

RFP 2025-423 CHILD CARE MEDIA CAMPAIGN

Questions & Answers

Q1: Is this a new contract or existing? If existing, who is the incumbent agency?

A: New contract; no incumbent agency

Q2: What are the target zip codes or counties for this campaign?

A: All zip codes in Oneida County

Q3: Can you confirm the anticipated start and end dates for this campaign? Is there a preference between a six or ninth-month campaign?

A: Anticipated start dates are not available but approximately September through the 6- or 9-month campaign. There is not a preference for the length of the campaign as long as it falls within the 6-9 month timeline. It depends on the proposal and the reason for the length.

Q4: Could you please share the period of performance for the subject RFP?

A: We are aiming for a campaign that lasts 6 to 9 months and request the respondents include that timing framework in their response.

Q5: As part of this project do you need new photo and video to use in the campaign? Or do you have existing assets that can be used?

A: That is for the respondent to decide, but we would assume yes. We have some assets but not tailored to this campaign.

Q6: How are inbound inquiries for the program currently tracked?

A: Through a state-regulated application process relating to the Childcare subsidy but if the question is about the other aspects such as family daycare startup grant or the MVCC workforce component, there are tracking mechanisms built into either the contract for the Family Daycare Startup Grant Program (FDSGP) and through enrollment procedures at MVCC.

Q7: The requested scope of work is more traditional media. May we add digital components if we can back it up with the effectiveness in media strategy?

A: Digital is included and encouraged. Best tactics are to be decided by the respondent.

Q8: What is the online landing page where the social media digital ads will link to and/or where someone can go to find more information?

A: There isn't a particular landing page but that can be added. Information regarding the programs can be found at oneidacountyny.gov.

Q9: What % of career promotion should there be vs program enrollment and overall destigmatizing?

A: The split is not predetermined and creative solutions in the proposal are encouraged

Q10: Can you provide confirmation that this campaign should only target people in Oneida County?

A: Yes

Q11: Can the County please clarify whether the campaign's tagline must be "Every Child, Every Family, Every Day" or whether vendors' creative concepts may iterate on this tagline and/or offer alternative taglines?

A: It is, but we will accept creative concepts, and integration is allowed as well

Q12: Is this a brand-new campaign or is there an existing/previous campaign that the County would like the vendors to consider for coherence and continuity purposes?

A: Brand new

Q13: If this is not a new campaign, who is the incumbent on this work?

A: No incumbent agency

Q14: Are there any campaigns from similar agencies, institutions, or offices that the County particularly admires or might consider a model or standard for this campaign?

A: There are other counties who have done this, but we do not have a preference and ask for the creativity of the respondent to fulfil the goals of the campaign lead the way on the campaign proposals.

Q15: Although respondents might be eager to partner with Oneida on this initiative; a limited budget might bring unintended restrictions to what's possible. In our experience, the proposed budget of \$100,000 could be insufficient to perform the scope of work as described in the RFP. Will the County confirm that vendors are to recommend only a portion of the scope to fit within the designated budget?

A: The budget is \$100,000. Give the best response to meet needs within those restrictions.

Q16: Alternatively, does the County expect that additional funds might be available to execute the full scope of services?

A: No

Q17: Could you please clarify what the expectations are for the ‘creative concept outlines’?

A: An outline document that shows how each medium will be used and in what way, but the creative concepts need to be driven by the respondent.

Q18: Are you looking for concepts before even having the opportunity to conduct intake and research?

A: We need concepts, not necessarily fully developed creative concepts. Research on the issue is done and available through the Childcare Task Force Report

Q19: Could you more fully outline the scale of social media services required under the below requirement -

- **Social media strategy & content (Facebook, Instagram, TikTok, YouTube).**

A: We expect the agency to recommend the proper scale to ensure our message is delivered efficiently and effectively.

Q20: Are you looking for monthly content development for the full length of the campaign (6-9 months)? Are you also expecting the agency to conduct ongoing engagement and management? Or are you only looking for a social strategy and recommended content?

A: Yes, within budget constraints and we need the content

Q21: Do you anticipate live-action filming for the video components? If so, should we approach the television spots more like scripted commercials with casted talent, or in a documentary/testimonial style?

A: We anticipate respondents to give us the best approach to how to deliver our message.

Q22: Is there a preferred location for filming within Oneida County, or can production take place elsewhere, including out of state, as long as it meets the campaign objectives?

A: There is no specific location requirement for those things as long as the message is delivered effectively. There is likely value to Oneida County specific content.

Q23: For social media content, is the County expecting original short-form videos (e.g., Reels/TikToks), or primarily repurposed content from the core video shoot? How many videos are expected, and how long will the campaign run?

A: The County is expecting the message to be delivered consistently and effectively based on the respondent’s expertise in their proposal

Q24: Are there any existing brand guidelines or past campaign references we should align with?

A: No

Q25: How many television spots are anticipated?

A: This will be budget dependent and respondent driven

Q26: Are out-of-state companies eligible to submit proposals?

A: Yes

Q27: Would the County consider accepting proposals via email, or is physical submission required in all cases?

A: No email proposals will be accepted. All proposals must be received as outlined within the invitation.

Three (3) originals and one (1) electronic copy in Adobe PDF format (USB flash drive or CD media) of the completed proposal must be received by the deadline. A transmittal form or memo must be included with the proposal package and reference RFP # 2025-423.

Proposals are to be sent to:

Oneida County Department of Planning

321 Main Street, 3rd Floor

Utica, New York 13501