



Question	Answer
Who is the incumbent vendor?	Stark/Raving Branding + Marketing
What is the reason the agency is opening this bid to vendors?	As part of MassCEC's obligation to maintain a competitive procurement process, we periodically issue RFPs to fulfill this requirement.
What is the annual ad spend?	The approximate annual budget would be around \$800,000 per year, including broadcast TV, digital, and out-of-home advertising placement.
What are past barriers to engagement?	Lack of understanding clean energy home technologies, lack of experience using electrified technologies given that fossil fuel technologies have been the standard for so long, interconnectedness of home improvements involved in technology adoption decisions (should have newish roof to install rooftop solar, may have to upgrade your electric panel to charge an EV at home or adopt heat pumps, etc.), many residents make home system and appliance replacement decisions at failure as opposed to planned.
Who are the key decision-makers?	Members of MassCEC's Marketing team and members of MassCEC's High Performance Buildings team.
What media and outreach has proven successful in previous campaigns?	TV/ OOH/ Digital video has been successful in generating impressions.
Is the primary goal awareness of clean energy technologies, or will the purpose of the paid campaign be more focused on some type of conversion (installer outreach, assessment scheduling, clean energy purposes) etc.?	MassCEC’s Clean Energy Lives Here public awareness campaign aims to educate Massachusetts consumers about home decarbonization and provides resources for them to transition their home to clean energy technologies over time. The campaign encourages residents to take action by utilizing our provided resources as next steps in their clean energy journeys. As such, the primary goal of the campaign is awareness of our site and its resources, with conversions being a secondary focus.



<p>Are you looking for a specific budget breakdown of activities and the ad spend - or will that be planned in the discovery phase of the project - assuming that totals are within the allotted amounts specified within the RFP?</p>	<p>The specific breakdown of activities will be determined during contracting and the discovery phase of the project.</p>
<p>Is there a specific timeframe the campaign will extend beyond Lowell and Springfield? Should our proposal reflect heightened awareness of specific communities or demonstrate statewide expertise?</p>	<p>The Clean Energy Lives Here campaign is a statewide campaign and as such, Applicants should demonstrate solid expertise in engaging with Massachusetts residents. Projects such as the Home Modernization Navigator have more specific geographic focus areas for their Phase 1 rollouts, such as the communities of Springfield and Lowell. These communities are pilot tests for a statewide rollout that we believe would happen after summer 2025.</p>
<p>Will there be equal weighting of audience importance between homeowners, landlords, and renters - or will this new campaign skew towards one particular cohort?</p>	<p>We will put 50% of our focus on homeowners and the other 50% on renters/landlords.</p>
<p>What do you consider the strengths and weaknesses of the first Clean Energy Lives Here campaign?</p>	<p>Strengths: 1) The website and our advertising are balanced between text, images, and video, 2) website and advertising use simple language to explain complex ideas, 3) we created custom diagrams to illustrate how clean energy appliances and systems function to make consumers more comfortable with them. Weaknesses: We have plans to resolve these issues, but 1) users can't complete the customer journey on the CELH website given that CELH site doesn't offer appointments for home energy assessments, provide incentives, or dispense custom home improvement plans itself, and 2) we've developed content and marketed to 1 important customer segment so far - homeowners, 65% of MA households - and have very little content or advertising for the ~35% of MA households who are renters.</p>
<p>Can we set up a call to discuss this RFP, what MassCEC is looking for and to submit our proposal with solutions for your goal.</p>	<p>In order to ensure all Applicants have access to the same information, we ask that any and all questions go through our Q&A process.</p>



Will the winning bidder be involved with setting up, running, or participating in Event Planning in addition to event materials?	Applicant may be asked to produce physical event materials as needed. They will not be expected to regularly assist in event planning or staffing.
Is there a sense of the type of branded merchandise needed and/or the volume of materials for event materials?	We currently have some standard merchandise, and our merchandise buys are generally made in the hundreds of units. However, this is always evolving and we welcome further suggestions.
What CMS do you use for your website?	WordPress
What platform do you use for your email?	Mailchimp is used to communicate with residential audiences, Outlook for internal communications
You have identified three main audiences. Have you done any audience research on these groups, and if so, can you share it with us?	We've done research on the Homeowner segment. The Landlord and Renter segments will be researched via a separate RFP that will be issued soon.
The RFP recommends a budget split of 70% towards advertising. Is that just for the cost of purchasing media, or does it include labor for creative development, media planning, reporting, etc.?	It includes media purchase, commission, planning, and reporting. It doesn't include creative development.
Regarding your approximate budget split, does the 30% for “content integration and development” represent the agency fee and the remaining 70% for “advertising” represent your media spend?	Yes.
The RFP suggests 70% of the budget should be spent on advertising. Does that mean the vendor should expect to spend \$1.75 million of the \$2.5 million project on the pure cost of ads? (i.e. Facebook/Instagram ads, billboard space, etc.)	Yes, this is correct.



<p>The RFP mentions applicants must include Attachment B: Application Form with their response, however the Attachment B provided by MassCEC is a sample agreement. Can you please clarify the discrepancy between Attachment B: Application Form and Attachment B: Sample Agreement?</p> <p>Additionally, Attachment C is labeled in the RFP as the Sample Agreement, but the document uploaded to the MassCEC website for Attachment C is Attachment C: Coronavirus State and Local Fiscal Recovery Fund Contract Addendum. Does this document need to be acknowledged?</p>	<p>Apologies for the mixup. The original RFP document incorrectly described certain attachments & what they contain. Page. 8 of the original RFP document referred to the 'Application Form' as 'Attachment B' and the 'Sample Agreement' as 'Attachment C'. This didn't match the actual attachments on the RFP page, where 'Attachment B' was the 'Sample Agreement' and 'Attachment C' was the 'Coronavirus State and Local Fiscal Recovery Fund Contract Addendum'. The RFP document has been updated to correctly match the Attachments provided, and reuploaded to this RFP webpage.</p>
<p>Under Program Context, Electric Vehicle (“EV”) Content, it states “The selected Applicant will be integrating new and improved EV content into the Website, including an electric vehicle finder tool.” Is the EV finder tool something that MassCEC would be providing or is this something that the Applicant is responsible for developing?</p> <p>Additionally, under Program Context, Home Modernization Navigator, is this a tool the CEC is creating, or will the Applicant be responsible for the development and maintenance?</p>	<p>The electric vehicle finder tool will be produced by an external partner not the Applicant awarded work in this RFP. The Home Modernization Navigator is an additional step in the customer journey that will also be produced by an external partner.</p> <p>Any implementation of said content will be managed by the Applicant awarded work in this RFP. Maintenance will be a shared responsibility depending on the scope of the external partners' contracts.</p>
<p>Under Budget, the recommended budgetary split is between Content Integration and Development and Advertising. Would the following activities fall under Content or Advertising?:</p> <ul style="list-style-type: none"> - Strategy for advertising placement - Development of advertising (e.g. storyboard, videography, editing) 	<p>We would consider Strategy for Advertising placement to fall under Advertising, and Development of Advertising to fall under Content.</p>
<p>Can you confirm the goal contract start date?</p>	<p>Due to ongoing fall projects, we now anticipate a goal start of January 2025.</p>



<p>Is the \$2.3M budget inclusive of the agency fee (website design & development, strategy, creative development, media planning & buying), media spend and production?</p>	<p>Yes.</p>
<p>If so, is there a separate budget for production?</p>	<p>Yes, production of advertising would fall under the other 30% of the funds, which are reserved for content development.</p>
<p>Is there any geographic preference for your agency partner i.e., are you looking for a Massachusetts agency?</p>	<p>Agencies located in Massachusetts, and/or with great deal of experiential understanding of the Massachusetts/ New England consumer market is preferred.</p>
<p>How important would you deem relevant category experience as compared to experience delivering the tasks outlined in the scope of work?</p>	<p>Category knowledge and understanding of how to deliver the tasks are both equally important.</p>
<p>Regarding website maintenance and development – is the agency expected to rebuild your entire site or just net new pages? Do you have a sense of the number of new pages needed?</p>	<p>We need regular website maintenance, with the selected Applicant for this RFP building out new pages periodically.</p>
<p>How often is the site content updated? Daily, Weekly, Monthly...</p>	<p>Multiple times a week.</p>
<p>How often are updates made to the Spanish language microsite?</p>	<p>The Spanish microsite is updated whenever associated English content is changed or added.</p>
<p>Are these updates typically copy and image updates or are your typical maintenance tasks larger in scope (building new pages, changing page or site layout, adding new functionality, etc.)?</p>	<p>Copy and image updates are the most frequent requests. However, changing page or site layout and adding new functionality is periodically necessary and doesn't necessarily happen on a set schedule.</p>
<p>Are there any issues or concerns with your current web host?</p>	<p>No.</p>
<p>Does a CELH emailed newsletter exist or built or does a new newsletter need to be conceptualized, built and managed?</p>	<p>A CELH monthly newsletter already exists. The selected Applicant for this RFP will assist us in determining content for the newsletter and sending it out to our subscriber list.</p>



<p>Should the RFP response include a general breakdown of the cost for each of the deliverables listed or will that level of detail come later, at the beginning of the project?</p>	<p>A general breakdown of the cost of the deliverables would be helpful.</p>
<p>Are there previous internal or external advertising campaigns that you see as successful — TV, radio, print or otherwise?</p>	<p>General campaigns: Truth campaign/initiative for not smoking, Got Milk? campaign, DeBeers "A diamond is forever," Apple "think different," "We can do it" Rosie the Riveter WWII recruiting message. Related campaigns: The Switch is On website/campaign (CA), Rewiring America electrification website/campaign.</p>
<p>Is there an events plan in place for CELH or is developing one part of this scope?</p>	<p>Event participation has been reactive and opportunistic for us. We would welcome input on a planned events schedule. It is often incumbent on MassCEC staff to "work" such events so the schedule needs to take into account staff availability and other priorities.</p>
<p>How does work on https://goclean.masscec.com/ fit in with the work to refresh the MassCEC brand and website?</p>	<p>We don't know yet. Clean Energy Lives Here is a sub-brand of MassCEC, however other than brand colors it doesn't share design elements with MassCEC.</p>
<p>What is the current hosting environment, CMS platform, and any specific technologies used?</p>	<p>WordPress</p>
<p>Can you give us an idea of the kinds of posts — content types — that CELH site supports? Blog post, release, news stories, video, html code or embeds?</p>	<p>CELH hosts all of these content types (via Wordpress) with the exception of press releases.</p>
<p>Is there a visual or brand styleguide in place for CELH? Is there a style for written material? Video?</p>	<p>Yes, for written material, no brand guide or styleguide for video.</p>
<p>SSL Management: Are there specific requirements for SSL management or preferred vendors?</p>	<p>SSL certificate will be procured, and the preferred vendor will be determined when the host is selected.</p>



<p>Content Management: How frequently do you anticipate content updates? Are there peak times or seasons for these updates?</p>	<p>Content updates will happen in bursts. Peak seasons will be the beginning of the year if clean energy technology incentives are changing. Advertising message updates are synchronized with seasons - Spring/Summer for home improvements that require outdoor access, thawed ground, Fall/Winter for home improvements that aren't slowed by cold/snowy weather.</p>
<p>Persona Development: Do you have existing user personas or will we need to develop these from scratch?</p>	<p>Need to develop from scratch for the most part. Have the results of two homeowner surveys about awareness & sentiment towards clean energy home technologies. The upcoming RFP for landlord/renter content will entail persona development for those two segments.</p>
<p>A MassCEC RFP in spring 2024 included a "Scope 2" Brand Refresh." Was that awarded? If so, what is the timeline for the brand refresh to be completed?</p>	<p>It is being awarded. The brand refresh should be well underway by Q1 2025.</p>
<p>What is the name of the vendor that was awarded the "Scope 2: Brand Refresh" work from the spring 2024 RFP?</p>	<p>Awardee is still confidential.</p>
<p>A MassCEC RFP in spring 2024 included a "Scope 3: Website redesign." Was that RFP awarded? What is the estimated timeframe for completion of the website redesign?</p>	<p>It is being awarded. The website redesign should be well underway by Q1 2025.</p>
<p>What is the name of the vendor that was awarded the "Scope 3: Website redesign" RFP from the spring?</p>	<p>Awardee is still confidential.</p>
<p>A MassCEC RFP in spring 2024 included a "Scope 4: Marketing and Web Services." Was that RFP awarded? If so, what is the name of the vendor that is working on that scope? Would the firm that wins this current be collaborating with them?</p>	<p>It is being awarded. Awardee is still confidential. The firm that wins this procurement will likely not collaborate with that awardee until a brand redesign for MassCEC is completed.</p>



<p>What will the approvals process for campaign materials look like? Will approvals be required from state or quasi-state agencies?</p>	<p>Approvals for campaign materials will be required from MassCEC, which is a quasi-state agency. Other state agencies may be consulted in messaging development, but approvals will be given by MassCEC.</p>
<p>Are you already capturing audience metrics for https://goclean.masscec.com/? And if so, on what platform?</p>	<p>Yes, we are currently using Google Analytics 4, Looker, and Datorama.</p>
<p>Have you developed KPIs for the campaign or is a plan for developing these metrics part of what you’d like to see in the proposal?</p>	<p>The KPIs we’re using are: monthly reporting on Website visits, ad impressions, click-through-rate, cost-per-click, conversions, cost-per-conversion, and most popular search terms. We welcome suggestions on other KPIs that may be valuable.</p>
<p>Is there a content strategy in place for the CELH site and newsletter? Or should developing content cadence, focus and format, strategy be part of the proposal?</p>	<p>The CELH site is a hub of information on home and transportation electrification, renewable energy sources, and incentives associated with all of these. Going forward, our content strategy needs to focus more on customer stories, examples of successful home electrification projects, and tools that help consumers personalize incentives, cost and/or benefit information for their home. In the near term, our content strategy is being planned by adjacent MassCEC programs that are accomplishing their goals by adding content to the site. Currently, the newsletter is sent monthly and topics are brainstormed a couple weeks in advance of sending it. We welcome suggestions on content cadence, focus, format and strategy.</p>
<p>Can you explain a little more about the scope of the website maintenance and development needs? For example, does it include responsibility for if the site were to go down, maintaining plugins or features, or adding new features should those become necessary? Does it include maintenance to the backend and site stack if it is needed?</p>	<p>Yes, the scope of web maintenance and development includes all of these things.</p>
<p>Is there already an advertising campaign concept in use for the “Clean Energy Lives Here” campaign that the selected agency will continue to build on? Or are you looking for the</p>	<p>There is a concept in place and we are open to evolving it or replacing it if there's a good business case for replacing it.</p>



selected agency to create an entirely new concept for the campaign?	
What CRM or e-mail platform are you using to manage your email lists and outbound marketing? The RFP mentions MailChimp - is this it?	Yes.
Are there campaign-specific social media channels, or do the MassCEC’s main social channels serve the campaign’s social content?	MassCEC's main social media channels serve the campaign's social media content
Would the agency be tasked with managing the campaigns social media channels, or just producing and placing paid social content?	Yes, the agency would manage the campaign's organic social media.
Do you have requirements for the format of the 'Monthly Report'? Should we look to scope out an excel document, dashboard, and/or powerpoint?	The monthly report is currently delivered through Datorama.
What defines "relevant KPIs as needed."? What are the key website conversion points, and will the selected agency be expected to attain offline goals/events as well? How would this data be shared?	The key website conversion points are 1) when visitors link off to other sites where they can take action and 2) when visitors click into articles about individual technologies. The selected agency would not be expected to attain offline goals/events as well, though the selected agency should help us get reporting from websites we refer visitors to. Relevant KPIs that may be added relate to engagement with customer story videos and articles, and engagement with content not yet added to the site, such as savings calculators, cost calculators, and vehicle selection tools.
Will you require an always-on dashboard? Quarterly or Annual wrap up reports?	An always on dashboard in Google Analytics would be ideal. For full metrics about advertising performance monthly reports are fine.