

Alaska Travel Industry Association (ATIA) responses to potential bidders' questions related to the request for proposal - RFP – Instate media campaign promoting safe travel.

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**QUESTION: The bulk of the ad buy is radio and TV. Is this grant dictated, or could an agency suggest a more cost-effective and better ROI digital campaign in the response, or does traditional advertising have to be included to be compliant?**

**ATIA RESPONSE:** An estimated budget breakdown was provided in the RFP and ATIA and the review committee will consider a potential bidder's understanding of the project, proposed project timeline, and approach to the scope of work. We are open to creative and innovative approaches and partnerships between potential bidders to implement the work. The review committee will take into consideration creativity, innovation, diversity, and efficiencies in a potential bidder's approach to the campaign, including recommended approaches to budget and strategies.

**QUESTION: When you talk about social media, are these just the ATIA association channels or does it also include Travel Alaska?**

**ATIA RESPONSE:** Travel Alaska is also an ATIA owned social media asset. However, for this instate media campaign, the primary audiences include businesses and community partners. The focus includes ATIA's social media platforms that reach these primary audiences best.

**QUESTION: Is there a reason this is going out to bid instead of using your existing agencies of record? From a branding consistency standpoint, we are curious as to why you would consider introducing another brand look and feel?**

**ATIA RESPONSE:** ATIA was awarded an Economic Development Administration (EDA) federal grant in support of this effort. As a non-federal entity, ATIA is required to adhere to federal procurement guidelines. For reference: [Appendix II to Part 200—Contract Provisions for Non-Federal Entity Contracts Under Federal Awards](#). ATIA is ensuring all procurement transactions under this Federal award are conducted in a manner providing full and open competition.

**QUESTION: Do the cover letter and potential table of contents count towards the total page count?**

**ATIA RESPONSE:** Yes. As described in the RFP under #11. Proposal Submission: All proposals must follow the format outlined below and requested information must be supplied electronically via email. The proposal must not exceed 10 pages in length. Incomplete proposals, proposal over the page limit and proposals arriving after the deadline will be automatically disqualified from consideration.

**QUESTION: Can we provide a link to an external website to showcase additional creative samples besides those included in the proposal?**

**ATIA RESPONSE:** Yes. ATIA will consider and share with the review committee potential bidders' information that include an external website link within qualified proposals submitted.

**QUESTION: What kinds of messages/messaging has ATIA seen success with recently as it relates to the goals of this campaign? Put another way: does ATIA have any data currently on what messages related to traveling safely have resonated with stakeholders?**

**ATIA RESPONSE:** ATIA does not have data on messaging success related to this campaign, relevant stakeholders, or campaign goals. The review committee will take into consideration creativity, innovation, diversity, and efficiencies in a potential bidder's approach to the campaign, including recommended approaches and strategies on messaging. ATIA is attempting to not be prescriptive, rather we want to hear a potential bidders' approach to enhance or develop and produce a travel safely brand and messaging targeted to Alaska businesses and community partners statewide.

ATIA is currently promoting to travelers or a consumer stakeholder audience with travel safe messaging, please see the links as resources below:

- Safe Travels COVID19 updates: <https://www.travelalaska.com/covid/covid19.aspx>
- ATIA's Instate marketing campaign to resident travelers: <https://www.travelalaska.com/ShowUpForAlaska.aspx>

**QUESTION: A portion of the budget is dedicated to the development of the travel safely brand as well as stakeholder interviews. Is it ATIA's intention for that portion of the budget to include things like polling and focus groups to help better ascertain what will resonate with stakeholders?**

**ATIA RESPONSE:** Yes. A potential bidder may recommend approaches to include strategies like polling and focus groups.

**QUESTION: It is not clear from the RFP if respondents are to include proposed messaging and creative as part of the proposal, or just our creative strategy for developing the messaging and creative. Please clarify this when you get a chance.**

**ATIA RESPONSE:** ATIA is open to proposals including suggested messaging and creative as well as a potential bidders' approach to creative strategy for developing messaging and creative. The review committee will take into consideration creativity, innovation, diversity, and efficiencies in a potential bidder's approach to the campaign, including recommended approaches and strategies. ATIA is attempting to not be prescriptive, rather we want to hear a potential bidders' approach to enhance or develop and produce a travel safely brand and messaging targeted to Alaska businesses and community partners statewide.