

***Regarding RFQ24-002 Media and Marketing Services,
the following are the Questions and Answers from the Pre-bidders Conference
on January 25th at 1pm.***

1. Are there RFQ brand guidelines? Can you provide them?
Answer: Yes
2. Are there demographics? Can you provide them?
Answer: Demographics are tracked and available for the development of programs' campaigns.
3. Have you conducted an audit or analysis of competitive 529s against PA demographics?
Answer: No, not really – Cannot buy a PA529 plan through a financial advisor, only through Treasury as we are direct-sold plans. We aim to reach all Pennsylvanians to get a diverse audience – have made strides to make PA529 more accessible.
4. How much data do you have on the current PA529 Program? Willing to share?
Answer: Tons!! And, yes, we can share aggregated data, no PII.
5. Can you talk a little more about outreach to rural areas?
Answer: We've done some research through the Center for Rural PA and looked at that information, our outreach teams travel throughout the Commonwealth, so we also have feet on the ground information from visiting all corners of PA.
6. Have you conducted Focus Groups?
Answer: No, not recently. There is, however, such data available from market research done by other programs and the College Savings Plan Network.
7. Have you done any quantitative work on 529 or polling?
Answer: no polling, some data analytics on trends and account changes.
8. Do you have Google analytics?
Answer: Yes
9. Social Media Platform?
Answer: We use Social Pilot for our scheduled postings on Twitter, Facebook and Instagram.
10. Bidding Side – Are there extra points given to Small/Diverse/Veteran owned businesses?
Answer: Treasury is requesting quotes, not bids. It is a best value selection process and not a contract award process. Treasury seeks to provide small, diverse, and veteran owned enterprises an opportunity to fairly compete for Department work contracted through existing statewide contracts.
11. Are you willing to share the spend on the media?
Answer: Already under contract with Red House Communications
Sample media plan is in the RFQ – It will be a collaboration between Treasury, Red House and the selected bidder.