

ADAMH Branding and Campaign Development RFP FAQs 9/3/21

- 1) The provided cost estimates do not add to the total budget. (The total budget is stated to be \$425,000 but the total of three categories provided totals \$430,000). Can you please provide clarification on the total budget?

- **The total budget remains \$425,000. However, there was a minor error on the RFP and paid media was overstated by \$5,000, but there is some flexibility in moving dollars between asset development and paid media spend.**

CORRECT BUDGET BREAKDOWN:

Visual identity work, campaign and media plan strategy:	\$100,000
Campaign creative asset development:	85,000
Paid media campaign, including commission	240,000

- 2) What level of detail do we need to provide in the budget breakdown for paid media? At this stage, would it be acceptable to provide the percentage that would go toward paid media and the percentage that would cover media commission?

- **Yes. Percentages are fine.**

- 3) In addition to production costs for the development of video, digital, print collateral, do we also need to provide costs for the print production of business cards, stationery and internal and external building signage? If so, do those costs fall within the Rebranding budget? And, can you provide specs for current signage and the type and print quantity of current collateral?

- **No. These costs are not within the rebranding budget. Specs not needed for signage at this stage. Production costs should be focused on supporting the marketing campaign.**

- 4) To help us better understand your target audience priorities, is there a specific subset within Franklin County you are trying to reach or underserved populations that are a primary focus?

- **While all Franklin County residents are served by ADAMH, we would like to better engage communities of color and New Americans.**

- 5) As we are thinking through a detailed timeline, do you have any guidance on your internal approval process? Will the rebranding work require board approval? Will the board need to approve all campaign elements? Should board approvals be required, do they only take place at set board meetings that we need to take into consideration?

- **The rebranding and campaign work do not require board approval, we intend to keep our trustees informed throughout this process. Our board meetings are the fourth Tuesday of each month. Firms may be asked to present final branding and campaign recommendations at a board meeting.**

The selected vendor contract will be voted on by the ADAMH board of trustees and we anticipate a short introductory presentation will be required at the October 19 board meeting. Note: October meeting is the third Tuesday of the month.

6) Your timeline states that the board plans to approve the vendor selection on Oct 19 and the contract is executed on Nov 1. Understanding a majority of the rebranding work would need to take place in 2021, is it possible for the selected vendor to start work immediately upon board approval? There is a lot of work to be done, including focus group input, and two holidays that must be taken into consideration.

- **Yes. We would like work to begin immediately upon board approval and contract is executed. We will work to have a contract ready to sign immediately following the October 19 ADAMH Board of Trustees meeting.**

7) Is there a defined target audience that we are trying to reach with the integrated paid media campaign? If so, has ADAMH done persona work or created audience profiles to further define this target?

- **While all Franklin County residents are served by ADAMH, we would like to better engage communities of color and New Americans. No persona work has been developed. However, in 2020:**
 - **Approximately 81% of individuals served through the ADAMH network lived below the federal poverty level**
 - **Women comprised 47% of those served**
 - **The average age of individuals served was 36**
 - **38% identified as black or African American**
 - **54% identified as white**

8) What has ADAMH done in the past to reach this audience? Have there been specific channels that have been found to work best?

- **We just completed a Community Needs Assessment:**
<https://adamhfranklin.org/resources/communityneeds/>

We know from past campaigns that Facebook provides the highest engagement because it provides us with the best market segmentation.

9) Are there specific areas within Franklin County that the strategy should focus on or should the focus be distributed equally for the entire county?

- **The strategy should be focused on all of Franklin County but include culturally appropriate components to engage communities of color and New Americans. We also know where our community's highest needs areas are located from our Community Needs Assessment <https://adamhfranklin.org/resources/communityneeds/>**

10) If someone is seeking help but is not aware of ADAMH, who are they going to now?

- **The challenge is that ADAMH is not a direct service provider but funds a network of 30+ nonprofit community-based providers. We want to leverage the strength of the network and identify clear paths for accessing services. Currently, there are multiple ways to access the system and many of our agencies promote themselves separately. Our Community Needs Assessment tells us that people don't know how to access care. This is an opportunity to elevate awareness of community-based resources and help people find the care they need. We want to demonstrate the unique value of the ADAMH network.**

Also, community members can access care through for-profit providers and other nonprofit providers that are not in the ADAMH network.

ADAMH providers are the only providers in the community that can access ADAMH funds to reimburse for care that is not covered through Medicaid or private insurers.

11) What research or strategic planning has been conducted that can be provided to the agency?

- **The ADAMH Board of Trustees just approved the ADAMH 2022-2026 Strategic Plan: <https://adamhfranklin.org/about-us/strategic-priorities/>**
- **The Community Needs Assessment informed the strategic plan. <https://adamhfranklin.org/resources/communityneeds/>**

12) If conducting research exercises, does ADAMH have networks or email lists we can leverage when recruiting partners for surveys, interviews, or focus groups? How have these groups been engaged in the past? For example, **are** there **different** committees with re-occurring meetings that would be beneficial for us to attend and conduct brand exercises?

- **ADAMH has an extensive list of community partners and community members used for the Community Needs Assessment. We also expect that our 30+ provider agencies would participate in appropriate parts of the process.**

13)When creating an “enterprise rebrand initiative” and “visual identity”, will this just be designated for Franklin County - or will this also include new rules and guidelines for ADAMH boards outside of Franklin County to use in their branding?

- **This includes only Franklin County.**

14)Are there sub-brands or programs under ADAMH that we need to consider if revamping a brand architecture or creating rules to the relationship of these brands to the umbrella organization?

- **There are no sub-brands. However, we fund 30+ provider agencies who are required to include ADAMH logo on their marketing materials.**

15)Who are the target audiences we are to consider when creating our brand and media strategies? Who are we trying to connect to these services? Is this to mainly focus on your professional partnerships or will there be a general public aspect, potentially targeting at-risk populations?

- **While all Franklin County residents are served by ADAMH, we would like to better engage communities of color and New Americans. This campaign should be designed for our partners to tap in to, but the main audience is the general public, with targeting for at-risk populations.**

Individuals served by the ADAMH system in 2020:

- **Approximately 81% of individuals served through the ADAMH network lived below the federal poverty level**
- **Women comprised 47% of those served**
- **The average age of individuals served was 36**
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- **54% identified as white**

16)What marketing and outreach efforts have been conducted in the past to connect with each audience? What has been successful? What has not?

- **ADAMH has had limited efforts to engage communities of color and New Americans with culturally appropriate messaging (primarily through Facebook with mixed results).**

17)What is your intended message and call-to-action for each audience? What is your desired change in behavior and/or perception for each group? Where are we sending them?

- **We want to raise awareness of the resources in the ADAMH network, reduce stigma and help people navigate the system. We can send people to a hotline and/or web resources. We are looking for direction from our selected vendor.**

18)When creating a media strategy, would you be open to a plan that will still include traditional media, but leans heavily on digitally-focused tactics? What kind of tactics or media mix has been successful in the past? What are some tactics that have been deemed effective, or should be considered in this plan? (ex. Social media)

- **Yes. ADAMH is open to a campaign heavily focused on digital tactics. However, we do have some stakeholders who lack access to technology. In the past, we have used billboards, doorhangers and other print collateral in various languages.**

We will share past campaign strategies and metric with selected vendor as part of the research and discovery phase.

19)For any updates to the website, should this scope of work include recommendations for modifications around user experience, architecture, design, and content - with these updates happening in the future? Or, are we to conduct any of these changes with a web dev partner of ADAMH? Does ADAMH have web dev resources to implement changes or would you rely on the agency's internal web developers to conduct changes? Please advise how this aspect of work should be addressed in this scope.

- **ADAMH currently has a web developer/designer firm under contract. There is a separate budget for website upgrades. However, recommendations for website enhancements from the selected vendor are expected and encouraged.**

20)If creating a social media plan for organic posts - does the ADAMH team have someone who can take a plan to then write, plan, manage, and deploy posts? Or, will the agency need to create content calendars for each month of organic posts for the ADAMH team to deploy? Or, will we be responsible for managing all aspects of social media? Please advise how you see this partnership working.

- **ADAMH has a digital communications coordinator responsible for the organization's content calendar and posting organic social. This individual will partner with the agency to ensure alignment with and implementation of the new work.**

21)When considering collateral development, what pieces do you foresee needing? Comprehensive brochure for the organization? Fliers for each service/program - and if so, how many? Fundraising materials? What are current collateral assets that need updated? Any insight would be helpful.

- **Designs for business cards, stationary, agency provider directory and related handouts to promote system of care services, templates for flyers, PowerPoint template.**

22) Assuming the media campaign launches in Q2 of 2022, and runs through December, 2022, would you anticipate allocating the Paid Media Budget (\$245,000) evenly across those 3 quarters, or are there events or specific times when awareness should be promoted more heavily, that will affect the distribution of budget? If there are specific events or dates, what are those?

- **We would like the vendor's recommendations; however, summer is a time when we see spikes in overdoses in the community and the holidays are a time when we typically increase awareness about resources for mental health.**

23) When developing the design for external building signage, are we to just provide the graphics? Will ADAMH have a sign manufacturer or vendor that we are to work with, who will provide specifications, as well as handle any permits and approval processes that need to be conducted? Or, should the agency handle this process in our scope, using one of our own vendor partners, including costs for coordination of city permits and approvals, as well as the actual costs for manufacturing and installing the building signage? Please advise.

- **For building signage, the design work is the only part of the scope. We would appreciate vendor recommendations on sign manufacturers.**

24) What is the approval process for our research, messaging, and brand strategies? Will there be a committee for this project? Board meetings that will need presentations and consultative meetings? Please advise.

- **ADAMH will form an internal team to participate in research and provide input throughout the process. ADAMH senior leadership team will need regular updates and a final presentation for approval.**

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The selected vendor contract will be voted on by the ADAMH board of trustees and we anticipate a short introductory presentation will be required at the October 19 board meeting.

25) Most critically: Can you provide greater insight into your target audiences/stakeholders to tighten the research proposal. "Relevant lived experiences" sounds like the end-user of the services. Can you define who that is with more definition? As well as other influencers and decision-makers at the 30+ non-profits (by title, etc.)?

- **People with relevant lived experience are those individual or families who are living with or have experienced mental health or addiction issues.**

Mental health and addiction issues impact the entire community. Roughly 21 percent of Franklin County's 1.3 million residents will experience mental illness in a given year, and another 10 percent will abuse or be dependent on drugs or alcohol.

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26) Can you share how many agencies have been invited to participate in this process?

- **We specifically invited 10 agencies and have shared the opportunity in our network and on our website. In addition, we are encouraging creative partnerships to ensure diversity in the development of the paid media campaign.**

27) Of the criteria listed on pages 4 and 5, can you share how much weight these will have on the overall scoring of candidates?

- **We have not yet developed the scoring sheet.**

28) What other criteria are being evaluated in your selection process?

- **A proven track record of measuring campaign effectiveness will be important. The ability to communicate effectively with diverse audiences will be another significant consideration.**

29) Do you have an existing agency partner/s? If so, are they participating in this process?

- **We do not have an agency of record; however, we have worked with a number of firms over the years and all of them have received the RFP notice.**

30) It is stated that \$75,000 of rebranding work must be completed by 2021 but the timeline indicated rebranding is not complete until March 1, 2022. Does the

remaining three months of work come from the remaining \$25,000 from “Rebranding work and integrated paid media”?

- **The \$75,000 of the rebranding and campaign strategy work needs to be billable in 2021 and the remaining dollars will be in 2022. We will start working with the selected vendor as soon as possible.**

31) Will the selected vendor be provided with ADAMH branding materials through the years, so they are able to see brand progression and weigh that into strategic decisions?

- **Yes, we expect this would be part of the selected vendor’s research and discovery process.**

32) When was ADAMH’s last rebranding effort completed?

- **It has been more than 10 years. The tag line was changed about five years ago.**

33) Are there any particular areas regarding community perception that ADAMH is seeking to address through this effort?

- **The work defined here will reintroduce ADAMH as Franklin County’s authority on equitable, accessible mental health and addiction services. More importantly, it will reframe the value of community-based mental health and addiction services available through the ADAMH network of provider agencies and help reduce the stigma of seeking care for mental health and addiction. The goal is to connect those in need to resources available in Franklin County through the ADAMH provider network.**