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| **RFP NUMBER AND TITLE:** | RFP# 202505075 Marketing & Media Effectiveness Research |
| **RFP ISSUED BY:** | Department of Economic & Community Development |
| **SUBMITTED QUESTIONS DUE DATE:** | June 12, 2025 |
| **QUESTION & ANSWER SUMMARY ISSUED:** | June 23, 2025 |
| **PROPOSAL DUE DATE:** | July 2, 2025, no later than 11:59 p.m., local time (as amended) |
| **PROPOSALS DUE TO:** | [Proposals@maine.gov](mailto:Proposals@maine.gov) |
| **Unless specifically addressed below, all other provisions and clauses of the RFP remain unchanged.** | |
| **DESCRIPTION OF CHANGES IN RFP:**   1. The Proposal Submission Deadline is amended. 2. Part II, A. Marketing & Media Effectiveness Study, 1.c is amended. | |
| **REVISED LANGUAGE IN RFP:**   1. All references to the Proposal Submission Deadline of June 30, 2025, are amended to **July 2, 2025,** no later than 11:59 p.m., local time. 2. Part II, A. Marketing & Media Effectiveness Study, 1. c is amended to read as:   c. Qualified respondents must be:  1. Non-Maine households who have taken a leisure trip to Maine **within the past year;** or  2. **Non-Maine households who have not visited Maine.** | |

**Provided below are submitted written questions received and the Department’s answer.**

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| **1** | **RFP Section & Page Number** | **Question** |
| N/A | This looks like it was previously part of the larger Marketing Research RFP we submitted earlier this year, which was later cancelled. Can you confirm if this Marketing and Media Effectiveness Research is now being issued as a standalone RFP? |
| **Answer** | |
| Yes, we have created 3 new RFPs for each service listed in the previous Research Services RFP which was cancelled. The Marketing & Media Effectiveness RFP is the only new RFP that has been posted. | |

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| **2** | **RFP Section & Page Number** | **Question** |
| I.C pg. 6 | For the Initial Period of Performance between 11/1/2025 to 12/31/2027, how many seasonal campaigns do you anticipate this translates to that you need tested? Is this 6 seasonal campaigns over 2 years? |
| **Answer** | |
| Yes. The seasonal campaigns are Spring/Summer, Fall, and Winter, and are conducted annually. The awarded Bidder will conduct 6 seasonal campaigns total during the Initial Period of Performance. | |

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| **3** | **RFP Section & Page Number** | **Question** |
| II.A.1.a pg 7 | What are the typical calendar dates associated with your Winter, Spring/Summer, and Fall campaigns? |
| **Answer** | |
| Winter is mid-November through March; Spring/Summer is April through mid-August; Fall is mid-August through mid-November. Specific dates will be determined with the awarded Bidder. | |

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| **4** | **RFP Section & Page Number** | **Question** |
| II.A.1.c pg 7 | In defining a Qualified Respondent, how recently should a non-Maine household have visited Maine to be qualified? |
| **Answer** | |
| Please see Amendment #2. | |

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| **5** | **RFP Section & Page Number** | **Question** |
| II.A.1.c pg 7 | Will you accept alternative definitions of a qualified respondent if we can defend it as better suited for meeting your overall research objectives, or must this definition be strictly adhered to? |
| **Answer** | |
| The Department is open to recommendations from the Bidder(s) to achieve the objectives outlined in the RFP. | |

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| **6** | **RFP Section & Page Number** | **Question** |
| II.A.2.a.b.c.d | Do you have required sample minimums for each state and city DMA? |
| **Answer** | |
| No, the Department does not have required sample minimums for the DMAs (province, state or city). | |

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| **7** | **RFP Section & Page Number** | **Question** |
| II.A.2.d | Do you need the respondents to just be from DMAs of the major cities in the Canadian provinces, or can we have a mix of urban/suburban/rural respondents across the whole province listed? |
| **Answer** | |
| As long as there is sufficient sampling from the DMA, there can also be a mix of urban/suburban/rural respondents across the whole province listed | |

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| **8** | **RFP Section & Page Number** | **Question** |
| II.A.3.a.1 | In order to report “changes in awareness over time” will you share the most recent Marketing & Media Effectiveness report you’ve commissioned so we can review the design and see how we can make comparison’s responsibly with previous studies? |
| **Answer** | |
| All reports are published and considered public information. Previous reports may be accessed at <https://motpartners.com/research/>. | |

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| **9** | **RFP Section & Page Number** | **Question** |
| II.A.3.a.6 | What source of truth will the state of Maine provide regarding seasonal visitation numbers for us to base our calculations off of? |
| **Answer** | |
| All reports are published and considered public information. Previous reports may be accessed at <https://motpartners.com/research/>. | |

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| **10** | **RFP Section & Page Number** | **Question** |
| II.A.3.a.9 | Will you share your detailed seasonal marketing campaign breaking down marketing buys by ad type & medium by DMA for us to calculate a more accurate ROI on a seasonal and annual basis? |
| **Answer** | |
| This information will be shared with the awarded Bidder. | |

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| **11** | **RFP Section & Page Number** | **Question** |
| II.A.5.c | For the purposes of us defining a Year-End summary report, should the year be a calendar year like January 1st, 2026 – December 31st, 2026 or year covering your Winter-Fall marketing campaign like November 1st, 2025 – October 31st, 2026? |
| **Answer** | |
| Specific dates will be discussed with the awarded Bidder, see Question 3. A year-end Summary Report must be submitted and presented to the Department within 60 days of the conclusion of data collection (Part II, A.5). | |

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| **12** | **RFP Section & Page Number** | **Question** |
| N/A | Does the Maine Office of Tourism have an overall budget estimate for this research activity? |
| **Answer** | |
| Not currently. Bidders are encouraged to submit competitive proposals. | |

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| **13** | **RFP Section & Page Number** | **Question** |
| Part II.A.1.a., p.7 | The RFP states that the contractor should undertake three (3) Marketing & Media Effectiveness studies. Since the period of performance is two years, should we conduct a total of six (6) studies, with one for each season and each year? |
| **Answer** | |
| Reference is hereby made to the answer to Question 2. | |

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| **14** | **RFP Section & Page Number** | **Question** |
| Part II.A.1.c., p.7 | The RFP states that “qualified respondents must be non-Maine households who have taken a leisure trip to Maine.” Is this correct or should it be broadened to include non-Maine households who haven’t taken a leisure trip to Maine? |
| **Answer** | |
| Please see Amendment #2 | |

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| **15** | **RFP Section & Page Number** | **Question** |
| Part II.A.2.a/b, p.7 | The RFP provides a list of designated market areas (DMAs) from which to sample. It refers to some states as DMAs, however those states are not technically DMAs themselves and are instead composed of several DMAs. For example, Connecticut is composed of the Hartford/New Haven CT DMA and the New York DMA. For these states, should we use state or DMA as the geographic unit from which to sample? |
| **Answer** | |
| For the purposes of the proposals, Bidders should use the DMAs outlined in the RFP. Final DMAs will be determined with the awarded Bidder. | |

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| **16** | **RFP Section & Page Number** | **Question** |
| Part II.A.2.c, p.7 | The RFP provides a list of DMAs from which to sample. Some DMAs include more cities than are named in the list. For example, Orlando, FL is part of the Orlando-Daytona Beach-Melbourne DMA. For the Orlando, FL DMA, should we only sample from Orlando, FL or should we sample from the entire geographic area covered by the Orlando-Daytona Beach-Melbourne DMA? Should we assume that any advertising that airs in that DMA may also reach individuals in Daytona Beach and Melbourne? |
| **Answer** | |
| Reference is hereby made to the answer to Question 15. | |

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| **17** | **RFP Section & Page Number** | **Question** |
| Part II.A.2.c, p.7 | The RFP defines the population of interest as non-Maine households who have taken a leisure trip to Maine. Can this be further defined? Would a household qualify if any member has taken a leisure trip to Maine? Also, is there a timeframe of interest? Should trips to Maine from 20 years ago or during childhood qualify a household? |
| **Answer** | |
| Please see Amendment #2. | |

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| **18** | **RFP Section & Page Number** | **Question** |
| Part II.A.2.d, p.7 | The RFP provides a list of DMAs from which to sample. For the DMAs in Canada, 7 different cities across 4 provinces are listed. For the provinces of New Brunswick and Nova Scotia, there is one DMA per province that covers the cities listed: in New Brunswick, the Saint John-Fredricton-Moncton DMA, and in Nova Scotia, the Halifax-Dartmouth DMA. For the provinces of Ontario and Quebec, there are two DMAs per province that cover the cities listed: In Ontario, they are (1) the Ottawa, ON-Gatineau, QC DMA and (2) the Toronto-Hamilton-Niagara Falls DMA; in Quebec, they are (1) the Quebec City/Lévis DMA and (2) the Montreal-Laval DMA. Should we sample from each of these 6 DMAs (one each in New Brunswick and Nova Scotia, and two each in Ontario and Quebec), or should we sample from each of these 4 provinces, such that we sample across the Ontario DMAs of Ottawa and Toronto and across the Quebec DMAs of Quebec City and Montreal? |
| **Answer** | |
| Reference is hereby made to the answer to Question 15. | |

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| **19** | **RFP Section & Page Number** | **Question** |
| Part II. A.3., pp 7-8 | Are there any approval requirements for survey and data collection such as institutional review board (IRB), human subjects’ protection ethical review, or information collection in general? If so, how long does approval typically take? |
| **Answer** | |
| No, there are no approval requirements for survey and data collection. | |

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| **20** | **RFP Section & Page Number** | **Question** |
| Part III.C.3.b, p. 10 | Are there page limitations for File 2 – Organizational Qualifications and Experience and File 3 – Proposed Services? |
| **Answer** | |
| There are no page limitations but as stated in the RFP, the Department seeks clear and concise proposals (Part IV, page 11). | |

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| **21** | **RFP Section & Page Number** | **Question** |
| N/A | Has the Department previously conducted marketing & media effectiveness research to evaluate the Maine Office of Tourism’s seasonal marketing campaigns? |
| **Answer** | |
| Yes. See the answer to Question 8 for additional information. | |

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| **22** | **RFP Section & Page Number** | **Question** |
| N/A | Are there specific targets for expected total number of completed surveys, level of statistical significance or sample representativeness by DMA? |
| **Answer** | |
| As stated in the answer to Question 6, the Department does not have minimum sample requirements for each DMA. The Department is open to recommendations regarding the level of statistical significance or sample representativeness by DMA from the Bidder(s) to achieve the objectives outlined in the RFP. | |

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| **23** | **RFP Section & Page Number** | **Question** |
| N/A | Should the budget include translation of materials into French for Canadian provinces? |
| **Answer** | |
| Not currently. | |

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| **24** | **RFP Section & Page Number** | **Question** |
| 2.A.3.9, page 8 | Does the Department have a preferred methodology for calculating marketing ROI? |
| **Answer** | |
| No, the Department does not have a preferred methodology for calculating marketing ROI. | |

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| **25** | **RFP Section & Page Number** | **Question** |
| Part II | Does the Department have a list of out-of-state leisure visitors to Maine that includes email addresses and will be available to the research team for data collection? |
| **Answer** | |
| No, it does not. | |

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| **26** | **RFP Section & Page Number** | **Question** |
| Part II | Can the Department make available the count of out-of-state leisure visitors to Maine, segmented by DMA? |
| **Answer** | |
| Visitor Profile reports may be accessed at <https://motpartners.com/research/>. | |

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| **27** | **RFP Section & Page Number** | **Question** |
| Part II | What kind of reporting is the Department getting from the current marketing partner? How, if at all, do you see the research partner and marketing partner working together? |
| **Answer** | |
| The Department receives reports based on the seasonal campaigns and a year-end summary report. The Department declines to answer the second question regarding the working relationship between the research partner and marketing partner. | |

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| **28** | **RFP Section & Page Number** | **Question** |
| Part II | Does the Department have past research (primary or secondary) that would be viewed in concert with this (longitudinal studies)? |
| **Answer** | |
| Reference is hereby made to the answer to Question 26. | |

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| **29** | **RFP Section & Page Number** | **Question** |
| Part II | What is the ideal cadence of engagement or involvement you are looking for from your research partner? |
| **Answer** | |
| The awarded Bidder must meet minimum requirements defined in the RFP. Additional engagement will be discussed with the awarded Bidder. | |

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| **30** | **RFP Section & Page Number** | **Question** |
| II.A.1.a., page 8 | Is the intention for the awarded vendor to conduct three studies annually?  Does the scope for the vendor include advising or selecting the DMAs where advertising will run? |
| **Answer** | |
| Yes, the awarded Bidder is expected to conduct three studies annually- see the answer to Question 2 for additional information. Per Part II, the results of each study must be included in a comprehensive, final report that includes actionable conclusions and implications. This may include advising or selecting DMAs where advertising will run. | |

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| **31** | **RFP Section & Page Number** | **Question** |
| II.A.1.c, page 8 | II.A.1.c. reads “Qualified respondents must be non-Maine households who have taken a leisure trip to Maine.” and II.A.2 includes references to “Expansion Markets” and “potential visitors” - which appear to counter each other. Is the sample of the survey to be strictly those who “have taken a leisure trip to Maine” or are the sample criteria negotiable?  Do you require a time bound on that visitation (in past year, 5 years, etc.)?  Is the Department willing to share an estimate of how much of your target markets have historically reported having traveled to Maine for leisure?  Is there a goal sampling breakdown of those who have v. have not visited Maine for leisure in the past? |
| **Answer** | |
| Please see Amendment #2 for information regarding qualified respondent criteria and the visitation timeframe. Please see Question 8 to access previous research reports. The Department does not have a goal sampling breakdown between visitors and non-visitors. | |

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| **32** | **RFP Section & Page Number** | **Question** |
| II.A.2, page 8 | Some geographies listed as DMAs are states versus formal DMAs (metro areas). Could the Department confirm that respondents from anywhere in those states are sufficient for sampling purposes?  At what geography should vendors scope analyzable sample? Region or specific State/City/DMAs listed? |
| **Answer** | |
| Reference is hereby made to the answer to Question 15. | |

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| **33** | **RFP Section & Page Number** | **Question** |
| Part II, page 9 | Is the Department open to sharing their planned advertising schedule ahead of the response deadline for this RFP? |
| **Answer** | |
| Reference is hereby made to the answer to Question 8. | |

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| **34** | **RFP Section & Page Number** | **Question** |
| Part III, page 10 | Are there any submission requirements for page count, font size or font style? |
| **Answer** | |
| No, there are no submission requirements for page count, font size or font style. See the answer to Question 20. | |

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| **35** | **RFP Section & Page Number** | **Question** |
| Scope of Services – Study Objectives - Page 9 | Please clarify how it defines “incremental visitors” and how it prefers return on investment (ROI) to be calculated (e.g., based on visitor spending, economic impact modeling, or alternative measures)? |
| **Answer** | |
| The Department is open to recommendations from the Bidder(s) on defining incremental visitors to achieve the outlined objectives. See the answer to Question 24 regarding preferred ROI methodology. | |

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| **36** | **RFP Section & Page Number** | **Question** |
| Page 9 | The RFP references the need for “real-time progress and in-process/on-the-fly decision-making.” Please provide more detail on expectations around real-time analytics (e.g., dashboards, mid-campaign insights, interim reports)? |
| **Answer** | |
| The Department seeks the timeliest reporting possible. | |

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| **37** | **RFP Section & Page Number** | **Question** |
| Page 9 | The RFP states that qualified respondents must be “non-Maine households who have taken a leisure trip to Maine.” Will MOT also accept responses from individuals who have not yet traveled to Maine, to assess consideration and top-of-funnel impact? |
| **Answer** | |
| Please see Amendment #2. | |

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| **38** | **RFP Section & Page Number** | **Question** |
| Markets - Page 8 | The list of Designated Market Areas (DMAs) includes states, cities, and provinces. Please provide more specific geographic definitions (e.g., whether "Toronto" refers to metro Toronto only or is part of “Ontario”, or if only DMAs are important)? |
| **Answer** | |
| Reference is hereby made to the answer to Question 15. | |

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| **39** | **RFP Section & Page Number** | **Question** |
| Markets - Page 8 | Are there any methodological or logistical differences anticipated for research in Canadian markets (e.g., currency considerations, bilingual requirements, separate ROI expectations)? |
| **Answer** | |
| The Department is open to recommendations from the Bidder(s) to achieve the objectives outlined in the RFP. | |

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| **40** | **RFP Section & Page Number** | **Question** |
| Markets - Page 8 | Is MOT able to provide target or minimum sample sizes for each DMA or market grouping, or indicate priority markets based on media spend? |
| **Answer** | |
| See the answer to Question 5 regarding minimum sample sizes for each DMA or marketing group. Priority markets based on media spend will be shared with the awarded Bidder. | |

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| **41** | **RFP Section & Page Number** | **Question** |
| Methodology and Data Collection | Is MOT open to media attribution modeling (e.g., matched-market or brand lift approaches), or does it have a preferred method to isolate the impact of individual media channels? |
| **Answer** | |
| The Department is open to recommendations from the Bidder(s) to achieve the objectives outlined in the RFP. | |

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| **42** | **RFP Section & Page Number** | **Question** |
| Methodology and Data Collection | Should the study design include comparisons to previous campaign results or established performance benchmarks from prior vendors? |
| **Answer** | |
| Per Part II, A.3, Bidders must measure and report on changes in awareness over time. It is up to the Bidder to determine the best method to achieve this objective | |

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| **43** | **RFP Section & Page Number** | **Question** |
| Methodology and Data Collection | Will MOT provide access to campaign creative assets and flight schedules to support message recall, creative evaluation, and timing of survey deployment? |
| **Answer** | |
| Yes, this information will be shared with the awarded Bidder. | |

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| **44** | **RFP Section & Page Number** | **Question** |
| Methodology and Data Collection | Are there specific demographic or behavioral quotas required for the respondent sample (e.g., age, household income, prior visitation frequency)? |
| **Answer** | |
| The Department is open to recommendations from the Bidder(s) to achieve the objectives outlined in the RFP. | |

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| **45** | **RFP Section & Page Number** | **Question** |
| Reporting and Deliverables | Is there a preferred time for fielding surveys—pre-campaign, in-campaign, or post-campaign? Are the campaign flight dates available for planning? |
| **Answer** | |
| Campaign flight dates will be made available to the awarded Bidder. With regard to timing, the Department is open to recommendations from the Bidder(s) to achieve the objectives outlined in the RFP. | |

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| **46** | **RFP Section & Page Number** | **Question** |
| Reporting and Deliverables | The RFP states that reports are due 60 days after the conclusion of data collection. Would MOT consider flexibility on that deadline based on scope or timing of data availability and holidays? |
| **Answer** | |
| Yes, upon Department approval. | |

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| **47** | **RFP Section & Page Number** | **Question** |
| Reporting and Deliverables - Page 9 | What is the expected content and format of the Year-End Summary Report? Should this report aggregate and synthesize the three seasonal reports, or provide new/additional analysis? |
| **Answer** | |
| The Department is open to recommendations from the Bidder(s) to achieve the objectives outlined in the RFP. | |