

ADDENDUM  
POWER-01-2021 ADVERTISING CREATIVE SERVICES

QUESTIONS FOR RFP

1. "Develop three concepts," How does this fit in the timeline of the project? Who will evaluate and decide which concept should be executed? Same questions with the ad campaign.

Visitor guide concepts are to allow our chosen creative partner to be a part of spec development (size and quantity). We realize that number of pages and size affects printing; therefore, this is only asking for a price to be a part of developing the idea, general design look, specs, number of pages, etc. We will start this process right away so we can move into production by the spring. This RFP is not asking for the production of a visitor's guide, only to develop the concept of what it will look like.

We will be implementing a media campaign that begins within the next 90 days so advertising creative development will need to be occurring very soon. It is a priority for the success of the project. The Director of The Kentucky Wildlands, Tammie Nazario, will decide which ad campaign direction will be chosen.

2. Does this project result in finished, ready-to-print production artwork for the Visitors Guide or just "concepts" and "direction"?

Concept Only.

3. How will photography / video resources be accessed?

The chosen creative partner will work with The Kentucky Wildlands team to review existing video and photography assets. We understand and want our creative partner to have creative influence of which assets are used.

4. What size trade show booth do you envision?

For the purpose of this RFP, the standard booth size space should be used (10 ft. x10 ft).

5. Can you provide a sample list of requests that might be included in "Other" creative services?

Some examples could be:

- Create a Power Point presentation for the Governor using our advertising.
- Enlarge some of our advertising to display at a conference on easels.
- Merchandise Design

- Create a one-time ad for a regional magazine.
- Create a mock up signage for a wayfinding presentation.
- Create an email template for the brand.

6. Are firms outside of the coverage area invited to bid?

Yes.

By signing below, you certify you have the authority to sign on behalf of the submitting organization:

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Date

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Name/Title