

RFP # 250-25-001 Opportunity Campaign Q&A Document

Q - Can you share a range of annual budget or the contract value of the last awarded recipient?

A – The maximum award could reach a total of \$4.5 million depending on the campaign developed in collaboration with the awardee and LED.

Q - Can LED provide an estimated annual volume or range of anticipated Task Orders for each Component (Strategic Development, Media Buying, and Public Relations) to help determine accurate staffing allocation and resource planning?

A – The quantity of task orders will be dictated by the overall strategic plan for the campaign. To learn more about LED's strategic direction, review LED's 2025 Comprehensive Statewide [Strategic Plan](#).

Q - Does LED have established Key Performance Indicators, reporting templates, dashboards, or preferred analytics methodologies currently in use, or should the contractor propose a standardized reporting and KPI framework within the Technical Proposal?

A – Please, propose standardized reporting and KPI framework in the proposal.

Q - Are summaries, performance reports, or evaluations of previous Opportunity Louisiana/LED campaigns available for review to help ensure continuity, improvement, and alignment with LED's current strategic direction?

A – This specific Opportunity Louisiana campaign is somewhat unique so no comparable work is available. The Louisiana Opportunity Campaign is to elevate the perception of Louisiana opportunities to strategic out-of-state audiences and all Louisiana citizens to drive awareness of and pride in the state's positive trajectory and meaningful progress and must be completed by June 30, 2026. To learn more about LED's strategic direction, review LED's 2025 Comprehensive Statewide [Strategic Plan](#).

Q - For Component 2, does the media commission rate need to be a single universal rate across all channels, or may proposers submit differentiated commission tiers for digital, programmatic, traditional, or specialty media placements?

A – The media rate needs to be one single rate.

Q - Is LED requiring dedicated on-site personnel based in Baton Rouge for this engagement, or will virtual availability—with guaranteed one-hour response access—fulfill the staffing requirement?

A – Personnel do not need to be based in Baton Rouge, LA.

Q - Must all subcontractors be identified at the time of proposal submission, or may additional subcontractors be added post-award with LED approval during contract execution?

A – Additional contractors can be added with written approval by LED.

Q - Does LED have any restrictions on the use of AI-enabled tools for drafting, optimization, research, creative development, or analytics—provided that human oversight, accuracy controls, and security protocols are maintained?

A – No restrictions, however, cyber security must be applied to ensure that there are no compromises of the State’s confidential data.

Q - For media buying and digital campaign management, will LED accept the use of third-party platforms with SOC 2 Type II compliance as sufficient security assurance, or is direct SOC 2 certification required at the contractor level?

A – Yes. For media buying and digital campaign management, LED will accept the use of third-party platforms with SOC 2 Type II compliance as providing sufficient security assurance. Direct SOC 2 certification at the contractor level will not be required, provided that appropriate documentation verifying the third-party platform’s compliance is maintained and provided with the submitted proposal.

Q - Will the contractor receive access to LED websites, CMS systems, analytics accounts, marketing automation tools, or social media channels, or will all publishing/posting be routed through LED personnel?

A – The contractor will receive access where to LED’s platforms where appropriate.

Q - For scoring purposes, must Hudson or Veteran Initiative certifications be active at the Proposal Submission Deadline, or will certifications obtained during the evaluation period be accepted?

A – Certification must be active at the time of submission.

Q - What does "certified" mean in: Payments to the Contractor for services rendered for this Project shall be based on a certified and itemized invoice showing line-item costs incurred. (Section 1.3.8)

A – Certified means verification documentation of the expense that is to be included with the invoice such as tear sheets, invoices from vendors, etc.

Q - Please explain the following and describe how we are to demonstrate it prior to submission, as well as the required format and due date. (Section 1.8.1)

“It is desirable that Proposers provide detailed information about the experience and qualifications of the Proposer’s personnel considered key to the success of this project who

are to be assigned to this project, showing that they meet the following qualifications prior to the deadline for receipt of proposals.”

A - 1. You must identify the key personnel you plan to assign to the project. Describe what each person will actually do on this project.

2. You must provide detail of their experience and qualifications, specifically demonstrating how their backgrounds can serve the deliverables listed in the RFP. Provide a resume or CV for each key staff member, formatted consistently and tailored to the project requirements.

3. All this information must be provided with the proposal submission. Certifications, training, specialized expertise and qualifications must be achieved before submission. In other words, anticipated qualifications will not suffice.

4. Provide an Organizational Chart (if applicable) showing reporting lines and responsibilities.

Q - Please define what "vertical integration" means in terms of in-house capabilities. (Section 1.8.1)

A – Vertical integration, in terms of in-house capabilities, means that an organization performs multiple stages of a process internally rather than outsourcing those stages to external vendors, contractors, or partners.

Q - We noticed a reference to Attachment E, although the corresponding document appears to be Attachment D. Please confirm which attachment should be referenced. (Section 1.9.3)

A – You are correct. Section 1.9.3 does refer to Attachment D.

Q - Please confirm that this section intends to outline our approach to improving returns and program efficiency, or if there is an alternative interpretation. (Section 1.9.6)

“Provide innovative concepts, if any, for the State’s consideration. Innovative concepts may include new methods, tools, or technology used in performing services that provide value to the State or enhance efficiency of the program. This is an opportunity for the Proposer to demonstrate original or creative ideas.”

A – Yes, Section 1.9.6 does refer to approach and methodology. The “Provide innovative concepts...” encourages the Proposer to think outside the box.

Q - Please confirm whether social media placement can be billed on an hourly basis as an alternative to the commission-based model outlined in the RFP.

A – Yes. Any labor charges for approved services shall include the names of the employees, their classification, and the time worked. These shall be reimbursed at the approved billable rate for that classification established from the Contractor’s Proposal.

Q - We are willing to Prime the contract, as a local Louisiana firm. If we decided to partner as a consortium with a Mississippi-based firm, would that remove our criteria as a Louisiana-based firm? Or does that work as a partnership?

A – Dependent upon how you contract with an out-of-state based firm, as a partner or subcontractor; the businesses submitting responses to the RFP must list the name of that company and specify it as either a partner or subcontractor, include their company's information and indicate the percentage of the work to be subcontracted out or performed to fulfill the deliverables of the RFP.

Q - Can you provide clarification on the preferred timing for completion of all deliverables outlined in the RFP? We see the contract terms are anticipated to end on August 15, 2026, but the state has the right to contract for up to 31 months. Please provide clarification on the initial contract length of time you're requesting within this RFP. Please provide a specific start and end date.

A – The start date will be upon signing of the contract and run through August 15, 2026. The campaign must be completed by June 30, 2026. The contractor will have until August 15, 2026 to complete performance reports.

Q - Based on the contract length you're requesting, can you provide clarification on the total budget available for this initial contract? Please provide total budget, inclusive of all professional fees, advertising spend/media buys and any/all expenses.

A – The Opportunity Louisiana Campaign must be complete by June 30, 2026. The total budget can reach \$4.5 million depending on the strategy and ability to implement.

Q - More specifically, can you confirm/clarify which deliverables in the scope of work must be completed by August 15, 2026?

A – The campaign must be completed by June 30, 2026 and the final performance reporting by August 15, 2026.

Q - Are you open to receiving full retainer proposals outlining fixed rates for all deliverables outlined? Or, do you require the hourly rate breakdown for the full program?

A – No, we are not open to receiving a full retainer proposal.

Q - Will you give preference to local, Louisiana-based firms as compared to a national, out-of-state firm?

A – No, we will review all submissions fairly.

Q - Is there a maximum file size for electronic submissions, and what is the process if the proposal exceeds typical email attachment limits? May documents be submitted in multiple emails if the file size is large, and if so, how should these be labeled? • Section 1.7/1.7.1

A – No maximum file size. If the file is too large to send through email, a Dropbox or zipped file may be sent.

Q - Is there a specific subject line or file naming convention required beyond what is listed (“RFP#, Technical Proposal - [Proposer Name]”, etc.)? • Section 1.7.1

A –No.

Q - For “quick project turnaround and in-person/virtual meetings...within one hour of LED request,” is this required 24/7, or only during business hours? • Section 1.8.1

A – LED staff at times work out of the country, therefore different time zones might require aid outside of regular business hours. These occurrences would be limited.

Q - Will there be any preference or points awarded for proposers with an in-state (Louisiana) office versus those providing virtual support? • Section 1.8.1/Component Details

A –No, we will review all submissions fairly.

Q - If proposing to use subcontractors, what specific documentation does LED require for each, and at what stage (proposal or post-award)? • Section 1.8.1

A – Profiles on subcontractors and their personnel who would work on LED’s account must be submitted to LED for review and approval before the subcontractor(s) can work on LED’s account. Subcontractors can be reviewed and approved by LED as implementation develops; however, LED must provide written approval before the engagement.

Q - Do all potential subcontractors have to be noted at the time of RFP submission, or in situations like video production, can they be selected and approved by LED staff after the scope of work is determined on a project-by-project basis? • Section 1.8.1

A – Subcontractors can be reviewed and approved by LED as implementation develops. LED must provide written approval before a subcontractor is confirmed.

Q - Are there any restrictions on font size, page length, or layout (e.g., single- or double-sided, margins) for proposal sections? Will proposals that do not follow the section order exactly as requested be considered non-compliant? • Section 1.9

A – No. Aside from the requirements noted in the RFP, there are no other restrictions. Proposals that do not follow the section order, exactly, will not be held non-complaint, provided all requested information and documentation is provided.

Q - If a Proposer wishes to claim Veteran or Hudson Initiative points (Section 3.2, Section 1.9.8), what documentation is needed regarding intent and role in the contract? For a “good

faith subcontracting plan,” what constitutes sufficient evidence—are letters of intent required, or is demonstration of outreach/quotes enough?

A – The Hudson/Veteran certificates would suffice.

Q - For reimbursable costs (third party, travel, etc.), is pre-approval always required, or are there any standing exceptions? • Section 1.9.9, Attachment B

A – State travel regulations require prior approval.

Q - Are project fee arrangements expected to be milestone-based, time-based, or can Proposers propose their preferred approach? • Section 1.9.9/2.2

A – This may depend on the work being executed.

Q - Should all sections (Technical, Cost, and Redacted Technical) be contained in a single email, or should they be sent as separate emails? • Section 1.12/1.13

A – One PDF that can be sent in a Dropbox or zipped.

Q - Can you confirm if only one (1) technical and one (1) cost proposal are required in both PDF and editable formats (Word/Excel)? •Section 1.13

A – PDF is preferred.

Q - For Component 2 (Media Buying), is a current SOC 2, Type II report required at proposal, or is submission/review expected upon contract award? • Section 1.11/2.4/Component 2

A – The submission of the SOC 2, Type II report or third-party Information Security questionnaire is required with the proposal to ensure verification of compliance. All proposals will first be pre-screened by the RFP Coordinator to determine compliance with mandatory requirements as specified in this RFP. Proposals not meeting the information security requirements shall not proceed to technical evaluation.

Q - Will the State issue its own security requirements or questionnaires for other Components, or only for digital/media buying activities? • Section 1.11

A – Not at this time.

Q - For confidential/proprietary information, will the State notify proposers before releasing redacted material in response to public records requests? • Section 1.15/1.16/2.3

A – Only information which is in the nature of legitimate trade secrets or non-published financial data shall be deemed proprietary or confidential. Any material within a proposal identified as such must be clearly marked in the proposal and will be handled in accordance with

the Louisiana Public Records Act, R.S. 44:1-44 and applicable rules and regulations. Contractor is reminded that while trade secrets and other proprietary information submitted to the State may not be subject to public disclosure, protections must be claimed by the Contractor. The Contractor shall clearly designate parts of materials that contain a trade secret and/or privilege or confidential proprietary information as “confidential” in order to claim protection, if any, from disclosure. Contractor must be prepared to defend the reasons why the material should be held confidential.

Q - If a subcontractor is identified, are substitutes or additions permitted post-award, or is the initial listing binding? • Section 1.28

A – New subcontractors can be reviewed and approved by LED as implementation develops. LED must provide written approval before a subcontractor is confirmed.

Q - Will LED provide any pre-set media budgets, or is the Proposer expected to develop and recommend an entire media strategy with estimated placement costs? • Section 2.1/2.2

A – The media plan must support the Opportunity Louisiana Campaign and is to be developed in tandem with strategic plan.

Q - Can you clarify “a marketing and advertising program that supports the Opportunity Louisiana Campaign.” Do these mean additional strategies, tactics, and programs that LED Marketing and Communications should be doing to support the overall campaign efforts, or additional organic efforts the agency will execute, such as email, social media, etc, that would support the campaign? • Section 2.1.1 (n)

A – The Contractor will provide a comprehensive, research-based strategic marketing and communications strategy that redefines what it means to build a future in Louisiana, targeting businesses and high potential talent to relocate and remain in Louisiana. The strategy will strengthen Louisiana’s brand and visibility as a premier location for business investment, talent attraction, and quality of life. Responsibilities include brand development, creative conceiving, digital-first campaign design, content production, and collateral. Campaigns should be measurable, data-driven, and optimized across channels.

The program is to align with LED’s Strategic Plan that aims to build the most robust, innovative, and dynamic economy in the Southeast. The plan must support and amplify LED’s five pillars of prosperity, its priority industry sectors, and its signature initiatives while positioning Louisiana as a premier destination for business investment, job creation, and talent retention/attraction. The plan will ensure consistent messaging across all communication channels and align local/regional partners with the state’s economic development narrative. The plan will include a timeline, budget, KPIs, and evaluation framework of effectiveness.

Q - Will creative/campaign assets need to be produced in languages other than English? • Section 2.2

A – Depending on the campaign strategy, other languages may be required.

Q - For “flat fee” projects (Section 2.2), how will overages be handled if the scope of work is changed?

A – Projects will be requested by LED on an as-needed basis through a Task Order. Task Orders will outline the project or task goals, objectives and performance requirements. In response to the Task Order, the Contractor will submit a project plan as requested by LED, which may include a scope of services, proposed staffing, timeline for completion, estimated cost (inclusive of contractor costs and based on approved hourly rates) and other pertinent details. Services are not compensable unless approved by LED. LED may issue standing Task Orders or approvals for repetitious or standard tasks.

If the scope of work changes on a task order, a new task order must be implemented for the additional work.

Q - Are there any preferred or prohibited media outlets/vendors for buys? • Section 2.2 / 2.2.2

A – No, but agencies should properly vet all parties involved and are liable for any misuse or misrepresentation.

Q - Clarify “technical web design services as needed.” Does this entail management and oversight of the opportunitylouisiana.gov website, or only campaign-related edits, such as landing pages, microsites, or tracking and analytics? • Section 2.2.1 (m)

A – Technical web design services refer to campaign-related tasks.

Q - If off-site microsites are required for the campaign, will they be required to be hosted by LED on WP Engine, OTS, or by the agency? • Section 2.2.1 (m)

A – Hosting will be determined when the task is determined.

Q - Please provide information about the current CRM and/or email platforms used and what integrations would be necessary for tracking and reporting? • Section 2.2.1 (i/l)

A –Google Analytics are currently being used for reporting purposes. Other tools and platforms are to be determined per instance.

Q - Does this scope of work require email list management, newsletter buildout, email scheduling, and/or reporting? • Section 2.2.1 (i)

A – Depending on the tactic outlined in the campaign strategic plan, tasks may include items listed above.

Q - Is a flat media commission required for all tactics and channels? • Section 2.2.2 (a)

A – Yes.

Q - Can you provide an overall estimation of impressions and/or reach for previous campaigns? •Section 2.2.2 (f)

A – There is no overall estimation of impression or reach for previous campaign to be provided.

Q - Are there any current obligations or media buys that have already been negotiated that must be handled or managed by the agency? • Section 2.2.2 (g)

A – No.

Q - Does this account require ad serving costs? • Section 2.2.2 (k)

A –Yes.

Q - Can you provide expected KPIs or objectives desired for media performance? Leads generated, projects closed, etc? • Section 2.2.2 (m)

A – KPIs will be determined for tactics as the strategy is developed.

Q - Please provide clarity on the need around SOC 2 compliance for Component 2 specifically. Also, is this questionnaire only provided once selected, or should this be completed with submissions? •Section 3.0

A – SOC 2, Type II compliance or third-party Information Security questionnaire is required for Component 2 (Media Buying) to ensure all vendors handling digital advertising data and client information adhere to recognized standards for security, availability, and confidentiality. The submission of the SOC 2, Type II report or third-party Information Security questionnaire is required with the proposal to ensure verification of compliance. All proposals will first be pre-screened by the RFP Coordinator to determine compliance with mandatory requirements as specified in this RFP. Proposals not meeting the information security requirements shall not proceed to technical evaluation.

Q - Is this the currently estimated budget allocation for the 3-year contract? If not, can you please provide the total estimated budget for each component for the 3-year contract? Is there a contract budget maximum allocated for year 1 of each component? • Section 3.2

A – This contract will run through August 15, 2026. The campaign must be completed by June 30, 2026. The contract budget maximum is \$4.5 million and depends totally on the strategic plan developed in tandem with LED.

Q - Are there established KPIs or targets for each contract component, or should Proposers propose these in their response? • Section 4.2.1; 2.3

A – KPIs will be determined for tactics as the strategy is developed.

Q - Will LED provide historic data for benchmarking (e.g., past campaign performance, media spend/ROI)? • Section 4.2.2

A – No historic data will be provided.

Q - Please confirm if overall flat rate budgets are needed for Component 1 and 3 deliverables, or if only hourly rates should be submitted. • Attachment B: Cost Worksheets

A – Please complete the Cost Worksheets only.

Q - Please explain the need for 24/7 support/response time for Component 2. Does Component 2 include requirements for website management, hosting, and uptime support? • Statement of Work Attachment/Schedule Requirements

A – The website and its digital assets are live at all times. Accurate and respectable representation of the state is required to 1) maintain credibility; 2) ensure all visitors have a seamless experience; and 3) limit downtime and errors which can negatively affect search rankings and brand reputation. Immediate support helps maintain performance and reliability. Additionally, around the clock monitoring ensures quick detection and response to security threats, therefore protecting data and reputation.