

Questions from Proposers
RFP #07-21 (General Advertising & Creative Services)

1. Page 12 asks for “references from clients for services performed within the past five years.” Are you looking for names, contact information and a description of services so that you can reach out to each reference OR a formal signed reference letter?

Answer: For the RFP Submission, proposers should include client names, contact information, and a description of services. Finalists may be asked to provide formal signed client reference letters.

2. What is the annual marketing budget for California Earthquake Authority?

Answer: The CEA’s marketing budget is established annually by the CEA’s Governing Board and has varied materially over the past decade. During the past few years, the marketing budget has averaged about \$2 million/year. The amount, scope, and timing of work to be performed under the Agreement between the CEA and the chosen proposer, if any, is within the CEA’s sole discretion. There is no guarantee of work, or of any particular amount of work, if a contract is awarded.

3. What is the annual production budget for California Earthquake Authority?

Answer: The annual production budget, like the marketing budget, varies from year to year depending on if a new advertising campaign is needed. The amount, scope, and timing of work to be performed under the Agreement between the CEA and the chosen proposer, if any, is within the CEA’s sole discretion. There is no guarantee of work, or of any particular amount of work, if a contract is awarded.

4. What is the budget for this RFP?

Answer: Please see response to question No. 2.

5. What is your overall budget for this work for this 2 year period? Can you define a range for agency fees, production budget, and media spend?

Answer: Media spend is not covered in this RFP. Please also see response to question No. 2.

6. How does the California Earthquake Authority split their content needs within video, OOH, social, radio, experiential etc.?

Answer: There is not a defined split for these channels – it varies from year to year. The CEA likes all of these channels to work together to present a uniform message that gets people focused on our programs.

7. What channels have worked best for California Earthquake Authority in the past?

Answer: Traditionally it has been video, radio, and digital.

8. Who manages current social media channels?

Answer: CEA staff manages our social media channels and consults with the advertising agency, where appropriate, regarding paid social media content.

9. Are there any benchmarks or KPI metrics California Earthquake Authority is looking to achieve beyond broad awareness building?

Answer: The CEA looks at a variety of benchmarks, including website metrics for our various websites, conversions for various advertising campaigns, and the number of homes that complete a seismic retrofit.

10. What existing research do you have access to? What studies have you already run?

Answer: The CEA has undertaken multiple research studies over the last 12 years. The successful proposer, subject to contractual confidentiality, may be provided with access to past research data to the extent relevant and helpful to performing services.

11. What is the scope of the website design? Should a full redesign be considered or more punctual updates only?

Answer: While the current need is for more punctual updates only, a full website redesign may be considered in future years.

12. Are there any websites you look to for inspiration?

Answer: No. The CEA gains inspiration for its marketing and outreach efforts from a variety of sources, including our Governing Board, our mission, and from the Californians we serve.

13. Please clarify what is needed under printing and fulfilment services.

Answer: Actual scope for these services may vary and will be based on CEA's assessment of need at the time, but the nature of services that may be required are explained generally below:

Printing – The ability to print printed marketing collateral such as direct-mail pieces.

Fulfillment –The ability to fulfill direct-mail pieces or sales items to agents.

14. How many shoots should we consider for the photography deliverable?

Answer: The number of photography shoots varies from year to year depending on whether a new advertising campaign is needed, but it averages one annually.

15. How many agencies are you looking to choose for finalists?

Answer: There is no set number of finalists.

16. As there is a governing board as well as an advisory panel - during the campaign development process, who would be the decisionmakers involved during the day to day and for final approvals?

Answer: While the CEA Communications Department staff are the decisionmakers for purposes of managing the contract services we seek to procure (including both day to day and for final approvals on marketing matters), the CEA staff will periodically consult with and obtain direction from our Governing Board and Advisory Panel. We do not anticipate that the successful proposer will be authorized or required to interact directly with either the Governing Board or Advisory Panel as part of the scope of the agreement. Meetings of the Governing Board and Advisory Panel are public meetings, and the CEA's service providers regularly listen in on those meetings.

17. Do you have any examples of your own marketing done in the past that you're either proud of or admire internally?

Answer: The CEA is proud of all of our previous marketing campaigns. Examples of them can be seen in our TV Commercials Archive located at <https://www.earthquakeauthority.com/About-CEA/In-Your-Community>.

18. Do you have any examples of category or non-category work that you admire?

Answer: No.

19. Do you have any hi-res CEA assets or brand guidelines that can be provided?

Answer: CEA assets and brand guidelines will be provided to the successful proposer on an as-needed basis, after the completion of the contracting process.

20. What level of redesign within the CRMP website is being requested or open towards?

Answer: No level of redesign within the CRMP website is currently being requested. The CEA may be open to redesign suggestions from the successful proposer regarding any of the CEA's or the CRMP's various websites, but website design is not the focus of the RFP. Please also see response to question No. 11.

21. Do you have any competitors in this space? Who might they be and what are the challenges if any to compete against their messaging in market?

Answer: In general, the CEA provides 2/3 of the residential earthquake insurance policies sold in California, with non-CEA insurance providers (such as Arrowhead, GeoVera, and Palomar) accounting for the remaining 1/3.

The CEA is a not-for-profit, publicly managed, privately funded entity that places a high priority on educating California homeowners and renters about how to stay safe during an earthquake, and how to reduce the risk of earthquake damage and loss, including through the purchase of earthquake insurance. As such, we don't regard non-CEA insurance companies as competitors, and we encourage Californians to compare options to find the earthquake insurance protection that best fits their needs and budget.

22. Is there a desire for in-language support as well? Noticing there is Chinese/Spanish on the CRMP website.

Answer: In-language support is covered by a different RFP – [RFP #08-21: Multicultural Advertising & Media Services](#).

23. In the proposal PDF, are there any other requested specs, or maximum number of pages? Will you also accept anything physically in the mail?

Answer: There is no maximum on the number of pages in a proposal and no other requested specs, other than the requirements regarding information that must be included in a proposal, listed in the RFP. Proposals must be emailed as stated in the RFP, including 4-color or sample materials. Finalists may have an opportunity to present something physically at a later date.

24. Can you provide any further initial information on your audience segmentation – socioeconomic status, diversity, demographic?

Answer: That information is proprietary, and will be shared with the successful proposer on an as-needed basis, after the completion of the contracting process.

25. Is it possible for us to speak with anyone on the marketing side of the business before we submit the RFP?

Answer: Because the CEA must ensure a fair and equitable RFP process, we provide all potential proposers the same access to RFP-related information. For that reason, we are unable to speak individually with proposers prior to the finalist presentations.