highest-performing posts, reels, or videos? What type of content is performing the best for you? Recipes, farmer stories, real people vs. food, etc?

**A24:** The Commission is not monitoring any social listening platforms. It has used farmer stories, recipes, and fresh content to reach its audience.

**Q25:** Can you share the previous Marketing, Outreach, and Implementation plan that has been created for the Commission?

**A25:** See Attachment A to Addendum# 1 for FY24 Implementation Plan.

**Q26:** Can you share any audience analysis, personas, or information that has been documented previously?

**A26:** The Commission does not have this data.

**Q27:** Can you share the highest-performing markets that you previously identified for outreach? Which geographical areas produced the highest engagement?

**A27:** The Commission targets Louisiana and surrounding states through the gulf coast for its campaign.

**Q28:** Can you share any post-outreach engagement research to determine what efforts allowed your target audiences to take action? Was there a specific call to action or were your previous campaigns for general market education? If the latter, was there a way to determine if your message was received and absorbed?

**A28:** The Commission does not have this data.

**Q29:** We understand the proposed budget should not exceed \$100,000. Does this \$100,000 include the paid media spend, or will a media budget range be determined in addition to the \$100,000 budget?

**A29:** \$100,000.00 is the total budget.

**Q30:** Will an agency not local to Louisiana be considered if it meets all the requirements listed?

**A30:** Yes

**Q31:** Are there current metrics available showing year-over-year data for an increased awareness of the nutritional benefits and increased consumption and sales? How has this been measured in the past and what are the goals for these metrics?

**A31:** The Commission does not have this data.

**Q32:** Do you have demographic data for key target buyer personas? Including, but not limited to, target audience age, gender, location, income, occupation, religion, ethnicity, family size, and/or marital status.

**A32:** The Commission does not have this data.

**Q33:** Section 1.9.4 Company Background and Experience – Regarding the requirement to include copies of the proposer’s latest financial statements. Is it acceptable to include wording within the response such as Our financial statements can be found under separate cover in an envelope labeled “CONFIDENTIAL FINANCIAL STATEMENT”? Then submit one set of the financial statements in

this envelope attached to the one original proposal response. In this process there would be no need to submit a redacted version either in print or electronically since the confidential information is separate from the bound copies and labeled "CONFIDENTIAL". Please confirm that including just one set of financial statements in this manner satisfies the requirements of the RFP and no separate redacted copy would be necessary.

**A33:** Yes, one set of financial statements satisfies the requirements of the RFP.

