

# NHLC RFP 2025-03-Advertising

## **Received Inquiries for Agency Tour and Oral Presentation and NHLC Responses**

1. How long should we plan for your team's visit??

We are budgeting not more than 2 hours per vendor.

2. Who from your team will be in attendance? (we want to make sure we have an appropriate sized meeting room booked and plan refreshments for the right number of people)

There will be up to four people attending for the NHLC. While the thought is appreciated, we cannot accept refreshments during the agency tour and oral presentation.

3. Can you provide some details on the expectations for the tour and oral presentation?

Section 8(E) of the RFP provides the following description of the agency tour and oral presentation:

- a. **Agency Tour**

The tour should focus on demonstrating the Vendor's capacity to meet the diverse needs of the NHLC. The NHLC will expect to meet the team that will be in charge of the NHLC account.

- b. **Oral Presentation**

As part of the Agency tour, the Agency shall be expected to make an oral presentation, which shall include a review of a particularly successful campaign. The NHLC will expect the presentation to describe the results of the campaign and explain how success was measured. The NHLC will also expect to see examples of design work. The NHLC will be particularly interested in seeing examples of successful digital and social media campaigns.

During the Oral Presentation, the Vendor should also present an idea for a hypothetical two-month winter promotion campaign with a budget of \$40,000. The campaign should be designed to attract new customers into our stores, add to our current customer email list and encourage current customers to stock up. The NHLC will be looking for a campaign overview, samples of design elements and an outline budget, including materials and costs.

Vendors are prohibited from altering the basic substance of their Proposals during the Oral Presentation and Agency Tour."

4. Are you able to provide us with the names of who we should expect to meet with?

No

5. Is the \$40,000 budget for the spec campaign mentioned below inclusive of media spend? Or just agency fee?

The budget is not inclusive of the agency fee.