



2021 Request for Proposals for MNSure Marketing Campaign: Responses to Applicant Questions

February 8, 2021

1. Will MNSure need elements in languages other than English?

Yes. The previous contract required the selected vendor to utilize multiple languages to appeal to diverse audiences.

2. Will vendor be responsible for language translations?

MNSure will require the selected vendor to utilize multiple languages to appeal to diverse audiences. The vendor may subcontract for language translations with the State of Minnesota's prior approval.

3. Can you provide an approximate quantity of creative elements that were used in most recent annual advertising (display, video, etc.)?

In the most recent annual advertising campaign, MNSure had approximately 40 unique creative elements in circulation, including television, radio, online video and banners, out of home and print ads.

4. Will MNSure provide the vendor with any stock, b-roll, other content that can be repurposed?

Yes, MNSure will work with the selected vendor to provide what content is available to be repurposed.

5. RFP states: "As necessary and as directed by MNSure, vendor will also complete all media buying, negotiations and placement activities and manage and oversee MNSure media and productions for a customized mix of advertising services for MNSure Qualifying Life Event ("QLE") and Special Enrollment Period ("SEP") campaigns." and

"The table below lists the approximate spending on the MNSure statewide marketing campaign for the 2021 and 2022 open enrollment periods."

Question: Is there another separate budget allocation for QLE and SEP campaigns?

No, not at this time. However, as stated in the RFP document, these are approximations of total campaign spending, for OE, QLE and SEP campaigns together. These numbers may change or

stay the same as final budgets are approved for future years, including the next two fiscal years that will include the 2021 and 2022 open enrollment campaigns and any QLE and SEP campaigns.

6. Is the \$1.08M media budget net or gross? Does it include commission or is commission expected to draw from the \$571.5K for Marketing Campaign Services?

MNSure intends for the entire media budget amount to be media buys. The State does not intend to pay commissions on media purchases. Therefore, Responders should not include commissions in the sample media plan or cost estimate. Mark-up rates for media buying should be clearly identified.

7. How does MNSure define success of their marketing efforts?

MNSure measures the success of our marketing efforts through a variety of metrics including impressions, clicks, conversions (calculated by amount spent on an ad divided by the number of clicks on the Create an Account button), cost per impression, cost per click, cost per conversion and conversion rate.

8. Can you confirm if the “uninsured” audience you want to target is encompassed on this site:

<https://www.health.state.mn.us/data/economics/docs/mnha2017unins.pdf>

Yes. The uninsured population in Minnesota is an audience that MNSure wants to reach as part of the 2021 MNSure marketing campaign and this site describes the most up-to-date information available.

9. Is the budget for Marketing Campaign Services intended to cover all agency fees?

Yes. It is an approximation of the budget. A final budget for these fiscal years has not been approved. See also the answer to question five.

10. Which programs are the vendor expected to develop campaigns for?

Please reference the RFP document posted on MNSure.org. The projected audience for the MNSure marketing campaign includes: 1) Those who currently purchase health insurance coverage on their own, including individuals that qualify for Medical Assistance, MinnesotaCare or a qualified health plan with or without tax credits; 2) uninsured individuals; 3) individuals who previously obtained coverage through MNSure and need to reenroll; and 4) external stakeholders such as navigators, brokers, grantees and other partners.

11. For “Components of Requested Services: 7. Updating and creating individualized marketing campaigns for approximately 20 lead broker agencies across the state,” will each campaign have one point of contact within the agency, or would the vendor be required to directly communicate with all 20 lead broker agencies?

The process can be discussed during contract negotiations.

12. How will the success of each campaign be measured?

MNSure measures the success of our marketing efforts through a variety of metrics including impressions, clicks, conversions (calculated by amount spent on an ad divided by the number of clicks on the Create An Account button), cost per impression, cost per click, cost per conversion and conversion rate.

13. This RFP is seeking the development of a statewide marketing campaign that will leverage existing marketing and public relations efforts and initiatives—what do the existing marketing efforts entail?

In the most recent annual advertising campaign, MNSure had approximately 40 unique creative elements in circulation, including television, radio, online video and banners, out of home, and print ads.

14. Confirming the RFP media budget is to cover September 2021 through January 2022 (five months) time period only?

Yes, normally the media budget is mainly focused on OE, which typically occurs during that time. However, it is not clear whether there will be a supplemental OE this year or next year, and it is only an approximate budget at this time. See also question five.

15. Should we propose strategies outside of the open enrollment period (December 2021 through June 2022) as a separate budget and list as Optional?

See answers to questions #5 and #14.

16. Who are MNSure's top 3-5 competitors?

MNSure is a State of Minnesota executive branch agency, organized under Minnesota Statutes. MNSure is the only place where eligible Minnesotans can receive federal tax credits for health insurance coverage under the Affordable Care Act.

17. What is the biggest challenge for MNSure today in increasing enrollment?

In the context of the marketing campaign, MNSure believes that the biggest challenge is developing creative, culturally relevant ways to reach and serve uninsured or underinsured people across the state in all income ranges. MNSure recognizes the need to build awareness across communities and work to eliminate language and cultural barriers Minnesotans may face when accessing health insurance coverage.

18. How many individuals do you currently have enrolled in MNSure at this time and what is the number of enrollees you would like to be at?

As noted on www.mnsure.org, at the end of this open enrollment, there were 122,000 Minnesotans with access to insurance through MNSure.

19. Are you able to grant us Google Ads access to analyze your current campaigns?

No, this question is outside the scope of the current RFP. MNSure has addressed its campaign needs in the RFP document; please refer to Sections 2 and 4 and Attachments A through F.

20. Are you able to grant us View Google Analytics access to analyze your current campaign efforts?

No, this question is outside the scope of the current RFP. MNSure has addressed its campaign needs in the RFP document; please refer to Sections 2 and 4 and Attachments A through F.

21. Will we be able to place pixels on MNSure website for campaign tracking purposes?

MNSure has previously allowed pixel tracking on MNSure.org for marketing analysis. Any third-party tracking requests must be reviewed in the context of MNSure's data privacy policies and be approved by MNSure's legal division.

22. Do you manage email marketing internally or would you like for it to be included in overall paid media scope?

Yes, MNSure currently handles this internally.

23. Do all enrollees have to go through the MNSure website in order to apply during open enrollment?

Yes, all new enrollees go through the Minnesota Eligibility Technology System (METS), which can be accessed through the MNSure website.

24. Is there a key target audience you find who most frequently visits your website today and applies?

MNSure tracks the overall number of visits, but it doesn't currently precisely track different visitors in terms of key target audiences.

25. Can you share any reporting from previous open enrollment campaigns?

MNSure reports enrollment numbers at the end of each open enrollment campaign. Those are publicly available at MNSure.org.

26. Will social media include both paid and organic?

Yes, both paid and organic. MNSure currently does most of its social media in-house.

27. Will you be giving agencies the opportunity to walk through their recommendations; if so, how many and when?

At this time, MNSure is not planning to do a demonstration or interview process during this RFP. MNSure reserves the right to request demonstrations or interviews.

28. When do you anticipate announcing the agency partner?

Please see the RFP document posted on MNSure.org for the timeline as noted on Page 6. MNSure will announce when it has a fully executed PT contract with the selected contractor.

29. Does the \$571,500.00 of approximate marketing campaign services amount in 2021 and 2022 include production and hard costs?

Yes, production and hard costs are included in the approximate budget in the RFP document.

30. Can you share what percentage has been spent on hard costs in the past?

This question is outside the scope of this RFP.

31. Do you currently have a marketing partner? If so, why are you searching for a new agency?

Yes. State law requires MNSure to limit the duration of professional/technical services contracts, like the marketing contract, to a total term of not longer than five years.

32. What does success look like for your organization?

This question is outside the scope of this RFP.

33. What marketing initiatives have worked well in the past and are there any that have not?

MNSure believes the best campaigns include a multimedia approach to reach a broad, diverse audience, thoughtful partnership with our broker lead agencies, and consideration of and outreach to Minnesota's diverse communities across the state.

34. What are your primary challenges as an organization?

This question is outside the scope of this RFP.

35. What, if any, aspects of your current AOR's work haven't achieved your desired outcomes?

This question is outside the scope of this RFP. MNSure has addressed its needs in the RFP document; please refer to Sections 2 and 4 and Attachments A through F.

36. What results have your AOR delivered that offered the greatest ROI?

This question is outside the scope of this RFP. MNSure has addressed its needs in the RFP document; please refer to Sections 2 and 4 and Attachments A through F.

37. What research and/or information is available on your target audiences?

The [Minnesota Health Access Survey](#) and [research from the State Health Access Data Assistance Center \(SHADAC\)](#) contain information about Minnesota's uninsured populations.

38. Who will be the agency's day-to-day contact(s)?

The MNSure senior director of public affairs, who will serve as the agency's authorized representative and will be named in the final contract that is executed. Please see Page 7 of the RFP.

39. What is the approval process for projects?

There is an approval process that will be outlined in the final contract. Please see the RFP for a sample contract.

40. When, if at all, will the names of the members of the evaluation committee be shared?

Please note the names of the members of the evaluation team are considered nonpublic data during the course of the evaluation process, in accordance with Minn. Stat. sec. 13.591, subd. 4.

Also note that any communication with personnel other than the one listed in the RFP could result in disqualification.

If you have a request for public data, please submit a data request to MNsure.

41. Has your leadership been media trained? If not, is that something you would like us to include in our written response?

Yes, MNsure's leadership has been trained in the past.

42. Can you define "best value" as it pertains to the evaluation of proposals?

"Best value" is the method required by state statute for selecting contractors to perform professional and technical services. It consists of a combination of qualification-based selection and cost-based selection. Minn. Stat. § 16C.02, subdivision 4, defines "best value" as, "[A] result intended in the acquisition of all goods and services. Price must be one of the criteria when acquiring goods and services. Other evaluation criteria may include, but are not limited to, environmental considerations, quality, and vendor performance." Each RFP based on "best value" should provide a balance between the need for quality and cost factors.

43. Should we include an hourly rate schedule with the work plan?

No, please do not include any cost information with the Work Plan that is requested in Section 4, item 1. The Work Plan is a part of the technical proposal; no cost information should be included in the technical proposal. If cost detail is included in this Work Plan, the State may disqualify the proposal as non-responsive. All cost information should be supplied in response to Attachment C: Cost Detail. Responders may include their hourly rate schedule in Attachment C, in addition to the other cost information requested.

44. What key milestones did your marketing campaign meet last year (awareness, site visits, conversion rate, enrollment numbers)? What do you feel has been missing from past marketing efforts?

This question is outside the scope of this RFP.

45. Approximately what percentage of your previous spend was PR-focused?

The amount has varied over time. If you have more specific questions or public data requests, please submit a data request to MNsure.

46. This RFP requests individual marketing plans for approximately 20 lead broker agencies. Is it possible for you to share what tools/channels have been used in the past and at what budget levels?

This question is outside the scope of this RFP. If you have more specific questions or public data requests, please submit a data request to MNSure.

47. We would like to know what the average income of a MNSure client is.

Numbers on the average amount of tax credit assistance received by consumers who purchase insurance through MNSure are available on MNSure.org. If you need more specific data, please submit a public data request to MNSure, and it will be processed in the order it is received.

48. Can companies from outside the USA apply for the RFP?

Yes.

49. Does the awarded vendor need to attend meetings in person?

Meetings are being held remotely during the pandemic.

50. Can we perform the tasks (related to RFP) outside the USA?

Yes. However, depending on negotiations, certain tasks related to data security may need to be performed within the United States. Please see the RFP document, which includes the following language: "All storage and processing of information shall be performed within the borders of the United States. This provision also applies to work performed by subcontractors at all levels."

51. Can you please tell us who the incumbent vendor is for these services?

The name of the current vendor is Clarity Coverdale Fury Advertising, Incorporated, also known as CCF.

52. Can we submit the proposals via email?

Yes, please see the RFP instructions on MNSure.org.