



FLORIDA DEPARTMENT OF AGRICULTURE AND CONSUMER SERVICES  
COMMISSIONER ADAM H. PUTNAM

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August 29, 2017

**ADDENDUM 1**

**TO:** Vendors  
**FROM:** Vianka Colin, Purchasing Director  
**RE: INVITATION TO BID NUMBER ITB/DM-17/18-12  
MARKETING, MEDIA PLANNING AND BUYING**

This addendum is to provide all potential bidders with answers to questions received in reference to Invitation to Bid ITB/DM-17/18-12. **Deletions are struck through, and additions are highlighted.**

Questions/Answers

1. **Can companies from outside the USA apply for this?**

Yes.

2. **Do we need to come over there for meetings?**

Yes.

3. **Can we perform the tasks (related to ITN) outside the USA?**

Yes.

4. **Can we submit the proposals via email?**

No.

5. **The ITN says that much of the creative will be/ has been done internally. Was an outside agency used for any of it? If so, is that organization permitted to bid on the media buy as well?**

Yes. Our prior vendor of record did creative design/consulting services for us on occasion. Projects included, but were not limited to, creating and designing digital ads, print ads, POP materials, billboards, car wraps and webpage design.

Yes. The incumbent is permitted to bid on the media buy for this year.

6. **You have executed similar campaigns in the past. What agency/agencies did you work with for those campaigns? Can you share any metrics from those campaigns (e.g. Spend per market, media mix, flight dates, GRPs, CPMs, overall impact)? How would you like to see the ROI improve from past campaigns?**

Chernoff Newman was the previous vendor. The Department has a final report from this last fiscal year that includes everything requested above, uploaded as a separate document on VBS. The Department would like to see ROI improve every year as it's done since 2013.

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7. **Media funding for media buys, how exactly are these handled? Is the intent to reimburse the vendor. or is it the intent to remit payment directly to the media source?**

*Media buying is handled by the awarded agency and billed to the client after the deliverables have been met.*

8. **How are the options exercised (are there 1-year options or 2-year options), and what are your expected KPI's for the additional years?**

*The anticipated contract period is upon execution through September 30, 2018, and may be renewed on a yearly basis for no more than three (3) years. KPI's will be determined prior to the new campaign year.*

9. **Do you have more specific KPI's in mind for the marketing campaigns within the first year of contract award other than increased brand awareness and increased engagement across all media platforms?**

*No.*

10. **Do you have past reports from the previous years of "Fresh From Florida" brand that can show where the brand began to where it is now, what has worked previously, etc.?**

*Yes. The previous vendor completed pre and post wave surveys every year since 2013 to show brand awareness and other important metrics. This report is available and will be uploaded as a separate document on VBS.*

11. **Please clarify that you are expecting a detailed marketing plan for the response to ITN or after award?**

*The Department intends to work with awarded agency to draft the marketing plan.*

12. **Under KPIs on page 10, it lists "competition participation". Can we get additional information on how you define this term?**

*"Competition Participation" is defined, but not limited to, consumer competitions at a grocery store, on our website or social media pages, where consumers, "Fresh From Florida" loyalty members or followers are encouraged to participate in a "Fresh From Florida" themed competition and prizes are awarded and information is being captured. These competitions will be managed by the awarded agency.*

13. **Are current initiatives (paid media, social media, events and strategic partnerships) managed in-house or is there a contracted vendor? If there is a vendor, who is it, and were they selected through a competitive bid process? Will this vendor be participating in the current bid process? Whether in-house or vendor managed, would you please share the current strategic marketing plan?**

*The awarded vendor will be responsible for the majority of this with the exception of the social media, which is managed in house by communications staff. The awarded vendor will be responsible for some additional paid / sponsored social media advertising. Chernoff Newman was the previous vendor selected through a competitive solicitation process. The Department does not know if the incumbent will participate in the current solicitation. The strategic marketing plan will be drafted with the awarded vendor.*

14. **We see you were working with a local chef as a spokesperson. Is this relationship currently under contract, and if so, what are the parameters? Has this partnership been successful and why/why not?**

*The Chef, Chef Justin Timimeri, is an employee of the Department. The culinary program is highly successful.*

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15. **Have you worked with any other external brand spokespersons? If so, what has been your experience?**

*No. The Division of Marketing and Development has not worked with any other external brand spokespersons.*

16. **Have you worked with social media influencers to promote “Fresh From Florida”? Are there any currently under contract?**

*Yes. It was included in the media plan every year for the last 4 years and was managed by the vendor.*

17. **Are there any other active brand partnerships? If yes, with what entities and what is scope of contract?**

*There are currently no other active brand partnerships.*

18. **What past initiatives have been implemented to achieve your goals? Which were successful and why? Which were ineffective and why?**

*The Department has conducted annual television and multi-media campaigns that included in store; outdoor; social and digital and print advertising. Initiatives conducted with retail partners have been successful in bringing attention to the “Fresh From Florida” brand and in-season products. The Department does not have examples of ineffective initiatives.*

19. **How much has “Fresh From Florida” spent on media purchases annually for the last three years?**

*Approximately \$4,000,000.00 per year over the past three years.*

20. **Who is responsible for overall creative direction and social media execution?**

*The awarded vendor will work with the leadership team in the Division of Marketing and Development, and ultimately, plan the “media” direction for 2017/2018 with Bureau Chief of Education, Communication and Media. In-house social media will always be run by an internal team at the Department.*

21. **Does the loyalty program already exist? If yes, how many members do you have and how long has it been running? Can you share the details of the plan, including how you drive participation? What has or has not been successful about this program? What are your goals for the program? If no, is the agency responsible for developing and implementing the loyalty program? What are goals for the plan in year one and year three?**

*No. A loyalty program does not already exist. Recommendations for the loyalty program are currently being developed by an outside vendor. The Department will review these recommendations, and along with the awarded vendor, implement this program this fiscal / advertising year.*

22. **Is a CRM system currently in place? If yes, please share the name and type of system. If no, does the proposal encompass procuring a new system?**

*Salesforce, which is a cloud based platform, provides our CRM processes, enabling real-time collaboration and data entry/analysis of a variety of sources.*

23. **How will brand awareness be measured? Have there been baseline studies in the past that you can share?**

*Brand awareness is measured by the vendor using surveys. Surveys for the last 4 years, both pre and post wave, are available. This report is available and will be uploaded as a separate document on VBS.*

24. **Do retailers report sales to you? If not, how do you measure sales?**

*Retail partners will report sales lift information. They do not share specific sales data.*

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- 25. What research can you share with us (sales/consumption data, market data, forecasts, trends, etc.)?**

*This information is not available to potential bidders. The information will be made available to the awarded vendor.*

- 26. Can we be given access to marketing data for review? This would include sales and marketing, web site analytics, online campaign analytics, CRM system (or at least a description of the data collected) and social platforms.**

*This information is not available to potential bidders. The information will be made available to the awarded vendor.*

- 27. Is there historical performance reporting that we can review for any past campaigns or ongoing programs?**

*The Department will share the vendor final reports / surveys. This report is available and will be uploaded as a separate document on VBS.*

- 28. Can you rank the Florida DMAs by priority with 1 being most important?**

*All 10 DMA's are important.*

- 29. Which are the major Southeast markets ranked by priority, again with 1 being most important?**

*FDACS does not have these ranked. Atlanta, Charlotte, Nashville are strong markets with good retail partners.*

- 30. Who are the priority retailers in Florida and in the Southeast?**

*Publix, Winn Dixie, Kroger, Safeway/Albertsons, Walmart.*

- 31. Can you provide demographic and psychographic detail on your target audience?**

*The target audience is female, primary grocery shopper mom, age 25-54.*

- 32. We see some potential on the B2B side, e.g., restaurant buyers. Are you interested in pursuing these types of audiences through this bid process? Are you already reaching them?**

*FDACS is not interested in pursuing this at this time.*

- 33. Of all the items grown / raised in Florida, are any more important than others? If yes, please provide a list.**

*See Attachment A of this addendum.*

- 34. Does the program include items beyond produce and seafood, like spices and honey? If yes, which ones?**

*See Attachment A of this addendum.*

- 35. What is the current reputation of "Fresh From Florida" products?**

*Fresh, local, high quality.*

- 36. What existing marketing tools are used and with what frequency? (e.g., Email marketing, direct mail, POP)**

*Primarily POP as applicable for campaign implementation.*

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**37. Do you have in house capabilities to produce video?**

*Yes.*

**38. Are brand guidelines available for review? What brand assets are available, and where do they currently live?**

*Brand guidelines are not currently available for review.*

**39. Do we need to consider languages other than English? If yes, which ones?**

*Spanish.*

**40. Section E, page 18, states proposals shall be placed in an envelope. Can the 3-ring binders be placed in a box instead?**

*Yes.*

**41. Who do you think is doing an excellent job around the country promoting their local products? Is there region you aspire to be similar to in terms of marketing?**

*Florida is currently the top marketing state promoting agriculture. South Carolina and Georgia have strong programs as well.*

**42. If the “Fresh From Florida” brand were a person, what would their personality be?**

*“Fresh from Florida” is a brand, not a person.*

**43. Do you have research subscriptions already in place or would the agency have to purchase that? Specifically - Do you buy/subscribe to Nielsen Fresh Look Data?**

*There are no subscriptions in place.*

**44. Do you work with/partner with any co-operatives / groups that market specific species (ag or seafood)?**

*The Department has worked on joint promotions with several industry associations in the past including the Department of Citrus, the Florida Strawberry Growers Association and Sunshine Sweet Corn Association. These opportunities are reviewed on a case-by-case basis annually and there is no on-going co-operative program in effect at this time.*

**45. What are your current brand awareness benchmarks? What is the current brand awareness measure?**

*The pre and post wave brand awareness surveys since 2013 are available. These reports will be uploaded as a separate document on VBS.*

**46. Does FDACS have a current roster of retail and foodservice merchandising partners? (who promote “Fresh From Florida”, yet are not reimbursed and are only supplied the collateral).**

*Several retailers participate in programs without reimbursements including Publix, Walmart, Kroger.*

**47. Did your retail partners charge “Fresh From Florida” placement fees for the in-store signage?**

*Yes. The majority of them do on a retail incentive basis.*

**48. Do you have a break-out of priority between specialty crops to highlight or seafood?**

*See Attachment A of this addendum.*

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- 49. Are there any specific priorities planned for any particular agricultural-products or Florida-regions planned for 2018?**

*No, these would be developed after the vendor is awarded and the media plan is discussed with marketing leadership team and vendor.*

- 50. Is the 60-hour allowance for the creative services incremental to the \$1,000,000 or inclusive?**

*The awarded vendor should provide 60-hours of creative services.*

- 51. It looks as though there is a retail loyalty program, but not consumer? Is the assumption that in addition to the media we create a consumer loyalty program?**

*See question 21.*

- 52. Currently, the target audience is only consumer based. Is there a trade component to the media buy?**

*There is no trade component.*

- 53. Can the marketing plan be executed/activated outside of the Nov – May time window?**

*No, the marketing plan is designed around our growing season. There are very few commodities, except for seafood, that are available in the summer / early fall months.*

- 54. Can the Department provide what it deems as the “key seasons” for Florida produce? What are those months?**

*See question 53. A seasonality chart is available on our website at <http://www.freshfromflorida.com/Divisions-Offices/Marketing-and-Development/Consumer-Resources/Buy-Fresh-From-Florida/Crops-in-Season>*

- 55. Is the Department expecting the marketing plan to be executed /activated in the state of Florida, or can it be also executed outside the state in the Southeastern US?**

*Both.*

- 56. Is motorsports an acceptable marketing platform?**

*The Department is interested in assets that influence the target audience and will ultimately meet the objectives of the ITN. See question 31.*

- 57. What are any unacceptable marketing platforms?**

*The Department does not provide a list of unacceptable marketing platforms.*

- 58. Are all other sports/entertainment (NFL, NBA, MLB Soccer, NHL, NCAA and/or music festivals) acceptable marketing platforms?**

*These will be vetted on a case by case basis and must fit with our target audience demographic (see question 31).*

- 59. Are celebrity endorsements an acceptable marketing platform for the “Fresh From Florida” campaign?**

*Possibly.*

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**60. Will the Department lend support through relationships, contacts, etc. to assist in the executing in the marketing plan?**

*Yes.*

**61. Are fair/reasonable-projected estimates that the activation programs will deliver acceptable metrics for the bid submission?**

*Yes.*

**62. Does the Department mandate or require that the “Fresh From Florida” marketing plan has to include TBD festival, fair, trade-show, event-marketing platform.**

*No.*

**63. Can the Department provide any details on the used demo for historical media and/or digital buys: (e.g. Women 18+, 25-54 or Adults 18+, 25-54)?**

*Please see answer to question 31.*

**64. Is it the Department’s expectation that all media dollars are allocated to the state of Florida/markets, or does the media placement also require media markets outside of the state of Florida?**

*Both inside and outside of Florida.*

**65. Is the Department happy with the current design and brand identity for “Fresh From Florida”? Would the Department consider a rebrand of identity or logo?**

*The Department would not consider a rebrand of identity or logo at this time.*

**66. Will the winning agency be required to manage the “Fresh From Florida” website and/or other “Fresh From Florida” digital or social media channels and/or content?**

*No. The website and social media will be managed in house by our internal communications staff.*

**67. On page 9, A. under award amount, it specifies the \$1,000,000 of the \$1,900,000 budget goes towards media and \$900,000 can be used for partnership activations. Three related questions: A) is any portion of the budget allocated to cover agency fees for the development of the marketing plan, B) is there a separate production budget, C) is production managed/implemented by your internal creative division?**

*The complete budget is \$1,000,000 and that amount includes fees. Any additional production or creative, design and consulting work should be included in the \$1,000,000. There is no additional budget. Some production / creative could be created and managed by the vendor. It depends on the project.*

**68. What is the Florida Department of Agriculture and Consumer Services’ #1 challenge that you would like marketing to help solve?**

*Expanding “Fresh From Florida” brand at the major retail level.*

**69. Do you currently use a specific reporting software or data aggregator to facilitate analysis and reporting?**

*See question 22.*

**70. Is this a mandatory review?**

*The Department does not understand the question.*

**71. Is there an incumbent agency? Who is the incumbent?**

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*See question 6.*

**72. Can you share brand awareness trends over the last three years (2014, 2015, 2016)?**

*FDACS has brand awareness studies both pre and post wave from 2013. This report is available and will be uploaded as a separate document on VBS.*

**73. Can you share sales trends over the last three years (2014, 2015, 2016)?**

*The Department does not have sales data.*

**74. Will we have access to the decision makers or executive leadership team in your organization?**

*The awarded vendor will have access to meet with the leadership team within the Division of Marketing and Development.*

**75. What role will pricing play in the final decision?**

*The project fees are allotted 25 evaluation points of the total 175 points. Using the formula on page 21 of the ITN, Project Fees paragraph, the Department will score the media commission percentage and that will help the Department identify a proposer or proposers within a competitive range of responses with whom the Department may negotiate a final contract award.*

**76. How many firms are competing? How many agencies are you considering for presentations?**

*The ITN is open to the public. There is no way for us to know, at this time, who will respond. All responsive proposals will be evaluated, scored and ranked based on the evaluation criteria outlined in the ITN. The determination of who proceeds to negotiations/presentations will be based on the evaluation results and ranking order.*

**77. Is there an incumbent? If so, who has done this work for you in the past?**

*See question 6.*

**78. Does the \$900,000 optional budget for partnership activations include activation fees?**

*Yes.*

**79. For clarification, we will supply the plan, make the buys, and provide you with added value from the buys - the design, video production, posting on social media, writing, website builds, etc. are not a part of the bid. This would be done internally based on our marketing plan, correct?**

*The awarded vendor could be responsible for some of the design, video production, posting on social media, writing, website builds, etc. This falls in the Creative Design/Consulting Services section of the ITN (Section B – Scope of Project).*

**80. Is the \$1,900,000 all inclusive with the buy, agency free, 60 hours of time, etc., or is the is the agency fee, 60 hours of time, etc. in addition to the \$1,900,000?**

*Fees for the Media Buy and Creative Services must be included within the \$1,000,000.00 Awarded. Fees for the optional Partnership Activations must be included within the \$900,000.00 Awarded.*

**81. You mention primary household shopper. Do you have any additional demographic and psychographic information you could share?**

*See question 31.*

**82. For the target markets - are you assuming 50% Florida DMAs and 50% Southeastern US? What are the total number of retailers you are looking for participation from?**



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*FDACS is not assuming a % split; rather, the target markets should reflect the strength of the retail partnerships within markets where the available funding can best be utilized for the greatest return. We would expect to work with 7-10 major retailers.*

- 83. For purchasing data - do you already have a contract with a company to gain that information or should it be included in the bid?**

*FDACS will contract for this information.*

- 84. Are there any other marketing efforts that are already in place for 2017/2018 - for instance marathons, sporting events, local fundraisers, NASCAR, television sponsorships/shows with Chef Justin, Susan G Komen/ADA sponsorships, Dietitians at store level, Bloggers, etc.**

*Nothing is in place as of right now.*

- 85. Are there any retailers with whom you are currently partnering?**

*See question 30.*

- 86. Who is the current advertising agency?**

*See question 6.*

- 87. Do you foresee using past creative that has been successful?**

*Yes.*

- 88. How many current memberships are there in the brand loyalty program?**

*See question 21.*

- 89. Who are the biggest competitors of “Fresh from Florida”?**

*Imports.*

- 90. We will be able to place Pixels in [www.freshfromflorida.com](http://www.freshfromflorida.com) URL for tracking?**

*Yes.*

- 91. Have you used landing pages with past digital campaign to track KPI's?**

*Yes.*

- 92. Are there certain digital media tactics that have proven more successful in the past?**

*Driving a facebook “Likes” campaign to obtain followers for “Fresh from Florida” – using influencers like Moms Central etc.*

- 93. Should the vendor’s proposal include any costs related to measuring the listed KPI’s (e.g. brand awareness measurement and analysis, recall analysis, sales tracking, etc.?).**

*This would be allowable.*

- 94. For the activation budget, are “key retailers” the only allowable partners?**

*No.*

- 95. What retailers have the greatest opportunity for product movement for strategic partnerships?**

*Florida retailers such as Publix, Winn Dixie and Walmart.*

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96. **Are the “key retailers” mentioned throughout the ITN predefined or is the contractor responsible for establishing who key retailers will be? If predefined, can you please provide a list?**

*The awarded vendor can recommend new retailers. Key retailers are based on retail relationships that “Fresh From Florida” has established over many years with retailers in Florida.*

97. **Regarding the Optional Project, will you please elaborate on the term “activations” as referred to in the statement “Develop four major activations during key seasons for Florida produce...”? Is this limited to a specific set of channels, such as circular ads, TV ads, additional digital campaigns, etc., or is the type of strategic partnership up to the discretion of the contractor?**

*The Department will expect recommendations from the vendor for activations that would include additional assets beyond those listed.*

98. **Does the Department have reports/data that can be used to measure purchase data and reported sales lift of Florida agricultural products?**

*See the link below.*

<http://www.freshfromflorida.com/Divisions-Offices/Marketing-and-Development/Education/For-Researchers/Florida-Agriculture-Overview-and-Statistics>

99. **Will the Department provide visibility into consumer interactions with owned and shared media, i.e. behavioral measures including CTRs, time spent, loyalty program membership registrations, etc.?**

*See question 21. The Department can share with you its’ social media insights as well as survey data on brand awareness since 2013. This report is available and will be uploaded as a separate document on VBS.*

100. **Do you currently employ a brand awareness (pre and post) measured through impressions and ultimately recall analysis? If not, would these types of research and data reports come from a separate budget, or should they be addressed within the \$1.9MM total?**

*The Department has brand awareness surveys pre and post wave since 2013 that have been conducted and provided by the previous vendor. These are required by the ITN and would not come from a separate budget. This report is available and will be uploaded as a separate document on VBS.*

101. **How would you prioritize the following objectives?**  
a. **Increase Awareness and consideration of Fresh from Florida products**  
b. **Drive new acquisitions to the “Fresh from Florida” loyalty program.**

*This is the correct order.*

102. **Regarding the optional partnership activations, are you looking for sponsorships with entities that could be leveraged with retailers, e.g. sports teams or amusement parks, or do you have retail partners that are looking for promotional activation ideas? What partnerships with retailers are currently planned for Nov.’17 – May ’18?**

*The ITN states that the Department is interested in partnership activations (four major) during key season of Florida produce with key retailers in target markets. There are currently none planned as of yet in this fiscal year.*

103. **Given the stated deliverables timeline (marketing plan and media schedules due one month prior to campaign start date, plus marketing plan to run November – May period), can we assume you are not expecting to launch campaign in early November due to contract award date in October?**

*No. The Department expects to launch in November.*

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**To the extent this addendum gives rise to a protest, failure to file a protest within the time prescribed in Section 120.57(3), Florida Statutes, shall constitute a waiver of proceedings under Chapter 120, Florida Statutes. All other terms, conditions and specifications of this Invitation to Negotiate will remain the same. If you have any questions regarding this addendum, please feel free to contact this office at (850) 617-7181.**

# ATTACHMENT A

## Top Commodities List

### Top Agriculture Commodities

1. Tomatoes
2. Strawberries
3. Blueberries
4. Sweet Corn
5. Watermelon
6. Avocado
7. Snap Beans

### Top Seafood Commodities (Florida Landed Seafood)

1. Grouper
2. Shrimp
3. Snapper
4. Oysters
5. Spiny Lobster
6. Stone Crab