



Efficiency Vermont Brand Campaign RFP

Reponses to Questions

Question	Response
At a glance, the scope seems fairly broad given the amount of deliverables without overlapping content, and the amount of development and filming required for 5 customer stories. Is there room to either reduce the scope of deliverables or expand the budget allocation for the project?	We aimed for a scope that would offer flexibility to explore different aspects of each customer story. That’s why there is a focus on the longer form stories first, such that we could create a :30/:15 cut or “teaser” of the larger story. We hoped to leverage this approach such that we can adapt as needed once we’re conducting the customer interviews, fully understand what the story entails and what narrative would be most compelling. Ultimately, for purposes of the media campaign, we will need the five :30 and :15 cuts (and radio spots). That said, we may not necessarily need all 5 longer form stories in the end. If you want to consider providing two options, one with the deliverables as listed (with a budget that is above the current allocation), and another with a downsized scope, that would be fine.
For budgeting purposes, is the current expectation that the radio is an extraction of audio from the video, or independent creative?	We suspect this will not be a straight extraction of audio from the video (i.e., for a non-video format, we may need something that is uniquely designed for radio).
Should creative direction be addressed during the RFP phase, or discussed/developed after award with the chosen vendor?	Creative direction will be discussed with the chosen vendor. We know we want the stories to be told through the eyes of the customer - focusing on their motivation and resilience, vs. technology. We are in the process of selecting customers to be interviewed now.

Are all of the campaign deliverables due by July 15?	We need to have at least one :30 video, one :15 video, one :30 radio, and one :15 radio spot by July 15, but understand others might be delivered later TBD based on the shooting schedule.
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