

NY Market Radio Committee – Creative Marketing Campaign RFP: Responses To Questions

- What is the media budget for the campaign?
 - The RFP estimated the proposed budget at \$300,000+. It is anticipated that this budget will cover Creative Concept and Production Costs for Phase 1. We understand there may be additional costs especially for media purchases. Proposals should provide **separate line items** for the cost of each of the following elements. (In this regard, we note that we are a not-for-profit 501c(6) corporation.)
 - **Creative** – Most importantly, we are in search of a Big creative idea to drive all aspects of the campaign forward
 - Anticipated **Production Costs** broken down by each medium that may be used in the campaign
 - Proposed **Media Purchases**, if any, broken down by each medium that may be used in the campaign
 - **Additional Resources** – Submissions should include specific costs of additional resources/expenses they believe will be needed to complete the project campaign.
- To what extent will member radio stations be participating in the campaign through their own digital and on-air assets?
 - If a proposal is submitted and selected that includes using on-air and station digital, member radio stations will be strongly encouraged to voluntarily participate. Please provide, in your proposal, the media required for your campaign, if your proposal utilizes these assets.
- We are assuming we would have access to connect and hire the radio talent from your pool of members. Is that correct?
 - Member stations are committed to the success for this project and depending on the campaign they will provide access to and use of (within reason) Talent. Please detail your expectations of Talent in your proposal, if your campaign utilizes them.
- Does NYSBA have access to any Advertiser and/or Agency advocates who could potentially be used in creative?
 - This could be possible, depending on what is being asked of these advocates. Please detail in your proposal exactly what you would be looking for and we can determine if we can make this happen.
 - We anticipate that an applicant will include its creative concept in its submission

- In Phase 1 we want to narrow in on 1:1 communication with potential regional advertisers. Who is your spokesperson for NYSBA?
 - We have many resources and spokespeople we can use for this depending on what is needed.
 - Nicole Ovadia is a dedicated resource for NYC Radio and this project. She has over 10 years of experience in the NYC Radio market.
 - David Donovan is the President of NYSBA.
 - Most of the Market Presidents for the NYC Radio stations are members of the NYSBA NYC Radio subcommittee.
 - Phase 1 should also focus on advertising agencies.
- Can any of your data providers provide any of the industry related information, statistics and facts about NYC radio that you say will eventually be available for us to use in the initial RFP response?
 - That decision will be made in conjunction with the Creative Agency decision. In your proposal, please be sure to include the types of data you would need for a successful campaign. For example, at this time we are considering various data partners that would be able to provide information such as:
 - The effectiveness of NYC Radio on consumer purchases and behavior
 - The reach of the medium (by age, gender, ethnicity, etc.)
 - The effectiveness of endorsements/influencers
 - Consumer and market trends by category (automotive, insurance, beverage, etc.)
 - Case studies of effective usage of NYC Radio to accomplish Advertiser goals
- The Fast Company article has some great stats about the power of radio. Do you have a fact book of additional stats we can use to build as our proof points?
 - See answer to previous question... We will determine our data partners when we determine our Creative partner.
- Are you open to suggestions that could go across all broadcasters in NY? Or do our tactics have to be only association based?
 - Proposals should focus on enhancing the visibility of NYC radio as an important component of Advertiser's plans to reach consumers and, ultimately, convince Advertisers and Agencies to spend more advertising dollars on New York City radio. While we will look at scalability, proposals should focus on the New York City metro area.
- If we need to bring on partners or subcontractors for this project, will that disqualify us?
 - No. We are open to considering all ideas and suggestions. Keep in mind, total budget is a factor in evaluating which proposal we will choose.

- What, if any, major initiatives does the NYSBA have on the books for 2022 that may want to be considered when building out the 2022 plan? (e.g., Advertising Week events)
 - None.
- Have you worked with outside agencies before? If yes, what worked and what didn't work? Can you share current or past agencies you have worked with?
 - This is a novel creative campaign. Many of the NYC radio members have worked with creative agencies.
- Will Phase 1 and 2 both be awarded to a single agency?
 - At this time, we are focused on Phase 1. If we are successful with Phase 1, we will likely use the same Agency for Phase 2. It is also possible we will publish a new RFP when we are ready for Phase 2. That has not been determined yet.
- How do you determine or measure success?
 - We will likely be employing customer satisfaction analytics including Net Promoter Score (NPS) and/or MPS.
 - A successful campaign will be one that results in greater spending on NYC Radio by Advertisers and Agencies
- What is driving the timeline for this initiative?
 - The NYC Radio station owners and leaders have spent years looking for and thinking about ways to promote NYC Radio. This project was born and conceived out of an ongoing effort to look for new and effective ways of achieve that goal.
- How many agencies are you inviting to this initiative? Or rather, how many agencies will make it to your official evaluation rounds?
 - We have cast the net wide and invited over 50 Agencies to participate as well as publishing our RFP in National newsletters. We do not have a set number of proposals that will make it to the final evaluation. We will move as many proposals as needed to final consideration, as long as they are compelling and meet our evaluation criteria.
- Do you have any existing creative assets or brand guidelines that you'd be able to share? What does your digital marketing plan look like?
 - None. This campaign is a blank slate. A digital marketing plan should be included in your proposal, if that is part of your campaign.
- Have you conducted a recent SEO audit?
 - No
- Are you currently running any paid search campaigns?
 - No
- Have you run campaigns like this in the past?
 - No

- The goal is to reach ‘regional’ advertisers and agencies in the NYC metro area, do you have a list of cities / counties you want to specifically and strategically target, will the selected partner develop that in their campaign, or is this already set in stone with your current reach?
 - We do not have a formal list of Advertisers and Agencies we want to specifically and strategically target. The campaign should be designed to encompass advertisers and agencies that serve the NYC market.
- For evaluation criteria, do you have a Scorecard or a weighted evaluation for the four-key areas shared that you are looking for?
 - We listed our criteria in order of importance:
 - Creativity of messaging and campaign ability to reach target audience effectively (Proposals are encouraged to include a compelling creative concept)
 - Demonstration of the winning Agency’s ability to execute the suggested plan
 - Timeline of the campaign
 - Competitive Pricing
 - There is no scorecard or assigned weights for the evaluation criteria