

**Texas Parks and Wildlife Department  
4200 Smith School Road  
Austin, Texas 78744**

**ADDENDUM**

Addendum Number: 1 Dated: July 02, 2024  
Solicitation Number: 802-25-44067  
Solicitation Title: Multicultural Marketing and Advertising Services  
Due Date/Deadline: **NEW: July 25, 2024; 2:00 PM C.T.**  
Purchaser: **Vanessa Contreras, CTCD, CTCM**

**PURPOSE OF ADDENDUM: EXTENSION OF BID DUE DATE /QUESTIONS AND ANSWERS**

Except as provided herein, all terms and conditions of the document referenced herein, remain unchanged and in full force and effect. The following are specifications to this solicitation. This Addendum may be attached to and form a part of the referenced solicitation document and any resulting awarded contract and may be considered in your response.

**EXTENSION OF BID DUE DATE**

The bid due date for this solicitation is being extended as follows:

**NEW: JULY 25, 2024; 2:00 PM C.T.**

**QUESTIONS & ANSWERS**

- 1. Question:** The RFP references a multiculturally-focused agency, but also experience working in the general market. Will the awarded contractor be responsible solely for multicultural marketing, or general market strategies and execution as well? **Answer: The awarded contractor will mostly be responsible for multicultural marketing but should have the capability to execute general market strategies as well if requested by TPWD.**
- 2. Question:** What level of collaboration should we expect with any other agencies or partners involved in this initiative. For example, it sounds as if there is an existing research partner that we will collaborate with. Is there also a marketing partner that targets the general market that we should expect to partner with? A technology services provider? A branding partner? Other? **Answer: It is unlikely that the awarded contractor will partner with other advertising agencies on TPWD-led initiatives.**

- 3. Question:** How will you define success for this program and the investment you're making?  
**Answer:** That will depend on the specific project, and the goals and objectives with each project. For example, some projects will be solely translations work, and success will be defined by the ability to accurately translate assets for TPWD that are understood by our audiences with ease.
- 4. Question:** Who is the incumbent agency? If no incumbent partner, who is the most recent agency who completed a similar assignment for your organization? **Answer:** For Positioning Only LLC, and Dieste Inc
- 5. Question:** What are the marketing budgets for three most recent fiscal years? What percentage of each year's budget was dedicated to paid advertising? **Answer:** There is not a set marketing budget that we can share. Different departments have their own paid advertising initiatives, so it is difficult to clearly provide a range of a percentage of a year's budget that is dedicated to paid advertising.
- 6. Question:** Is current Spanish language content generated in-language by TPWD? Or by an agency? **Answer:** Both.
- 7. Question:** Why is now the right time to commit funding and energy to this initiative - are there specific challenges your organization is facing that need attention? **Answer:** We have been funding this initiative for years with an existing contract. The current contract has exhausted its final renewal option, therefore, a TPWD is following competitive bid processes to establish a new contract, in accordance with the State of Texas Procurement procedures.
- 8. Question:** Are there any specific Texas regions or State Parks that will require more focused attention than others through this program? **Answer:** No, not at this time.
- 9. Question:** Are there any moments, events or milestones over the next 12 - 24 months that are in focus for your organization as opportunities to advance this program significantly? **Answer:** No, not at this time.
- 10. Question:** For Exhibit D (Key Personnel), is a different format acceptable assuming all the requested information is included? Or is it mandatory to populate the provided form as-is? **Answer:** Yes, a different format is acceptable if all the requested information from that Exhibit is captured.
- 11. Question:** For Exhibit E (Past Projects with Corresponding Reference), is a different format (to include visual references of the project work) acceptable assuming all the requested information is included? Or is it mandatory to populate the provided form as-is? **Answer:** Yes, a different format is acceptable if all the requested information from that Exhibit is captured.
- 12. Question:** For Exhibit F, please clarify the basis for the Technical proposal. We're not clear on whether there is a specific element of the RFP we should be responding to in this Exhibit given the general nature of the information requested earlier in the document. Should we focus it on a

key problem to solve given that would inform our proposal? Or, should we be using the Exhibit to outline a hypothetical approach to the overall engagement? **Answer: Use the Exhibit to outline a hypothetical approach to the overall engagement.**

- 13. Question:** Is this work new, or the continuation of an ongoing project? **Answer: Continuation of ongoing efforts throughout TPWD to engage with multicultural audiences.**
- 14. Question:** If there is an incumbent contractor providing these services, are they participating in this RFP response? **Answer: State contracting opportunities are open to any vendor that would like to respond. TPWD is not aware of who will participate in this solicitation process.**
- 15. Section I, Article 5.1.20.2 Question:** Please confirm that the “Best and Final Offer” being submitted as part to this RFP is specific to hourly rates of key personnel (i.e. Exhibit B – Compensation and Fees Schedule), rates that will be referenced when briefed on specific projects. If not, please clarify what TPWD is expecting to review while evaluating Respondent Proposals. **Answer: Correct, but to clarify TPWD would ask for a BAFO after technical evaluations are completed and if necessary, through a negotiation process.**
- 16. Section I, Article 9 Question:** Please confirm that by “*A formal written request will be sent to successful respondent to quote on the proposed additional products/services*” refers to formal project bids that contain rates for positions not included in Exhibit B - Compensation and Fees Schedule at time of Submission of RFP Response. If not, please clarify what TPWD is expecting to review while evaluating Respondent Proposals. **Answer: Correct, As individual projects are identified, TPWD will send the awarded Contractor a scope of work and request a project budget, that aligns with the hourly rates submitted with the proposal.**
- 17. Section I, Article 13 Question:** As Subcontracting Opportunities *do* exist given the general description of work in Section I, Article 5 (pp. 6-9), please confirm that by “*TPWD has determined there are no probable HUB Subcontracting Opportunities for this solicitation.*” refers to no need for Respondents to submit an HSP inclusive of Texas HUB-certified vendor-partners to satisfy stated HUB Goals from the State Comptroller’s Office. **Answer: Correct, TPWD determined there were no HUB subcontracting opportunities for this solicitation, so the HSP requirements are not needed for this solicitation.**
- 18. SECTION III Question:** Several Articles within Section III do not seem relevant in the context of Multicultural Marketing and Advertising Services. Please clarify how TPWD interprets, or if Respondents should be reviewing a different “General Terms and Conditions” statement specific to the Deliverables being requested in this RFP. **Answer: Section III General Terms and Conditions is a standard boilerplate language for all TPWD contracts. Respondents may include exceptions to TPWD Terms and Conditions that will be review by TPWD general counsel.**

19. Section III, Article 56 **Question:** In the spirit of offering the highest value for the TPWD (i.e. competitive pricing and quality), please confirm that a Respondent may subcontract parts of any deliverable with entities located outside the State of Texas. **Answer: Awarded Contractor is allowed to subcontract parts of deliverables if specific project requires.**
20. EXHIBIT D **Question:** Please confirm that Respondents may mark certain Personnel as TBH/To Be Hired Though Principal Team Members are in place. **Answer: Yes, however the awarded respondent will be responsible for keeping TPWD project manager updated with this information.**
21. EXHIBIT F **Question:** Which projects and campaigns does TPWD specifically want to include under this RFP? **Answer: Mostly examples of translated assets from English to Spanish (both shortform and longform), and paid advertising campaigns targeting Spanish-speaking audiences.**
22. EXHIBIT F **Question:** What is the anticipated budget for that work annually? **Answer: TPWD does not release budgets during the solicitation process.**
23. EXHIBIT F **Question:** What was the budget for the work described last year? **Answer: During fiscal year 2023 TPWD spent approximately \$50,000.**
24. EXHIBIT F **Question:** Do you anticipate an increase or decrease in budget from last year for the upcoming years of contract? **Answer: TPWD can not anticipate future budget or needs for these services in upcoming fiscal years.**
25. 5.1.7 and 5.1.8 **Question:** Which programs or projects are you looking to have partnership development and/or sponsorship with? **Answer: We cannot specify at this point in time.**
26. 5.1.7 and 5.1.8 **Question:** Are any of those programs/projects already sponsored or have partnership agreements in place? **Answer: Our Foundation regularly secures donations and sponsorship agreements on our behalf. For example, HEB sponsored our State Parks 100-Year celebration last year.**
27. 5.1.7 and 5.1.8 **Question:** Are there set sales goals or metrics set for the targeted programs/projects you have identified as being prime for sponsorship or partnership development? **Answer: No, not at this time.**
28. 5.1.17 **Question:** How many projects and/or campaigns do you anticipate needing translation services for each year and what is the scope of each (i.e. X number of ad campaigns, brochures, catalogs, press releases, web content, etc.)? **Answer: We do not have specific number of projects**

identified, as many of these are ad hoc, and arise throughout the year depending on the various needs of the different divisions within TPWD.

29. Section I, Page 6, Paragraph 5.1 **Question:** Can you provide more specific examples of the types of projects that might be included under this master contract? **Answer:** Mostly projects requiring translated assets from English to Spanish (both shortform and longform), and paid advertising campaigns targeting Spanish-speaking audiences.
30. Section I, Page 6, Paragraph 5.1 **Question:** Can you provide examples of similar projects completed in the past under this master contract? **Answer:** Translating a press release from English into Spanish, translating signage from English into Spanish, and creating a paid advertising campaign for one our multicultural audiences, have all been examples of projects completed in the past under this master contract.
31. Section I, Page 6, Paragraph 5.1 **Question:** How frequently does TPWD anticipate new projects under this contract? **Answer:** Quite regularly. For example, requests to translate press releases might come in on a weekly basis.
32. Section I, Page 6, Paragraph 5.1.9 **Question:** Is there a detailed budget allocation for each project, or will budgets be determined case-by-case? **Answer:** Budgets are determined case-by-case.
33. Section I, Page 7, Paragraph 5.1.20 **Question:** What level of detail is expected in the project budgets and timelines submitted by the contractor? **Answer:** Enough detail to satisfy the requestor's ask for a specific project. If enough detail is not provided at the time of the request, the requestor at TPWD will clarify the ask requesting additional detail from the awarded contractor.
34. Section I, Page 7, Paragraph 5.1.20.3 **Question:** What is the expected turnaround time for TPWD to review and approve project proposals, budgets, and other submissions from the contractor? **Answer:** Usually 5-10 business days, but this can vary depending on the extent of the project at hand.
35. Section I, Page 6, Paragraph 5.1.9 **Question:** What specific performance metrics will be used to evaluate the success of marketing and advertising campaigns? **Answer:** Depends on the specific campaign and its goals, but usually volume of impressions, cost per thousand impressions, clicks generated, cost per click, and click through rate, are typical performance metrics that will be used to evaluate the success of advertising campaigns.
36. Section I, Page 6, Paragraph 5.1.18.2 **Question:** What are the exact reporting requirements and frequency for ongoing projects? **Answer:** This will depend on the specific project, and needs of the requestor. A 3-month paid advertising campaign might require bi-weekly reporting, for example, while a 6-month campaign might only need monthly reporting.

37. Section I, Page 7, Paragraph 5.1.19.2 **Question:** Do you have impact/outcomes metrics such as growth targets for park visitors, overall revenue, Park Passes, online engagement, etc.? Can you share details to help inform our response? **Answer:** We do not have this information to share at this time.
38. Section I, Page 6, Paragraph 5.1.4 **Question:** Are there any existing branding guidelines that we must adhere to for all marketing materials? **Answer:** We have branding guidelines for the use of our logo which would be shared with the awarded contractor at the onset of the contract.
39. Section I, Page 6, Paragraph 5.1.4 **Question:** Can you provide examples of previous successful campaigns to understand TPWD's expectations? **Answer:** The awarded contractor will be provided examples of previous campaigns at onset of the contract if needed.
40. Section I, Page 6, Paragraph 5.1.17 **Question:** What languages are prioritized for translation and multicultural services? **Answer:** Spanish.
41. Section I, Page 6, Paragraph 5.1.19.3 **Question:** Can you provide more detail on the required minimum experience, particularly regarding the specific expectations for past projects involving multicultural and Hispanic-interest marketing? What level of documentation or proof is required to demonstrate this experience? **Answer:** Examples of previous translation services completed, or paid advertising campaigns geared toward multicultural audiences, should suffice as proof to demonstrate this experience.
42. Section I, Page 7, Paragraph 5.1.20.3 **Question:** What is the expected turnaround time for TPWD to review and approve project proposals, budgets, and other submissions from the contractor? Also, could you outline the communication protocols for project updates and approvals? **Answer:** Typically 5-10 business days. Project updates and approvals should be submitted to TPWD in writing, preferably via email.
43. Section I, Page 6, Paragraph 5.1.18.2 **Question:** Is there a codified review & approval process for all TPWD channels? Can you share? **Answer:** No, there is not.
44. Section I, Page 7, Paragraph 5.1.20 **Question:** What are your top 3-5 needs/gaps that you are looking to address in the next 2-3 years? **Answer:** Modernization, highlighting scientific research conducted by TPWD, and addressing the needs of the population of Texas.
45. Section I, Page 7, Paragraph 5.1.20 **Question:** Do you foresee separate agency partners for multicultural marketing/advertising vs. more general audiences, or are you looking to have one agency partner cover all audiences and efforts? **Answer:** There are multiple agencies that work on TPWD efforts.

46. Section I, Page 7, Paragraph 5.1.20 **Question:** Are there any ongoing projects we will be expected to pick up and continue working on/progressing? **Answer: No**
47. Section I, Page 6, Paragraph 5.1.3 **Question:** What can you share about park visitor demographics and behaviors? Do you have regionalized data and insights? Language breakdown (English vs. Spanish)? **Answer: Nothing to share at the moment.**
48. 20. Section I, Page 6, Paragraph 5.1.6 **Question:** Can you share an overview of the TPWD content and channel strategy? Same goes for overall media strategy? **Answer: This depends on the specific campaign. We have many avenues for distributing content (press releases, social media, TV show, our magazine, emails and newsletters, our marketing team, etc.). We aim to maximize our owned channels, and utilize paid strategies as needed and as budgets allow.**
49. 20. Section I, Page 6, Paragraph 5.1.6 **Question:** Will you be upgrading the CX + UX of the overall TPWD experience (online and off)? If so, would that be part of this scope or is it separate? **Answer: Not part of this scope.**
50. 20. Section I, Page 6, Paragraph 5.1.6 **Question:** Is the mobile app part of the scope? If so, please clarify what components are included (e.g., content, design, experience, etc.). **Answer: Not part of this scope.**
51. **Question:** What initiatives has Texas Parks and Wildlife Department (TPWD) performed for the audience segments for this brief; what has worked well / not well? **Answer: Provide different content pieces in various languages and run paid advertising campaigns targeting multicultural audiences.**
52. **Question:** What are the top 3 business goals for TPWD that this work is expected to support? **Answer: Modernization, highlighting scientific research conducted by TPWD, and addressing the needs of the population of Texas.**
53. **Question:** Can TPWD provide marketing content previously produced along with any feedback (i.e. what was done well vs what wasn't)? **Answer: No, not at this time. But the awarded contractor will be provided with examples of previously produced marketing content as needed.**
54. **Question:** Outside of the Hispanic market, what specific multicultural markets in Texas is TPWD intending to engage? **Answer: Will depend on the specific needs of the requestor at the time of the project request.**
55. **Question:** Have there been any initiatives to date to ensure that any marketing materials are also accessible? **Answer: Yes.**
56. **Question:** Can TPWD provide any data regarding specific demographic markets and other targeted markets that are intended to be engaged from these campaigns? **Answer: Mostly Hispanic, Spanish-speaking audiences.**



- 57. Question:** What difficulties, if any, has TPWD experienced with current partners? What would make for the smoothest relationship in this new engagement? **Answer: None to disclose.**
- 58. Question:** What challenges have you had with similar campaigns in the past, and what do you believe are the most important aspects of the relationship with your future marketing partner for this engagement? **Answer: Providing solutions within scope that are on time, and within budget.**
- 59. Question:** Can TPWD share existing website analytics data, including monthly visits, actions, conversions and a value for return on investment or conversion value? **Answer: We cannot disclose that at this time.**
- 60. Question:** Can you share an example of your latest monthly and quarterly paid media reporting? **Answer: We cannot disclose that at this time.**
- 61. Question:** What backend CMS, CRM and marketing automation systems does TPWD use? **Answer: We cannot disclose that at this time.**
- 62. Question:** Can TPWD give us an indication of how much first party data is obtained from your site? **Answer: We cannot disclose that at this time.**
- 63. Question:** Can TPWD identify the roles and responsibilities of who will be part of the evaluation committee (will there be someone from marketing, IT, etc.)? **Answer: The evaluation team will consist of employees from TPWD Communications/Marketing team.**
- 64. Question:** Section I, Page 4, Subsection 1 Introduction Question: Is preference being given to Texas-based vendors? **Answer: No, all vendors are allowed to bid on state contracts.**
- 65. Exhibit F, Page 45, Subsection 2 Work Plan Question:** Do you want spec work for this work plan? If so, do you just want creative or do you also want a media plan? If a media plan, what is the estimated annual spend for media? **Answer: Both creative and media would be part of the paid advertising campaigns that could come from this contract. We cannot currently share a specific amount of annual spend for media. For this exercise, you can use \$25,000 as a guide.**
- 66. Exhibit F, Page 45, Subsection 2 Work Plan Question:** Do you have a desire for pricing for polling projects and / or qualitative research (focus groups, online bulletin boards, etc) and a research plan for the work plan? If so, can you provide guidance into what work has already been done in terms of research? **Answer: A general estimate would suffice. Qualitative research has been done in the past few years to gauge motivations of park goers among multicultural audiences.**
- 67. Exhibit F, Page 45, Subsection 3 Project Schedule Question:** For the project schedule, do you have desires for specific parks to be publicized during specific seasons? **Answer: No.**
- 68. Section I, Page 3, Subsection 2.2 Question:** Will media fees run through the contracted agency or be billed directly to TXWD? Is media allowed to take margin from media spend? Is there a required or maximum margin rate like 15%. Where do we include this information in the



technical proposal? **Answer: Media fees can be billed to TPWD but must be disclosed at onset of media planning for a specific project. There is no required margin that need be charged. Include this information as part of the Project Approach / Methodology in the Technical Proposal.**

- 69.** Section I, Page 7, Subsection 5.1.19 Research **Question:** The RFP lists several research activities like conducting surveys, preparing concept testing storyboards, and applying research findings to communications strategies. Can you provide more context on the scale and frequency of research work expected? Will the selected vendor lead all aspects of research from design through analysis and reporting? **Answer: There is not a specific frequency of research work to be expected. Majority of work under the contract will be in the form of translation services, and paid advertising campaign execution.**
- 70.** Page 4, Paragraph 2 – Section 2.1 “Services may include research, campaign planning & execution, promotions tied to conversions to purchase... translation services...design and production... retail or manufacturer partnerships, sponsorship development, sourcing...” **Question:** What is the volume of translation work you anticipate being done? (Word or page count please) **Answer: Translation work will be the majority of the contract, and specific volume cannot be estimated at this point, as projects will be on a case-by-case basis.**
- 71.** Page 4, Paragraph 2 – Section 2.1 “Services may include research, campaign planning & execution, promotions tied to conversions to purchase... translation services...design and production... retail or manufacturer partnerships, sponsorship development, sourcing...” **Question:** Are we to be translating for campaign and promotional use only, or translating existing verbiage from things like the Hunting regulations or departmental program documents’ use? **Answer: Both.**
- 72.** Page 4, Paragraph 2 – Section 2.1 “Services may include research, campaign planning & execution, promotions tied to conversions to purchase... translation services...design and production... retail or manufacturer partnerships, sponsorship development, sourcing...” **Question:** “design & produce” – Is there an existing partnership or vendor for design & production? **Answer: We have an in-house creative services department that does some design and production work.**
- 73.** Page 4, Paragraph 2 – Section 2.1 “Services may include research, campaign planning & execution, promotions tied to conversions to purchase... translation services...design and production... retail or manufacturer partnerships, sponsorship development, sourcing...” **Question:** retail or manufacturer partnerships” – Are there existing partnerships we would be collaborating with, or are these entirely new for the multicultural efforts we propose? **Answer: There are some partnerships already in place, but new ones could arise that pertain to multicultural efforts proposed, should budget allow.**
- 74.** Page 5, Paragraph 2 - 5.1.4 “Creative Development of ads, event marketing materials, and point of purchase materials.” & 5.1.19.6.9 “Media Include: Retail or manufacturer Point of Purchase.” **Question:** Are there specific point of purchase materials, promotional or novelty items, that you

would want to continue with, with an updated design? **Answer:** Would depend on the scope of a specific project based on the needs of a project manager submitting a request for such materials.

75. Page 5, Paragraph 2 - 5.1.4 “Creative Development of ads, event marketing materials, and point of purchase materials.” & 5.1.19.6.9 “Media Include: Retail or manufacturer Point of Purchase.” **Question:** How many existing points of purchase are to be continued/carried over? **Answer:** Cannot determine.
76. Page 5, Paragraph 2 - 5.1.4 “Creative Development of ads, event marketing materials, and point of purchase materials.” & 5.1.19.6.9 “Media Include: Retail or manufacturer Point of Purchase.” **Question:** Can you share descriptions and quantities for these point of purchase materials? **Answer:** Will be determined on a case-by-case basis.
77. Page 5, Paragraph 2 - 5.1.4 “Creative Development of ads, event marketing materials, and point of purchase materials.” & 5.1.19.6.9 “Media Include: Retail or manufacturer Point of Purchase.” **Question:** Can you share insights on what specific goals for Event Marketing would be within this RFP? (Help us better design events and materials towards your goals) **Answer:** Examples might include banners, table-tops, brochures, swag items and other collateral to be distributed at statewide events.
78. Page 6, Paragraph 2 - 5.1.5: “Concept development and execution of promotions and event marketing strategies” **Question:** Or are you asking for all new marketing strategies to promote TPWD events? **Answer:** This would depend on the ask of a project manager if there is such a need for marketing strategies to promote an event.
79. Page 7, Paragraph 3 - 5.1.19.3.1 “Collaborating with contracting program and market-research firm to identify, clearly define, and meet research needs and objectives” **Question:** Who is the market research firm? **Answer:** Do not have that information readily available.
80. Page 7, Paragraph 3 - 5.1.19.3.1 “Collaborating with contracting program and market-research firm to identify, clearly define, and meet research needs and objectives” **Question:** Can they share current relevant research now as we prepare RFP responses? **Answer:** In the past few years we have conducted research on motivations of park-goers among multicultural audiences, that can be shared with the awarded contractor as needed.
81. Page 8, Paragraph 1 – 5.1.19.4 “Disseminate creative materials that are audience-centered, research driven and tested, and suited to fit the format of the selected media.” **Question:** What is the testing requirement and structure you prefer? **Answer:** Focus groups and surveys.
82. Page 8, Paragraph 1 – 5.1.19.4 “Disseminate creative materials that are audience-centered, research driven and tested, and suited to fit the format of the selected media.” **Question:** Is this

through an existing collaboration with a market-research firm? **Answer: Can be or based on the recommendation of the awarded contractor.**

- 83.** Page 9, Paragraph 4. - 5.1.19.9.4 “Creative – Seeks to appeal to the target audience as it motivates the desired change in attitude or behavior.” **Question:** Can you please define the specific attitude or behavior we are seeking to influence and change? (is this specifically the purchase of a license, use of facilities, or utilizing a program? Or other goals?) **Answer: Depends on the specific project. Some might be to influence the use of our parks, or purchase of a license or parks pass, while others might simply be to translate assets to use for signage or press release purposes.**
- 84. Question:** An RFP was sent out in 2019 for the same services, did it amount to something? Who won the account and how much was the budget? **Answer: Yes, it was awarded to (2) companies For Positioning Only LLC, and Dieste Inc.**
- 85. Question:** In the RFP, it is stated that other multicultural markets would be targeted apart from Hispanic. What are the other multicultural markets? Which languages would we need to use? **Answer: An example language is Vietnamese. But majority is Spanish speaking markets.**
- 86. Question:** Is this solicitation an extension or renewal of a previous contract? If so, which agency was last contracted for multicultural marketing? **Answer: No, this is to establish a new contract.**
- 87. Question:** The RFP states that the vendor will be “collaborating with contracting program and market-research firm to identify, clearly define, and meet research needs and objectives.” Will we have access to their research? Will we be collaborating with the external research firm? Or will we be conducting our own research specific to this campaign? **Answer: Research that has been conducted can be shared with the awarded contractor. Additional research can be conducted by the awarded contractor if the need arises.**
- 88. Question:** If the TPWD has an external research agency, who is that agency? How long have they been working with the TPWD? **Answer: Do not have that information readily available.**
- 89. Question:** Would the TPWD need organic social media management or in-language social media community support? **Answer: Not likely. Unless there is paid social media as part of a paid advertising campaign – then, yes.**
- 90. Question:** Was the contract renewed, and how many times? **Answer: Yes, Twice**
- 91. Question:** Can you please detail the projects that were issued under this contract? **Answer: Translation services, and paid advertising campaign execution.**
- 92. Question:** Where can we obtain samples of this work/projects? **Answer: The awarded contractor will have access to samples of projects as needed.**

- 93. Question:** How much detail, beyond the requested capabilities listed in the RFP are required?  
**Answer:** Enough to answer the needs of the RFP and demonstrate the Respondents ability to successfully complete services described..
- 94. Question:** Are there limitations to how many times a given bidder can succeed? **Answer:** No.
- 95. Question:** It seems that 75% of the evaluation criteria is pricing and quality of translation services; it is unclear the value that is being placed in the agency's creative and strategic abilities and contributions. Can you expand on the value placed on these important factors? **Answer:** Agency's creative and strategic abilities and contributions will be considered as part of their Qualifications, Experience, Capability listed at 35% weight.
- 96. Question:** Does TPWD need organic social media management or in-language social media community support? **Answer:** Only if it is part of a paid advertising campaign.
- 97. Question:** Can you share social media insights, data, KPIs and/or results from past campaigns?  
**Answer:** Not at the moment.
- 98. Question:** Do you require any Spanish-language community management for the potential paid Spanish-language or in-culture "Engagement" units? **Answer:** Only if it is part of a paid advertising campaign.
- 99. Question:** Do you have preferred social media tools for analytics and reporting? **Answer:** No.
- 100. Question:** Will you consider Influencer Marketing as part of a campaign media mix? **Answer:** Yes.
- 101. Question:** Do you anticipate earned media to be part of the bid? **Answer:** Yes
- If so, do you require a tool to monitor and collect earned media coverage? **Answer:** No.
- 102. Question:** Please provide data detail on current overnight visitation. Additionally, is it underperforming against KPIs? **Answer:** Do not have this information at this time.
- 103. Question:** Do you have any recent market research (1<sup>st</sup> or 3<sup>rd</sup> party) that you can share? Please provide the date/age of the research if possible. **Answer:** Will be shared with awarded contractor.
- 104. Question:** Can you please provide your current brand strategy and brand guidelines? **Answer:** We do not have an overarching brand strategy, as we employ several content channels for various campaigns and projects throughout the year and throughout our different divisions.

**105. Question:** Please provide detail around performance of your current brand positioning in the marketplace:

- What are your current KPIs? **Answer: Depends on the project.**
- Is it over or under performing against your KPIs? **Answer: See above.**
- What are the performance attributes? **Answer: Depends on the project.**

**106. Question:** Is the expectation that the new agency partner will execute against your current platform? **Answer: Yes, where it makes sense.**

**107. Question:** What are your current domestic and international target markets? Are there any aspirational or growth markets for future consideration? **Answer: Depends on the project.**

**108. Question:** Who do you view as your competitor set? **Answer: All sorts of leisure providers (local and national parks, theme parks and amusement parks, community pools, private providers of leisure services and facilities, etc.)**

**109. Question:** Who is your primary leisure target audience? **Answer: We don't have a specific target audience for all of our marketing efforts. This depends on the program. For example, our campaign for invasive species targets boaters specifically in Texas. The Centennial campaign we did last year targeted Latinx and Black audiences who have never visited a Texas state park. Ultimately, our agency looks to recruit and retain outdoor participants in line with our mission to manage and conserve the natural and cultural resources of Texas.**

**110. Question:** Who is/are your secondary leisure target audience(s)? **Answer: Unclear.**

**111. Question:** Who is/are your B2B target audience(s) Are there specific groups you are trying to reach, i.e., SMERF, Sports Events Planners, Association Planners, etc.? Are there specific industries or conference sizes you are best positioned for? **Answer: Don't have the answer to this.**

**112. Question:** Where do you see your biggest untapped opportunity – either audience demographic or market? **Answer: Not sure.**

**113. Question:** What is your market seasonality that we should consider? **Answer: There are products and services available to all Texans throughout the year, though some (i.e. hunting season) varies throughout the year. Please see our website for more information.**

**114. Question:** What are your key market events in the next FY that we should consider? **Answer: Outdoor education is best poised to answer this question, or please refer to our website for more information on events.**

**115. Question:** Can you please provide your strategic plan? **Answer: Modernization, highlighting scientific research conducted by TPWD, and addressing the needs of the population of Texas.**

**116. Question:** Can you please provide current data on your audience? **Answer: Can be shared with awarded contractor as needed. But generally, all Texans are welcome to participate in our products and services.**

- 117. Question:** Is there an expectation of including spec creative and/or strategy and/or spec campaign development in this first-round proposal? If yes, please provide context of the expectation. **Answer:** Yes, as part of the technical proposal. Expectation is to be clear enough to demonstrate ability to provide the services requested in the RFP within scope, time and budget.
- 118. Question:** Can you provide historical marketing plans for the past three years? **Answer:** We have all sorts of projects and campaigns. This last year State Parks celebrated its 100-Year anniversary, and we had a big initiative to promote that.
- Which previous campaigns have been successful/unsuccessful? **Answer:** See above.
  - How have you defined their success? **Answer:** Volume of impressions, visits to parks, in other cases – license sales, etc.
- 119. Question:** What campaigns (both in and outside of your industry) do you admire? What do you like about them? **Answer:** Unclear / subjective.
- 120. Question:** Please describe any creative work or a strategic move you have seen from another brand (in your category) that impressed you with the thinking. It may not apply to your work, but it still made an impact on how you approach marketing. **Answer:** Subjective.
- 121. Question:** How do you report on your current marketing tactics success? **Answer:** Depends on the campaign or project. Could be volume of impressions, cost metrics, clicks generated, license sales or park visits, behavior change, etc.
- 122. Question:** Will we have access to your website analytics? **Answer:** Yes.
- 123. Question:** What are your main social media KPIs? **Answer:** Engagement.
- 124. Question:** Do you use social media influencers? Can you give context as to how that tactic was recommended? **Answer:** We have in the past, yes.
- If so, do you have any previous relationships you would like to leverage based on brand affinity or other relevant criteria? **Answer:** Depends on the need of the specific project at hand.
  - Have you viewed the executions as successful? **Answer:** Yes.
  - How did you determine success? **Answer:** Volume of impressions.
- 125. Question:** How many creative executions do you have in the market right now? **Answer:** Unclear.
- Which do you deem the most successful? **Answer:** N/A
  - How are you defining that success? **Answer:** N/A
- 126. Question:** Do you have any data or media partnerships? **Answer:** Unclear.
- 127. Question:** Does the media planning/scope entail paid search? **Answer:** No.

**128. Question:** What are your digital media KPI's? How successful have you been at hitting these KPI's? **Answer:** Volume of impressions, cost per thousand impressions, clicks generated, cost per click, engagements.

**129. Question:** Have you historically taken advantage of any media co-op opportunities? **Answer:** Not that we are aware of.

**130. Question:** What type of added-value media plan promotional extensions have worked best for you in the past? **Answer:** Depends on the campaign or project.

**Respondents are to acknowledge receipt of this Addendum. Return a signed copy of this notice with your response submission.**

**I acknowledge receipt of this addendum.**

\_\_\_\_\_  
Respondent Company Name

\_\_\_\_\_  
Respondent's Authorized Signature

\_\_\_\_\_  
Date