

TASK ORDER - CPA PROGRAMS CREATIVE SERVICES

Questions & Responses

#	Question	Response
1	<p>Section 4 Task List Subsections Tasks #1, #2, and #3 When are deliverables due for each Task Order? We see start dates for conceiving and asset development but no due dates. When do the media, marketing, and program teams need assets to launch each campaign?</p>	<p>Please see Task Order Section 5 (Project Schedule and Coordination) for a list of key event dates. Final due dates may be subject to change and will be discussed with the selected Proposer during an initial debrief and during monthly status calls.</p>
2	<p>Section 4 Task List Subsections Tasks #1, #2, and #3 How long is each Task Order campaign expected to run? We want to be able to gauge our ability to deliver versatile work or enough assets to avoid creative fatigue</p>	<p>Please see CPA's response to Question #1.</p>
3	<p>Section 4 Task List Subsections Tasks #1, #2, and #3 Item 2.3. CPA manages all translation services. Will CPA also be handling translation of voice over for the TV spots and Radio spots? Also, how would CPA like assets delivered for Translation/Transcreation? Will source files from the Adobe suite of products suffice (photoshop, illustrator, premier)?</p>	<p>Yes, CPA will be handling translation of voice over for the TV spots and Radio spots. Source files will suffice for translation purposes.</p>
4	<p>Section 4 Task List Subsections Task #2, Item 1. Working closely with CPA's media agency, help uncover and highlight grassroots approaches, creating community-centered solutions that resonate deeply with the target audience and maximize program impact. Will the selected proposer be charged with activating community-based advocates and influencers for the grassroots campaign or just involved in the collaborative development of the big idea, concepts, messaging, and execution of assets/collateral?</p>	<p>Proposers should indicate whether they have the capacity/expertise to handle activations and structure their Proposal accordingly.</p>



5	<p>Section 6. TASK ORDER SOLICITATION SCHEDULE Subsection 6.4. Proposal Evaluation Criteria Item Proposer Pricing is 35% Will the Proposer Pricing Evaluation be on estimated cost breakdown/budget for each Task Order, accounting for Anticipated Deliverables/Assets? If so, this could be challenging by not knowing the “comprehensive asset list” that will be delivered by CPA’s media partner. OR Will the Proposer Pricing Evaluation be based on the best hourly rates?</p>	<p>Task Order Section 7 (Budget) specifies that pricing should be proposed on a time and materials basis (with hourly rates and a not-to-exceed amount specified).</p> <p>CPA’s anticipated budget for the individual Tasks under this Task Order is set forth in Section 7.2.</p>
6	<p>Are campaign-specific landing pages required? It says webpages so we are assuming they are same thing.</p>	<p>Yes, landing pages within CPA’s website structure will be needed. This includes webpage strategy, wireframe, design and copy. The development will happen internally.</p>
7	<p>Is CPA asking for design and development of the webpages/landing page or only to offer the strategy which will ensure all messaging and actions are cohesive?</p>	<p>The selected Proposer will provide webpage strategy, wireframe, design and copy. The development will happen internally.</p>
8	<p>Please confirm that the agency will not be buying or placing any media?</p>	<p>The selected Proposer will not be responsible for purchasing or placing paid media.</p>