



Alaska Seafood Marketing Institute

Alaska Seafood Marketing Institute
311 N. Franklin St., Suite 200
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RFP 2023-0803 Alaska Seafood Marketing Institute (ASMI) Consumer and Trade PR Agency

Amendment #1

Amendment Issue Date: March 22, 2022

IMPORTANT NOTE TO OFFERORS: Only the following items referenced in this amendment are to be changed. All other sections of the RFP remain the same. A copy of the amendment is available at: alaskaseafood.org

The following questions have been asked and answered:

Question #1: Can ASMI confirm that the proposal must include both:

- 1. A cohesive annual plan (as outlined in sec 4.05 and deployed July-June), inclusive of target audience, tactics reaching both consumer and trade audiences and budget by line item totaling \$1,350,000?**
- 2. A separate special project plan (as outlined in sec. 4.03.8 and deployed November-June) with the same details and budget totaling \$850,000?**

Answer #1: Yes, however, responses to the hypothetical “Special Project” may contain a lower level of detail than required in response to the primary scope of work and identified FY2023 budget of \$1,350,000.

Question #2: Sec. 1.03 – Budget.

1. Is the annual budget for consumer PR 1.275 million (as listed on page 4 and 19) or \$1.1 million (as listed on page 11)?
2. Can you confirm the domestic trade media budget is an additional \$75,000 budget?
3. Is there an ideal split for retainer and expenses with the consumer public relations and marketing budget and within the domestic trade media relations budget?

Answer #2: The \$1.275 million for consumer PR plus the \$75,000 for domestic is expected for FY2023 as identified in Sections 1.02 and Section 4.07. The \$1.1 million is an estimate for succeeding years, inclusive of both consumer and domestic trade PR and dependent on legislative authority as described in Section 3.01. It's up to the offerors to submit a proposal to meet the requirements of the Scope of Work including allocation of the retainer and direct expenses to meet those objectives.

Question #3: **Sec 1.04 – Prior Experience. Three trade public relations campaigns in the food space – by trade, does that mean commodity board or are you referring to reaching a domestic trade audience?**

Answer #3: The phrase referenced in section 1.04 refers to campaigns targeting a domestic trade audience.

Question #4: **Sec 3 – Scope of Work.**

1. Can you provide more information on your target audiences and demographics or are you looking for proposals to make a recommendation for who you should be targeting?
2. Related to Monitoring and Reporting, what metrics are most important to ASMI and its stakeholders?

Answer #4: 1. Proposals should make a recommendation for who ASMI should be targeting and/or explain how the offeror would identify target audiences and demographics for the scope.

2. This information is not available for the scope of this RFP. The information would be identified with the selected proposer after contract is awarded.

Question #5: **Sec 4 – Proposal Format and Content.**

1. Section 4.03, can you confirm that ASMI is requesting information on qualifications/experience for the tactics, as well as recommendations on how the tactics would be leveraged for ASMI? For the examples of success, can offerors include any experience of existing work with ASMI or is it preferred to showcase other examples only?
2. In section 4.04, can you explain how ASMI envisions the information provided on methodology to be different from what is requested and will be provided in section 4.03?

3. Is it preferred by ASMI to include crisis communications as part of a fiscal budget and plan or is a recommendation for an ad-hoc project/additional scope when needed appropriate?

- Answer #5:**
1. Please see section 4.03. Offerors should include information on experience with tactics and/or recommendations for tactics that would be leveraged for ASMI. Experience of existing work with ASMI may be included as examples.
 2. Where Sec. 4.03 requests specific examples of experience, Sec. 4.04 requests that offerors more generally “describe the process and methods your company employs to identify target audiences and media outlets; develop, execute and manage consumer and trade communications campaigns; and deploy consistent and effective on-going media relations efforts in the food marketing and branding space.”
 3. As described in the scope of work outlined for the FY2023 budget of \$1,350,000, crisis communications within the stated budget should include “coordinating and implementing communication during a crisis, utilizing ASMI’s existing crisis communications plan. This may include working with ASMI staff in order to overcome negative seafood stories or other information detrimental to the Alaska Seafood brand.

Question #6: Sec 4.06 – Experience and Qualifications. Are you looking for an additional two case studies in addition to the five requested in sec 1.04 and the seven other listed in section 4.03?

- Answer #6:** Case studies which are relevant to multiple sections maybe be utilized to fulfill multiple requirements. For example, one case study which demonstrates “trade public relations campaign experience” (Sec. 1.04) as well as “success with food related media relations” (Sec. 4.03.02), and is an example of “how your company employed the process outlined in Section 4.04” may be cross referenced to fulfill all of the above requirements.

Question #7: Section 5 – Evaluation Criteria.

1. **Who among ASMI staff and stakeholders will be evaluating the proposals?**
2. **Does ASMI recommend the responses be in the order as it is written in the proposal format (sec. 4)? Is that helpful to the evaluation process? Must each page/slide reference the section number from the RFP?**

- Answer #7:** We do not identify the people on the Procurement Evaluation Committee. It is helpful to have the answers in a similar format to the RFP as it can be challenging to ensure all of the information requested is in the proposal but it’s not a requirement.