

RFP-Case-320667 Business Marketing and Advertising Q & A:

**1. What is the anticipated media budget for the first year of the engagement?**

Please use \$10,000,000 as an estimate. Annual paid media budget is dependent on the overall State of Michigan budget.

**2. Will the media budget cover all of the target audiences outlined in Section I?**

Yes.

**3. Will market research and current/past campaign performance be available to assist in strategic planning?**

Yes.

**4. Is there a specific number of prior experience examples we need to detail in our response? (in reference to pg. 9 #5)**

At least one

**5. What is the annual paid media budget and associated labor fees?**

Please use \$10,000,000 as the media budget estimate. Associated labor fees are proposed by the respondent.

**6. Are there specific markets MEDC wants to target with paid advertising? Both for states and businesses.**

Respondents should assume no regional targets for the national attraction campaign. Regarding the business targets, please refer to our list of "Focus Industries" on page 3 of the RFP.

**7. Which advertising tactics have been most successful in the last 2-3 years in helping MEDC meet its business objectives?**

An integrated, multimedia approach that captures engagement at every stage of the marketing funnel. Tactics could include OLA, paid custom content and lead generation programs.

**8. What has been your most successful program/campaign within the past three years for business? Based on what criteria?**

Our most successful programs take on an integrated, multimedia approach that captures engagement at every stage of the marketing funnel and showcases why Michigan is a world-class business location.

Success is judged by meeting campaign engagement performance targets and the ability to

repurpose the generated content and assets. Marketing & Communications main measurement of success is evaluated by the number of net new business prospects our campaigns produce.

**9. How does the MEDC evaluate the effectiveness/successes of a campaign? How satisfied are you with the current tools and systems you have in place to evaluate this?**

Success of the campaigns is judged by campaign engagement performance targets. Campaign targets are benchmarked by past campaign performance and/or industry standards. Marketing measurement performance is a priority for the MEDC and we evaluate effectiveness down to the tactic level while ensuring we are garnering integrated insights across paid, earned and owned activities.

Our integrated marketing measurement dashboard is deployed through PowerBI. We are currently happy with this tool and are optimizing our systems and processes to better leverage this resource.

**10. What are the biggest challenges the MEDC faces today, within the business development focus?**

The biggest challenges the organization faces today are having enough resources to support Michigan's small business recovery efforts and overcoming historical business climate misconceptions amongst our national target audience set.

**11. Will current working members of the MEDC team be involved in the decision-making process?**

Yes

**12. What guides your determination of key industries to market?**

Marketing and advertising target industries ladder up to the organization's focus industries identified within the five-year strategic plan.

**13. What other State of Michigan agencies could play a role in this relationship?**

It should be assumed that marketing and advertising efforts promote the image of the entire state and thus, at any given time the other State of Michigan agencies could be collaborating with the MEDC on a campaign or content.

**14. Can video/audio links can be embedded within written response?**

Yes-Hyperlink

**15. What are the business priorities post pandemic?**

Our organization's priorities remain rooted in our five-year strategic plan. We will continue to market the state as a world-class business location for expansion and growth while providing the resources and services to our Michigan business community.

**16. Define any global requirements regarding the Business RFP, does it mean execution?**

- a. **What countries does it include? Will media planning, buying, reporting be a requirement?**

As of today, an integrated campaign with international reach is not a need of the organization. However, there are times that the MEDC marketing team is tasked with leading the execution of Michigan's presence at an international industry event.

**17. If in-person presentations are required, what is the anticipated timing?**

Anticipated timing for virtual or in-person presentations is June.