

Marketing and Advertising Services
RFP #23-420-00-11240
Question and Answers

1. **Question:** IV.B.2. Business Experience - Bullet #9: Description of how the Offeror has developed and deployed adaptation strategies in the past during a campaign. *Can you please clarify what is meant by “adaptation strategies” in this context?*

Answer: Adaptation strategies may involve making changes to a contractor’s work efforts during a campaign.

2. **Question:** Since the terms of this Agreement are contingent upon sufficient appropriations and authorization being made by the Legislature of New Mexico, have those appropriations been made?

Answer: Yes.

3. **Question:** Has the department determined a budget that they will have for marketing purposes?

Answer: No, as stated in I. Introduction A. Purpose of this Request for Proposals, “RLD is seeking a Contractor to develop and manage effective statewide marketing, advertising, and outreach campaigns on an as needed basis.” Each campaign may have a different budget depending on the needs of the Agency.

4. **Question:** Has the department had an agency of record and if so, are they satisfied with the current agency’s performance?

Answer: RLD currently does not have a supplier that provides the services requested in this RFP.

5. **Question:** If so, is the department issuing the RFP because it is required to do so?

Answer: N/A See answer to question 4.