

R&R GeoFencing

Solicitation W912JM23Q0004

This document is posted to capture the questions received during the Pre-Bid for W912JM23Q0004

1. Q: Can you share the budget? If so, what's the budget?

A: No

2. Q: What are the targeted cities, areas, or locations?

A: See PWS Technical Exhibit 1

3. Q: How should the proposal be structured?

A: See ADDENDUM TO 52.212-2

4. Q: Do you consider social media advertising as part of the digital advertising campaign strategy, or should we include that as a separate strategy as part of the overarching strategy?

A: Yes, we see social media as part of a healthy digital media advertising campaign. However, we are not looking for a contractor to boost our posts or help increase our organic reach. When it comes to social media, we are looking for advertising in the form of facebook, Instagram, and snapchat ads that are specifically designed to generate leads (i.e. outcome is click through to a lead capture form rather than generating engagement such as likes or follows.)

5. Q: Do we need to include our cost for services in the proposal?

A: We need your quoted price to perform the service filled in on the SF 1449 page 3 and 4.

6. Q: What are some of the past and current digital advertising campaign efforts or strategies?

A: Past efforts have included geo-fencing of mobile devices around specified target areas (detailed to the street address) that included the ability to separately target a parent or guardian and serve a separate message.

7. Q: What are the various targeted audience segmentations?

A: Segmentation analysis can be provided upon award of the contract. However, the base of our target market includes 17-23 year old, with a focus on 3 subsets: high school juniors and seniors, recent HS graduates, and parents or centers of influence (i.e. coaches, school counselors, etc.).

8. Q: Is there a preferred format our proposal should be in (i.e., Word, PDF, etc.)?

A: No preferred format

9. Q: What percentage of ads must be video versus display creative?

A: See "Addendum To 52.212-1 in solicitation

10. Q: Section 5.4 states that (display) ads can be no smaller than 320x250. For mobile geofencing, the vast majority of display ad inventory is 320x50. Will GAARNG consider allowing this more common smaller size ad unit since the goal is clicks to the website?

A: Yes

11. Q: Section 5.6 states min 1,000,000 ads and 250,000 clicks. Do the 250k clicks need to be guaranteed for payment? It's more likely that it will take 10,000,000 to 100,000,000 ads to achieve that number of clicks legitimately without any bot manipulation.

A: See adjusted PWS

12. Q: Section 5.6 also references 'Technical Exhibit 1' but I don't see that.

A: TE 1 has been posted to SAM.gov.

13. Q: What digital platforms or networks do you prefer ads to run (ie. Facebook, Instagram, Snapchat, Gaming sites, mobile apps... all the above)? Any restrictions (ie. TikTok)?

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A: See adjusted PWS

14. Q: You mentioned retargeting ads to visitors to the landing page. Would you consider ideas for retargeting to high school students after school hours when they are at home (but who haven't clicked yet)?

A: YES

15. Q: What is the timeframe to run the ads? Do ads have to run only during school hours/days unless there's retargeting?

A: No, after school hours are allowed also. This will allow us to capture potential leads while at after-school events.

16. Q: Is there a budget or specific deliverable that the contractor must guarantee?

A: See adjusted PWS (5.7.7 and 5.7.8)

17. Q: Is there a lead goal per month or for the contract total?

A: Lead goal is an internal metric and not a KPI for this contract

18. Q: Section 5.6 mentions radius of 1 mile of zip code location which doesn't really align with 'Geofencing' best practices if high schools are the preferred fence area. Rather, you may want to consider using latitude longitude for each high school and keep radius to under 1 mile if trying to reach students only. Or set your radius based on the population density around that HS location if you want to expand to the immediate community (ie. smaller in urban areas and larger in rural areas)

A: We are open to recommendations for methods that may better achieve our goal.

19. The requirements to participate in the tender

A: See page 25 of 25 in the solicitation (attached in SAM.gov)

20. The list of required files that must be submitted to participate in the tender

A: See PWS (starting at page 19 of the solicitation)

21. Where I can find documents such as SOW, RFI, PWS, etc.

A: See page 19 of 25 in the solicitation (attached in SAM.gov)

22. Are the 1,000,000 impressions the max for the year?

A: See adjusted PWS

23. How many creative assets will be provided throughout the year? Will the vendor be required to resize them as per the channel requirements?

A: The GAARNG reserves the right to review and change out creative on a monthly basis. All art files and image resizing will be provided the GAARNG.

24. Is the 1,000,000 impressions and 250,000 clicks mentioned total target required to be achieved throughout the year across all media buying platforms?

A: Yes, this target applies across all media platforms. The intent would be for the contractor to develop the right digital media mix to achieve/exceed these objectives.

25. Please advise if the landing page mentioned at Clause 5.2 (page 25) required to be created by the Vendor.

A: NO

26. At clause 5.2.1 (page 25) it is mentioned that - The vendor will provide the ability to run 10 different campaigns simultaneously at any given time. How many campaigns are estimated to run each year.

A: We expect to run a maximum of 20 campaigns per year.

27. Please clarify if Price Schedule would be part of Volume 1 or is to be submitted as a separate file other than Volume 1 and Volume 2.

A: No answer at this time

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28. What percentage of ads must be video versus display creative?

A. The intent would be for the contractor to develop the right digital media mix to achieve/exceed the objectives as outlined in 5.7.7.

29. Section 5.4 states that (display) ads can be no smaller than 320x250. For mobile geofencing, the vast majority of display ad inventory is 320x50. Since the objective is clicks to the website, will GAARNG consider allowing this more common smaller size ad unit to keep costs down?

A. The intent would be for the contractor to develop the right digital media mix to achieve/exceed the objectives as outlined in 5.7.7.

30. Section 5.6 states min 1,000,000 ads and 250,000 clicks. Do the 250k clicks need to be guaranteed for payment?

A. No. However, success or failure will be one determining factor of whether we exercise future option years.

31. What digital platforms or networks do you prefer ads to run (ie. Facebook, Instagram, Snapchat, Gaming sites, mobile apps... all the above)? Any restrictions (ie. TikTok)?

A. TikTok is banned for official DOD use (to include advertising). The intent would be for the contractor to develop the right digital media mix to achieve/exceed the objectives as outlined in 5.7.7.

32. You mentioned retargeting ads to visitors to the landing page. Would you consider ideas for retargeting to high school students after school hours when they are at home (but who haven't clicked yet)?

A. YES

33. What is the timeframe to run the ads? Do ads have to run only during school hours/days unless there's retargeting?

A. The contractor should be able to develop the strategy regarding proper timing given the nature of the geo fence area. For example, if the geo fence is around a high school we should not be attempting to run ads after school hours.

34. Is there a budget or specific deliverable that the contractor must guarantee?

A. See adjusted PWS for deliverables. The budget cannot be shared.

35. Is there a lead goal per month and for the contract total?

A. Lead goal is an internal metric and not a KPI for this contract

36. Will the government consider enhanced geofence targeting methods to reach the desired Exhibit 1 list audience?

A. This depends on the definition of enhanced. At face value, the answer would be yes. However, the intent would be for the contractor to develop the right digital media mix to achieve/exceed the objectives as outlined in 5.7.7.

37. The request for 1,000,000 impressions, is that for each of the 67 zip codes or in total? Are we looking for a total of 67,000,000 impressions over a 12 month period?

A. See adjusted PWS reference 5.7.7.

38. The 250,000 clicks, is the totality of the 67 zip codes?

A. See adjusted PWS reference 5.7.7.

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39. The allocation of pre-roll video, device ID targeting, display, and re-targeting, is that to be outlined in the marketing plan and can it be adjusted based on performance during the campaign? In my 10 years working within video/static banner ad targeting, continually optimizing campaigns to deliver clicks and form fills is needed to meet campaign goals.
A. . Yes. The intent would be for the contractor to develop the right digital media mix to achieve/exceed the objectives as outlined in 5.7.7.
40. If necessary, to ensure impression delivery and clicks, can the 1-mile radius be expanded?
A. No. We believe the effect would be minimized to reach a different target audience when targeting high schools. When we target a broader audience in a zip code or county then the answer would be yes.
41. How often will creative be changed? (Very excited to know that different creative will be provided as creative is very important in campaign performance)
A. The GAARNG reserves the right to review and change out creative on a monthly basis. All art files and image resizing will be provided the GAARNG.
42. Will the contract be awarded 100% to one organization, or will multiple organizations be awarded the contract?
A. Contract will be awarded to one organization.
43. Will there be a Q&A Public Meeting to ask questions?
A. There will not be a public meeting prior to award of the contract.
44. we would like to have the URLs from the Georgia National Guard that will be used to manage the responses to the marketing effort.
A. The landing page is subject to change and cannot be provided at this time.
45. These are needed for analysis and understanding of the details.
46. Regarding point of sale (POS) equipment. Will the government supply this item, or will the contractor?
Does not apply
47. 30. Regarding small wares; pots, pans, serving utensils, etc., will the government be supplying these items, or will the contractor?
Does not apply
48. Should our bid include the current and/or our estimated costs to purchase ads (i.e., ad spend) as part of our proposal? We utilize a direct connection through our proprietary geofencing software to a DSP and SSP and we purchase ad placement at wholesale costs. Those costs vary widely depending on zip code, type of ad (e.g., OTT/Native/Mobile/Banner/etc.), ad frequency and many other variables. Should we include our pricing estimates for ad purchases be based on the performance standards you've asked for (e.g., W912JM23Q0004 – Page 25 – 5.6: “A desired radius of 1 mi. from each zip code location for a duration long enough to reach 1,000,000 impressions and 250,000 clicks)? Or should we separate out from our fixed costs the estimated ad spends?
A. That level of detail for the proposal is not necessary.
49. Also, on the performance standards referenced above are those standards monthly or yearly (i.e., are you looking to deliver 1M impression and 250K clicks monthly or yearly)?
A. See adjusted PWS. The deliverables listed are yearly targets. However, monthly reporting at a minimum is required. Preference is a bi-weekly report.

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50. Is there an incumbent contractor currently performing the services? If so, who is the incumbent?

A. There is no incumbent contractor. This will be the first GeoFencing contract.

51. 51. Between the 1,000,000 impressions and 250,000 clicks, which metric is top priority?

A. Clicks is the leading metric.

52. Can you provide information as to how these metrics were established?

A. See revised PWS for updated metrics requirements.

53. Are there (or will there be) other paid promotional strategies (paid search, paid social media, etc.) in place in addition to the geofencing?

A. See revised PWS

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Any additional questions regarding this solicitation must be directed to
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