



STATE OF TENNESSEE  
Department of Agriculture

**REQUEST FOR PROPOSALS # 32506-2023-01  
AMENDMENT # 1 FOR  
Digital Marketing Strategies for Pick Tennessee  
Products Campaign**

DATE: 3/24/2023

RFP # 32506-2023-01 IS AMENDED AS FOLLOWS:

1. This RFP Schedule of Events updates and confirms scheduled RFP dates. Any event, time, or date containing revised or new text is highlighted.

EVENT	TIME (central time zone)	DATE
1. RFP Issued		February 22, 2023
2. Disability Accommodation Request Deadline	2:00 p.m.	March 1, 2023
3. Notice of Intent to Respond Deadline	2:00 p.m.	March 8, 2023
4. Written "Questions & Comments" Deadline	2:00 p.m.	March 13, 2023
5. State Response to Written "Questions & Comments"		March 24, 2023
6. Response Deadline	2:00 p.m.	April 3, 2023
7. State Completion of Technical Response Evaluations		April 10, 2023
8. State Opening & Scoring of Cost Proposals	2:00 p.m.	April 11, 2023
9. Negotiations (optional)		April 12-13, 2023
10. State Notice of Intent to Award Released <u>and</u> RFP Files Opened for Public Inspection	2:00 p.m.	April 17, 2023
11. End of Open File Period		April 24, 2023
12. State sends contract to Contractor for signature		April 25, 2023
13. Contractor Signature Deadline	2:00 p.m.	April 28, 2023

2. State responses to questions and comments in the table below amend and clarify this RFP.

Any restatement of RFP text in the Question/Comment column shall NOT be construed as a change in the actual wording of the RFP document.

RFP SECTION	PAGE #	QUESTION / COMMENT	STATE RESPONSE
General Question	N/A	1.) Would the agency handle community management (e.g., one-on-one interactions, proactive engagements) on all social channels?	The Department will handle these interactions.
General Question	N/A	2.) Do you use any content management or community management tools like Sprinklr, Khoros, Hootsuite, etc.?	The agency does not use any content or community management tools at this time.
General Question	N/A	3.) Would your agency partner handle posting content on all social channels?	The agency is capable to post content provided by a third party but would allow access to post social media content approved by the agency if necessary.
General Question	N/A	4.) What is Pick Tennessee Products' overarching strategic positioning?	The Department's consumer facing promotion which is designed to connect consumers with the Tennessee producers who are growing their food.
General Question	N/A	5.) What are your biggest priorities for 2023?	To work in partnership with a contractor to increase consumer engagement, program awareness by 40%, and online interactions by 25% with the Pick TN Products platform.
General Question	N/A	6.) Who is your audience? ▶ Is it all in-state marketing, or are there out-of-state opportunities? ▶ Is it all B2C, or does it also include B2B?	In-state marketing, B2C
General Question	N/A	7.) What brand(s) do you look up to and why? Do you consider any brands in your space/category as doing best-in-class creative?	We have adopted our program ideas from a combination of several other successful state programs. We tend to follow Fresh From Florida, Georgia Grown, and Kentucky Proud in particular as they tend to be most creative.
General Question	N/A	8.) Will paid media be included as a part of this scope?	Yes.
General Question	N/A	9.) What percentage of your department budget is planned for Pick Tennessee Products marketing?	The Department has a \$100,000.00 budget for this project over the course of 14 months.
General Question	N/A	10.) What percentage of your budget is put toward paid media?	The Department will look to the Contractor for recommendation.
General Question	N/A	11.) Are you open to recommendations on additional/new KPIs that best measure the impact of your objectives?	The respondent must at minimum provide the metrics requested by the State in the Pro Forma Contract. Should the respondent choose to utilize additional metrics they may do so and should detail these in their response. The cost for these items should be accounted for in the respondent's proposed monthly cost as requested in the Cost Proposal and shall not be presented to the Department after the fact at an additional cost.

RFP SECTION	PAGE #	QUESTION / COMMENT	STATE RESPONSE
General Question	N/A	12.) What is the budget for this campaign?	The Department has a \$100,000.00 budget for this project over the course of 14 months.
General Question	N/A	13.) We would be working with Pick Tennessee Products' existing website and social media, not designing new ones, correct?	Correct.
General Question	N/A	14.) The RFP says, "The Contractor must identify the target audience." How much data and demographic information does Pick Tennessee Products already have about its target audience?	The Department knows analytical data provided by each social media platform (Facebook, Twitter, etc.) and can provide statistics to the awarded contractor.
RFP Attachment 6.6, Pro Forma Contract, A.7	Pg. 31	15.) Will the monthly meetings be online or in person?	The monthly meeting times, dates, and location will be mutually agreed upon by the Department and the awarded contractor.
General Question	N/A	16.) Have you done a campaign like this before? If so, how much did you spend, and may we see the results?	No, a campaign of this nature has not been done before.

**3. Delete RFP Attachment 6.6, Pro Forma A.5 in its entirety and insert the following in its place (any sentence or paragraph containing revised or new text is highlighted):**

A5. Contractor shall measure the effectiveness of each chosen digital marketing platform and report those back to TDA on a monthly basis. Contractor will use metrics to measure the Engagement and Impressions of the campaigns. **The program's goal is to increase program awareness by 40% and increase online interactions by 25%.** Metrics include, but are not limited to:

1. Pick Tennessee Products website's unique visitors
2. Pick Tennessee Products mobile app downloads
3. Pick Tennessee Products social media reach (Facebook, Instagram, Twitter)
4. Google Metrics