



January 21, 2021

ADDENDUM 1

RFP #21-03

COVID-19 Social Marketing Campaign

ATTENTION:

This Addendum 1 consists of 3 pages, including this page, plus 1 attachment, WCHD COVID-19 IRL Strategic Campaign Memo, for a total of 7 pages.

All documented holders are hereby notified that the RFP documents for the subject RFP have been amended as hereinafter set forth. The following changes, additions, and/or deletions are hereby made a part of the RFP documents.

- The following pages contain answers to questions received by 4:00 PM, Wednesday, January 20, 2021.
- The deadline for responses remains 2:30 PM, Tuesday, January 26, 2021.

NOTE: Acknowledgment of the receipt of this addendum is required in order for the response to be considered complete. Failure to acknowledge receipt of this addendum may become cause for rejection of the proposal response.

Please sign below and submit this page of the addendum with your proposal response:

Signed _____

Company Name _____

Whatcom County RFP #21-03
COVID-19 Social Marketing Campaign
Addendum 1 – Responses to Questions Received by 4:00 PM January 20, 2021

1. Q: Has the strategy implemented in Phase 1 defined what percentage of the \$200,000 budget should be allocated to paid media?

A: Phase 1 strategy did not define a specific budget for paid media. However, we expect paid media to comprise a sizeable portion of Phase 2 implementation.

2. Q: Could you let us know if you have a local preference or are you open to a Canadian agency that currently works with US clients on engagements such as this? We do have a FEIN which we provide with a W8-BEN as required for our clients per the treaty agreement between the US and Canada.

A: All Whatcom County solicitations are open competition and we do not entertain local preference. Provided an out-of-area vendor meets all requirements of the solicitation and can perform all of the tasks necessary for the presumed contract, location is not an issue.

Having an IRS issued tax ID number meets the requirements at the Federal level. As far as state and local business licensing, firms may be required to have a Washington State Business License and/or City of Bellingham Business License, or other business permits. Please reach out to the State of Washington and/or City of Bellingham for more information.

3. Q: Is the funding available for both agency fees as well as that for media placements?

A: Yes.

4. Q: Would we be able to review the strategy developed as it would inform on the activities that would be required?

A: It is attached.

5. Q: Regarding the mention of a ‘microsite’ in the Scope of Work, is a ‘microsite’ the same as a landing page or did you have something else in mind? Please describe.

A: By microsite, we mean a landing page or website with a very limited number of pages. The number and extent of the page(s) should be at the vendor’s discretion.

6. Q: The scope includes “creating or adapting microsite” – is there a site that already exists? If so, can you provide that link? What would be the main objective of the microsite?

A: A microsite does not currently exist and would be used as a landing page or a website with a very limited number of pages containing to target the intended audience.

7. Q: Is there an incumbent or preferred vendor?

A: There is no incumbent or preferred vendor.

8. Q: Confirming your 9-pg count limit includes front and back? Total of 18 pages, correct?

A: The application must be limited to nine, single-sided pages.

9. Q: We don’t have any audited financial statement from the past three years available. Will we receive a score of 0 for that? Or could we provide our most recent tax return to demonstrate financial stability to be in the scoring?

A: If no financial audit or review has been conducted in the past three years, please provide a statement indicating that no current review is available to be submitted; scoring in this section will be based upon whether or not an audit, review, or statement is submitted.

10. Q: Are the current department of health social channels intended for use in this campaign or can we create new ones?

A: New channels may be used and/or created, upon our approval.

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11. Q: How strict are your geographical limits on advertising targeting?

A: Advertising targeting should be limited to Whatcom County.

12. Q: Is there any flexibility in the RFP deadline? With answers due today, and our response due 1/26, we just want to make sure the answers to our questions are received in time to impact our proposal.

A: There is no flexibility on the 1/26/21 deadline.

13. Q: Will the County permit a new website/landing pages outside the current CivicPlus framework?

A: We prefer that a landing page or microsite be developed separate from the County's website.

End of Addendum 1 to Whatcom County RFP #21-03



TO: Jennifer Moon, WCHD
FROM: DH
DATE: December 28, 2020
RE: COVID-19 IRL Campaign Memo

WCHD COVID-19 IRL Strategic Campaign Memo

Background

In November and December of 2020, DH was tasked with evolving Western Washington University Association of Students' "COVID-19 IRL" campaign to a broader Whatcom County youth audience and inject positive social norming techniques into the campaign. DH identified three key pillars for evolving the campaign to a broader audience:

1. Maintain the energy and tone of the original campaign's use of expletives in situations where expletives are not appropriate/allowed.
2. Authentically model positive behaviors while maintaining the tone of the original campaign.
3. Avoid message carriers from authoritative bodies to maintain the "peer-to-peer" energy of the campaign.

Phase 1 Elements

The initial phase of work included the following:

AUDIT OF EXISTING RESEARCH AND MATERIALS

DH conducted a deep dive into the original campaign elements after an initial presentation from the Association of Students. DH reviewed all existing research, marketing plans, and graphics that existed as part of the original campaign. During this audit, DH identified the three key areas outlined in the previous section of this memo and recommended evolving the "COVID-19 IRL" campaign rather than developing something new.

Deliverable: Recommendation



STRATEGY AND PLANNING

DH then developed a campaign plan outlining campaign goals, audiences, audience insights and strategies for campaign launch and promotion. The campaign plan outlines recommendations for how to utilize community partners, owned media, paid media and earned media outreach. It also outlines a cadence that can be used for keeping messaging fresh in these channels.

Deliverable: WCHD COVID-19 IRL Campaign Plan Document

CAMPAIGN MESSAGE PLATFORM, VISUAL IDENTITY REFINEMENT AND PACESETTER CREATIVE ASSETS

With the campaign plan created, DH and the client aligned on key behaviors that the campaign needs to address and model that will make up the backbone of the messaging document. The team also began identifying seasonal/timely topics to create messaging around. During this time, the creative team at DH began on creating pacesetter, or sample, creative assets that identify more concretely how the campaign will evolve. These elements included posters, social posts, video scripts and window clings. The creative team also iterated on the brand standards of the original campaign and created a more robust brand book document.

Deliverables: Message Platform document, Creative Presentation, Campaign Brand Book



Phase 2 Recommendations/Immediate Next Steps

The Campaign Plan that was delivered outlines the strategies and tactics recommended for the campaign. It can be referenced for more detailed information on how tactics will work and how they will be leveraged. To bridge the planning phase to the production phase of work, we have identified the following next steps that would need to be taken to immediately execute the plan. It is organized by overall activities and then details around community partners, owned media, paid media and earned media.

OVERALL NEXT STEPS

- Establish campaign launch timing goal and workback schedule for asset production and phased approach if needed.
Timing: Immediately
- Revisit campaign message platform and confirm the behaviors identified in November and December are still relevant. With the rapidly changing environment and vaccine timing, it is important to ensure the high-level campaign themes are relevant to any new developments.
Timing: Immediately

PARTNER ENGAGEMENT AND ACTIVATION

- **Partner Database:** Identify local businesses and organizations and build a centralized database with contact info. House this in a tracking spreadsheet in a Google Sheet to allow coordination among multiple team members during outreach and distribution of campaign materials
Timing: Immediately
- **Partner Outreach:** Create an email and talking points to begin outreach to contacts in the partner database to identify interest and preferences on material type and cadence.
Timing: 1 month before campaign launch
- **Partner Toolkits:** Following outreach, produce materials to package for drop off/delivery to partners. See Campaign Plan for possible signage/POP options
Timing: 1 month before campaign launch



OWNED MEDIA CONTENT

- **Social Media Channel:** Establish a COVID-19 Instagram channel to serve as the campaign hub so messaging doesn't come from the health department account.
Timing: Immediately
- **Strategic Content Plan\Content Calendar:** Based on overall campaign timing goals, begin finalizing the weekly content themes and content calendar that was started in the Campaign Messaging document.
Timing: 1 month before campaign launch
- **Micro-influencers:** Begin outreach and establish list of community youth in Whatcom County interested in posting Whatcom IRL themed content organically on their accounts over the period of the campaign.
Timing: Immediately

PAID MEDIA PROGRAM

- **Media Plan:** Establish a media budget and using the desired campaign launch date, begin planning media as soon as possible to lock in the best media rates and inventories. We recommend planning media at least a month prior to the desired start date.
Timing: Immediately
- **Positive Social Norming Videos Pre-production/Production:** Finalizing scripts, identifying talent and other production details will take a few weeks before a shoot can take place. Starting on production details at the beginning of the next phase of work will be important to ensure the assets can be used for most of the campaign.
Timing: At least 1 month before campaign launch