



ADDENDUM NO.1 TO RFP 9600-79: Marketing & Graphic Design Services

Date: March 12, 2018
To: All Vendors Interested in RFP # 9600-79
From: Maribel Zendejas, Buyer II, NMC Contracts Division
Subject: Addendum No. 1 to RFP #9600-79

This Addendum No. 1 is to announce questions and answers received by March 9, 2018 pertaining to RFP 9600-79 for Marketing & Graphic Design Services.

- This acknowledgement signature page of Addendum No. #1 must be submitted with your bid proposal.
- If this acknowledgement signature page is not submitted with your bid proposal, your entire bid package may be considered non-responsive.

RECEIPT IS HEREBY ACKNOWLEDGED OF ADDENDUM NO. 1 TO RFP # 9600-79

Authorized Company Signature

Date

Printed Name

Company Name

1. Whether companies from Outside USA can apply for this? (like from India or Canada)
Answer: Companies from outside the USA can't submit proposals.
2. Whether we need to come over there for meetings?
Answer: You do not need to come to NMC for meetings.
3. Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)
Answer: We are not looking to outsource the business.
4. Can we submit the proposals via email?
Answer: Proposals are not accepted via email. Please refer to Section 8.0 of the RFP titled Submittal Instructions & Conditions.
5. What is the focus of the RFP - advertising or graphic design services?
Answer: Approximately every five years we issue an RFP to provide the opportunities for businesses to receive a contract for defined services. The awarded companies will offer strategic marketing, graphic design, advertising, and website/social marketing services.
6. Are you looking for a traditional advertising agency or are your needs more brand/branding focused?
Answer: We have recently completed a rebranding process and will be communicating the refreshed brand in the near future. Therefore, we are looking for agencies that offer the array of services listed in the RFP.
7. Section 7.1 indicates that pre-qualification requirements are listed in Section 3.0, however it seems Section 3.0 only provides the calendar of events. Please let us know the pre-qualification requirements so we can respond accordingly.
Answer: There are no required pre-qualifications for this RFP.
8. What is the primary driver behind the initiative at this point in time?
Answer: This is not a new initiative, rather a need for ongoing services.
9. What is driving you to commit these funds to build the Natividad brand?
Answer: The desire to meet the health care needs of the medical center's primary population and grow market share in defined service lines
10. Are there growth goals and measurable outcomes that have been outlined and established by Natividad that the agency will be measured against?
Answer: As stated, the goal is to grow market share
11. What marketing have you done in the past that was successful?
Answer: Being a county owned public safety net hospital, the marketing and advertising budget is smaller than most private sector hospitals thus the spending of funds is targeted and carefully monitored to evaluate impact of expenditures

12. What were the metrics for success that the work met?

Answer: Increased awareness of Natividad's health care services and recognition of quality of care as evidenced by performance on publically reported metrics.

13. We note that you have indicated a local preference included within your scoring as well, however, would you still be open to seeing a proposal from a Canadian agency should we be aptly qualified across all the other metrics?

Answer: Companies from outside the USA can't submit proposals.

14. Could you tell us what your annual spend for the same has been in the past or if you have a budget for the activities you envision?

Answer: The annual spend for the last fiscal year was \$335k. The budget will be \$300k.

15. As we aim to maintain a sustainability mandate, I wonder if you would be open to an electronic submission and/or fewer copies of our response sent across?

Answer: We are unable to receive electronic submission of proposal. Please refer to Section 8.0 Submittal Instruction & Conditions of the RFP for specific instructions.

16. Is there a specific budget that you have designated per fiscal year for marketing and design services?

Answer: The budget is \$300k.

17. What attributes are most important to you when looking for a marketing agency partner?

Answer: 1) The agency's direct experience providing hospital/healthcare marketing, 2) The agencies experience providing graphic design services as specified in the RFP scope of work, 3) Competitive pricing, and 4) Quality and originality of work.

18. Is there a reason that you are now needing an agency to work on marketing and design?

Answer: Natividad has worked with marketing and design agencies for over 15 years.

19. How was marketing and design handled previously?

Answer: Hospital-based staff provided services to meet needs

20. How would you define success for your organization that would be supported through marketing services?

Answer: Growth in providing health care to patients in Natividad's primary and secondary services areas.

21. Is there a certain time that the proposal is due by on March 19?

Answer: Per the RFP, proposals are due by 3:00 PST time on March 19, 2018.

22. Is there any overall budget for the project? Or, can you at least share what the expected media spending budget would be over the 3 year term?

Answer: \$300k

23. What goals should the marketing accomplish? Are there benchmarks you can share?
Answer: Our overall goal is to continue to meet the health care needs of Natividad's primary population and grow market share in defined service lines.
24. Are the desired events Public Relations events or Fundraising events?
Answer: Periodic Public Relations events
25. Are the video needs for promotion or for advertising? If the video will be for advertising, are non-union actors acceptable?
Answer: Video use may relate to PR and advertising. There are no restrictions on use of actors although most video work has included use of hospital staff and testimonials with patients and families.
26. Is Natividad looking for top to bottom social media content development and management? Or will Natividad cover some aspect of the social media effort?
Answer: Currently, social media development management has been shared between Natividad and Marketing/Design and PR contractors. Natividad is open to different approaches.
27. What print pieces will need to be created? (Annual Report, brochure, etc)
There are various print collateral pieces that are developed throughout the year linked to specific clinical service lines as well as overall hospital communication pieces.
28. Can you please share the key target audience or demographics?
Answer: Over half of patients utilizing Natividad services reside in three Salinas zip codes 93905, 93906, and 93901. In these three zip codes Natividad provided care to 22% of the 141,411 residents in 2017. There is considerable opportunity to grow market share in this primary service area as well as achieving incremental growth in secondary markets.
29. Is there existing brand research, strategy or positioning?
Answer: We have recently completed a rebranding process and will be communicating the refreshed brand this spring with ongoing brand communications continuing through Fiscal Year 19 commencing July 1, 2018.
30. Is there an incumbent agency? If so, are they eligible to submit a proposal for this?
If there was a previous agency and they are not submitting a proposal, what were the reasons for that?
Answer: We are anticipating that the incumbent agency will be submitting a proposal.
31. We understand Natividad has a preference for local vendors, but will non-local vendors be equally considered?
Answer: Non-local vendors will also be considered