

RFP Advertising 2024

Questions/Answers

Question- Have you established a budget for this effort?

Answer- No, a budget has not been established. In prior years the budget was \$950,000. We have seen an increase annually of \$100,000 in our overall marketing budget in the past, however this is not guaranteed to continue.

Question- Is it a strict requirement that agencies have 5 years or more of client work in the convention/meeting/tourism/events/casino and/or entertainment categories, or can other successful like-category case studies be acceptable?

Answer- Yes

Question- Regarding the 'Basic Public Relations' potential outlined in 2.0, are you open to the awarded vendor contracting this out to another party?

Answer- No

Question- How often are Marketing Department staff meetings held and are you requiring the agency representative attend those in person or virtually?

Answer- Weekly Status meetings are held via Zoom but there will be in-person meetings scheduled throughout the year with the Marketing department and the Board Advertising Committee that are mandatory on-property meetings.

Question- Can you please clarify what you mean in section 1.0 regarding the creative work: "Any creative work submitted...may not exceed a total of \$7,500 in cost to the agency"?

Answer- In preparation of your RFP submission, you are not to exceed a total of \$7,500 in cost to the agency in preparing those materials to be submitted.

Question- Are there goals established for this initiative?

Answer- Yes. Increase in overnight visitation to the Wildwoods along with corresponding increases in Tourism Tax Revenue; increases in unique visitors to the WildwoodsNJ.com website; increases in Social Media metrics; improved year-over-year media analytics metrics, etc.

Question- What has worked for GWTIDA marketing efforts in the past?

Answer- N/A

Question- What has not worked?

Answer- N/A

Question- What does success look like?

Answer- Increased number of visitors to the destination and an increase of at least 5% in tourism revenues.

Question- Is the incumbent agency a part of this RFP process and will there be a transition period with the selected agency?

Answer- Yes

Question- What is the overall budget for the scope of this proposal? If there is not a specific number, what is the minimum & maximum medium spend?

Answer- Questions already answered above

Question- On page 2 of the RFP, it reads, "The Authority will not be liable for any costs incurred in the preparation of the Proposals." Is the payment for spec work included in the "not responsible for any cost you incur" line item? This contrasts with the line "not to exceed \$7,500" on page 31, H. Can you please clarify

Answer- There will be no reimbursement of any costs incurred in the preparation or presentation of this proposal. The \$7,500 limit for each agency in the cost incurred in the preparation of your proposal is to ensure that all agencies submitting a proposal are on an equal footing and that a larger agency with considerably more resources does not have an unfair advantage.

Question- On page 31 - 3.0 Section G " All Agencies responding to this RFP shall submit their ideas for a new creative campaign to be launched for the 2025 season by presenting the following creative elements:

- 1. Magazine/Newspaper Print Ad**
- 2. Billboards (OOH)**
- 3. Audio Spot (:60 and :30)**
- 4. Television Commercial Story Boards**
- 5. Online video and digital web ads**
- 6. Social media marketing materials**
- 7. E-mail marketing materials**

Is the agency required to have spec work for each of the above 7 items (did you mean CREATIVE elements) or just a general sketch/creative idea? To clarify, the max you will pay for all of those creative assets is \$7500 that you will then own

Answer- See answer to question #2. The agency shall determine to what extent their creative elements need to be refined in order to convey the strategic messaging of the campaign. The six media tactics listed in the RFP are the tactics currently being used and are listed as examples of what creative assets would need to be developed if awarded the contract.

Question- You have had several branded taglines/key brand messages over the past 20 years. Do you want to continue to change the brand messaging every 2-3 years (versus the industry standard 6-10 years) or are you looking for a more long-term evergreen branded message/consistent identity that can be utilized and relevant for a longer period? Is there a strategy for changing the brand identity so frequently?

Answer- Our messaging has changed with each new creative campaign launched reflecting the changes in current travel trends and market conditions as well as changes in our core visitor demographics, but the core messaging has always been consistent;" Everything you could ever want in a vacation destination is all right here on one 5-mile island...The Wildwoods." We have yet to settle on an evergreen branded messaging that truly reflects the destination's core value proposition.

Question- What percentage % of your annual budget is media spend vs. agency fees?

Answer- The range is between 82-84%? (I based this on a media budget of \$700k and agency fees of 150k)

Question- Is this RFP wired? Is the intent of this RFP to bring a new agency on board, or is it to fulfill a bidding requirement with the intent to retain the existing agency?

Answer- The RFP process is a fair and open process for all responding agencies.

Question- If the intent is to bring on a new agency, what are the reasons that you're changing your campaign that launched in 2023? What worked / what didn't?

Answer- N/A

Question- Given that the proposal due date is August 14, on what date will the questions be answered? Will answers be sent/posted at least 7 days prior to the bid due date?

Answer- By end of business day August 5th

Question- Will all questions/answers submitted by ALL bidding agencies be shared with all potential bidders as an addendum? Will this be posted on the website or emailed?

Answer- -All questions and answers will be emailed and posted on our website.

Question- May we submit for a media only partnership with GWTIDA? Or are you truly looking for one consolidated partner for both media and creative? On page 33 it appears that you can submit for media only, however in other areas you reference "the selected agency." Would a media specialist agency need a creative partner to participate?

Answer- The RFP clearly states that we require a full-service advertising creative services agency which would include media buying and placement.

Question- Are you looking for a full media plan or media strategy and support?

Answer- A detailed media strategy along with rationale for selection of each media tactic.

Question- So as to be sure we do not have any current conflicts, can you please provide a list destinations you view as competitors?

Answer- Our target market includes New Jersey, New York, Pennsylvania, Southern New England, Upstate New York to Eastern Ohio, to Virginia, DV, Maryland and Delaware, Plus Ontario and Quebec Province, Canada. Our direct competition includes all the New Jersey beach destinations, Delaware, Maryland, Virginia, North and South Carolina beach destinations.

Question- Are you able to provide any 1st party data on current visitors to aid in development of media strategy such as zip code, spending or demographic research?

Answer- N/A

Question- What metrics do you currently use to evaluate campaign performance?

Answer- We use every metric available to evaluate performance. We would be looking at what metrics you would provide to evaluate your agency's campaign performance.