



ANDREW M. CUOMO  
Governor

# Homes and Community Renewal

RUTHANNE VISNAUSKAS  
Commissioner/CEO

**QUESTIONS AND ANSWERS**  
**Request for Proposals (“RFP”) for**  
**Advertising Placements, Marketing and Consultant Services**

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## Round 2 of Questions and Answers – August 2, 2017

1. Will SONYMA provide the research and data? Or would the winning agency be required to do research and compile data?  
**Agency Response: SONYMA will provide data about borrowers, target areas, business goals. The Agency will provide Google analytics, other data and research regarding where to run ads and track success.**
2. Section 6.2 (e) “Processing payment to media outlets” Can you please clarify this point?  
**Agency Response: SONYMA will pay the consultant and the consultant will pay the vendors- unless the contract with the vendor is with SONYMA directly.**
3. Is the winning agency required to make payments to each media outlet before receiving funds from SONYMA?  
**Agency Response: This decision will be made by the Agency at a later date; however, there can be no interruption in advertising with the Agency’s vendors.**
4. What are SONYMA payment terms?  
**Agency Response: 30 days.**
5. Section 6.2 (g) “Other related ad services.” Can you please give examples of what these related ad services might be?  
**Agency Response: Marketing campaigns and website content.**
6. What is the approximate annual budget that the winning agency will have to base its strategy and media plan on?  
**Agency Response: For response, please view response to question #8 on Round 1 of the Questions and Answers dated July 18, 2017.**
7. Regarding scope of work on page 12, section 6.2
  - a. Is creative development part of this RFP? Or are you only seeking media services (planning and buying)?  
**Agency Response: Currently, creative development is not required; however, the Agency reserves the right to add creative development to an awarded**

**contract at a later date to meet the needs of the business. The consultant should have capabilities in both creative development and media services.**

- b. Is the “SONYMA’s statewide advertising campaign” mentioned in 6.2, part 1 already developed?

**Agency Response: Yes. SONYMA is running an ad campaign.**

- c. Can we see the creative that has been running in newspapers, TV, Radio, digital and social? Is there a link or area on the website to view?

**Agency Response: The ads are on the SONYMA website, [Loan Today. Home Tomorrow](#), hyperlinked herein.**

- d. Is social media content creation part of this RFP?

**Agency Response: Text may be required.**

- e. What activities are included in the social media portion of the marketing plan? Is it strategy to develop a social/posting calendar, buying paid posts on social channels?

**Agency Response: SONYMA does not require social/posting calendar, but does require buying paid media on social channels.**

- f. What is the annual media budget for working media in 2016? Or any of the prior years?

**Agency Response: SONYMA does not wish to disclose this information.**

- g. What have you budgeted for media placements in upcoming years?

**Agency Response: For response, please view response to question #8 on Round 1 of the Questions and Answers dated July 18, 2017.**

8. What is the annual net media budget for SONYMA as it relates to this RFP? How many campaigns do you anticipate to have running during the year for this scope of work?

**Agency Response: For a response, please refer to #8 of Round 1 Questions and Answers.**

- a. What tactics have you primarily used in the past?

**Agency Response: In the past, print and digital were used.**

9. Please clarify section 9.2.3 question 4: Describe the availability and type of support to be provided to the Agency, if any. Are you looking for our client service support plan (communications, processes, team members)?

**Agency Response: No, communications support is needed.**

10. In regards to translation services, does this vendor we partner with need to be a diverse supplier?

**Agency Response: Spanish is the only language required at this time.**

11. Is creative developed in-house or do you have an external creative agency providing these services that we will collaborate with?

**Agency Response: SONYMA creative development is handled by an external agency.**

12. How have you measured the success of your past campaigns?  
**Agency Response: Prior to 2017, past campaigns were limited to print and were based on geography and not homebuyers.**
13. Can you share results?  
**Agency Response: Not available.**
14. What KPIs do you consider most indicative of the efficacy of a typical campaign?  
**Agency Response: Effectiveness will be based on central data.**
15. What are the biggest challenges and opportunities SONYMA has encountered in conducting media campaigns in the past?  
**Agency Response: The biggest challenges for SONYMA has been establishing name recognition in the first time homebuyer market and creating awareness of the unique opportunities and financial advantages afforded to borrowers who apply for SONYMA mortgages.**
16. Does SONYMA have any relationship with any vendors based on contractual obligations of which we need to be aware in our media planning?  
**Agency Response: There are no contractual relationships with any vendor and SONYMA that a proposer needs to be made aware in the preparation of a response to this RFP.**
17. Is analytical reporting, media optimization, and media post analysis part of the scope of work, under “g. Other related services”?  
**Agency Response: Yes.**
18. Under scope of work 6.1 Background, last paragraph - Can you clarify if SONYMA will be continue placing print?  
**Agency Response: If print is used, it will be for special programs and very targeted.**
19. There are multiple SONYMA programs (i.e. Energy Star, Neighborhood Revitalization, etc.). Will these programs have their own campaigns? Are these all covered under this scope of work?  
**Agency Response: Generally no; however, there could be times when focus on a special program is needed.**
20. Are there any co-op type of programs with your banking and/or realtor relationships? Do they support SONYMA with their advertising efforts?  
**Agency Response: Currently, no. It is an area we hope to explore in 2018.**
21. We are planning to subcontract work to a MBE. What forms from Tab 4, Administrative proposal does the subcontractor need to complete? We see document e, staffing plan as something they would complete on their own. Anything else?  
**Agency Response: The Proposer must complete all forms. No forms are required to be completed by a proposed subcontractor.**
22. What is the #1 characteristic you are looking for in a media partner?

**Agency Response: A commitment to excellent quality that is results and data-driven, creative work, and the ability to work collaboratively with SONYMA.**

23. What was the annual media budget, per year, for last five years?  
**Agency Response: The Agency does not wish to disclose this information.**
24. What was the annual media mix, per year, over the past five years?  
**Agency Response: The majority of ads were print, but as of 2017, ads are almost 100 percent digital.**
25. What is the percent spend allocated to each medium every year?  
(Print, Digital, Social, TV and Radio)  
**Agency Response: We do not breakout the ad budget in this manner. Ads are almost 100 percent digital as of 2017.**
26. How many qualified firms are currently in the pre-qualified pool?  
**Agency Response: The Agency does not currently have a pre-qualified pool.**
27. How many of the pre-qualified firms provide services to SONYMA each year?  
**Agency Response: Please refer to response to question #26 above.**
28. Does each proposal need to include all media (Print, Digital, Social, TV and Radio), or can firms specialize in one medium (Social Media only, for example)?  
**Agency Response: If a firm has a specialty they can focus on that area. Otherwise it is not necessary to cover each platform.**
29. If a firm specializes in one medium only, do they need to include subcontractors for the other required elements, including translation?  
**Agency Response: Please see Section 4 of the RFP for the Agency's subcontracting goals.**
30. Is one company selected for each specific discipline (radio, digital, TV, etc.) or is there overlap?  
**Agency Response: No, one company is not selected for each medium.**
31. Are multiple companies vying for projects within the pre-qualified pool?  
**Agency Response: Please refer to response to question #26 above.**
32. Does each firm submitting need to retain a translation service as a subcontractor (if the firm does not offer that service)?  
**Agency Response: Yes.**
33. Page 22: Section 9.4.6: We are a certified Woman Owned Business Enterprise in New York State. Sub-contracting would not be utilized to fulfil the media portion of this contract. Will proof of WBE certification satisfy the 30% MWBE requirement?  
**Agency Response: Yes.**

34. Page 20: Section 9.4: Will the submission of a Proc-2 Utilization Plan be required in this instance?

**Agency Response: Not if the firm is certified by NYS as a WBE and/or MBE.**

35. Page 23: Section 9.4.6: Regarding the 6% SDVOB participation requirement, can you please help define the parameters of meeting this requirement? (E.g., subcontracting a portion of the contract to a state certified SDVOB, utilizing a SDVOB translation service, placing media with a SDVOB publication, etc.)?

**Agency Response: All of the given examples are suitable for subcontracting.**

36. Pages 20 and 21: Section 9.4.1: RFP states both (a) Workers Compensation Documentation, and (b) Disability Benefits Documentation are required “if the Proposer is awarded a contract”. Per page 2: Proposal Checklist, Will “Evidence of insurance” be a requirement for bid submission, or can these documents be provided at the time of contract award?

**Agency Response: Evidence of insurance may be provided to the Agency at the time of contract award.**

37. Page 20: Section 9.3 Cost Proposal: Can you please advise if there is an annual media budget or total budget set aside for the 5 year term of the contract? Otherwise, can a prior media budget be made available in order to better understand project scope?

**Agency Response: For a response, please refer to #8 of Round 1 Questions and Answers for a response.**

38. Page 12: Section 6.2: Regarding #1 “maximize the effectiveness of SONYMA’s statewide advertising campaign” are there currently any specific objectives associated with the campaign? E.g., are you looking to drive a certain number of applications or loans? How much is a conversion of that type worth to you?

**Agency Response: SONYMA is currently unable to track traffic from ads to loans. Effectiveness is based on CTR’s from ads to SONYMA landing page and overall market/audience coverage.**

39. Page 12: Section 6.2: Noted in parts (a) and (b), will “research and data” be provided by SONYMA, or will the Respondent be asked to conduct research and gather data as part of this contract?

**Please refer to response to question #1 above.**

40. Page 12: Section 6.2: Regarding part (g) “Other related Ad services”, can you please provide some clarification for the additional requirements SONYMA may require as part of this contract? For instance, will Ad development, copywriting or creative be required as part of this contract?

**Agency Response: Marketing campaigns and website content.**

41. Page 12: Section 6.2: Regarding #2 “Community Based Newspapers” can you please advise if there are specific channels or publications that are required to be a part of the media plan, or would we be tasked with a zero-based planning approach that would focus on the most effective use of your budget against the objectives?

**Agency Response: SONYMA is required to advertise utilizing channels that reach diverse populations.**

42. Page 12: Section 6.2: Regarding #3 “Translation Services”, can you please identify the scope of translation services required as part of this request? E.g., translation of existing/provided ad copy, percentage of ad placements requiring translation services, which languages SONYMA ad’s traditionally require?

**Agency Response: SONYMA currently has limited needs for these services, however, Spanish is required.**

43. Page 9: What are SONYMA’s greatest challenges?

**Please refer to response to question #15 above.**

44. Page 10: Is this RFP assignment for the primary agency or just MWBE’s? If it is just for MWBE’s, who is the agency of record?

**Agency Response: This solicitation is not limited to MWBE firms and is open to all qualified vendors.**

45. Page 11: Can you provide a coverage map of the Metropolitan/Non-Metropolitan areas that you are targeting?

**Agency Response: The coverage area is NY State which includes Federal “target areas”.**

46. Page 11: How does SONYMA rate success?

**Agency Response: CTRs from ads to the SONYMA landing page.**

47. Page 12: We are a certified WBE for New York State, but we do not have an office in New York. Does the RFP require that the bidder have a New York office location?

**Agency Response: No, however, it is the preference of the Agency for the vendor to have an office in New York State.**

48. Page 12: Who handles your creative? Is it in-house or another agency?

**Agency Response: The Agency does not wish to disclose a response.**

49. Page 12: Do you have any internal buying capacities? Would we be supplementing **other initiatives with our media buying?**

**Agency Response: No.**

50. Page 12: What language services would you need?

**Agency Response: Spanish.**

51. Page 12: Will you need additional reporting outside of spend and placements?

**Agency Response: No**

52. Page 12: What have your past budgets been for these types of buys?

**Agency Response: The Agency does not wish to disclose this information.**

53. Page 12: Please identify which languages that traditionally are used for this program.

**Agency Response: English and Spanish.**

54. Page 12: Please provide the annual budget for digital channels.  
**For a response, please refer to #8 of Round 1 Questions and Answers for a response.**
55. Page 21: As we are a privately-owned firm, if we mark documents proprietary and/or confidential will you honor that request?  
**Agency Response: As noted in Section 1.6 of the Agencies' Standard Clauses and Requirements for Solicitations, hyperlinked in Section 9.4 of the RFP as Exhibit A, all information and materials provided in response to this Agency solicitation is subject to disclosure pursuant to the Freedom of Information Law.**
56. We currently provide marketing support to a national private mortgage lender based in New Jersey, would that be considered a conflict of interest?  
**Agency Response: Proposers must disclose actual or potential conflicts of interest. Please refer to Section 9.4.3 of the RFP.**



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**Round 1 of Questions and Answers – July 18, 2017**

1. May companies from Outside the USA submit a response to the RFP?  
**Agency Response: Yes.**
2. Will selected awardee(s) need to come to the USA for meetings?  
**Agency Response: Yes.**
3. Can we perform the tasks (related to RFP) outside USA?  
**Agency Response: No, all tasks must be performed in the continental U.S., preferably from within the State of New York.**
4. Can we submit the proposals via email?  
**Agency Response: Yes, please refer to Section 8.1 of the RFP.**
5. After your department picks the pre-qualified firms, is that list made public so MBE/WBE can contact the Primes?  
**Agency Response: The list is not made public. For subcontracting opportunities, please refer to Section 4.3 of the RFP.**
6. Do the Primes have to list the MBE/WBE they are going to use when they are being pre-qualified or is this done after?  
**Agency Response: A Proposer is required to submit a Utilization Plan with their RFP response. Please refer to Section 9.4 of the RFP.**
7. Can you be certified with New York City as an MBE/WBE and qualify as an MBE/WBE with New York State for this contract?  
**Agency Response: MBE/WBE firms must be certified as such by the State of New York at the time of contract.**



8. What is the budget for this RFP?

**Agency Response: The Agency declines to disclose the budget.**

9. Are you seeking the services of a full-service agency (one that provides creative as well as media planning/buying services) or are you only looking for media planning & buying

**Agency Response: We are seeking the services of a full-service agency.**