



RFP QUESTIONS AND ANSWERS

RFP Q&A Number:	1117011-RFP-01
Project Title:	Branding and Communications Consultant for AAP Center of Excellence on Social Media and Youth Mental Health
Application Deadline 11:59 pm CST:	March 15, 2023
Proposals must be emailed to:	389rfp@aap.org
Questions about this RFP must be submitted to the application email address above and will be accepted until:	February 28, 2023
Responses to questions will post on:	March 8, 2023

QUESTIONS AND ANSWERS

1. Background: Does AAP have a deadline for the launch of the Center of Excellence?

We are aiming for a soft launch in late spring as we debut our interactive question and answer portal and publish related content the guides the work of the Center.

2. Scope of Work: The RFQ notes an upcoming Center website. Can AAP confirm whether the selected contractor will provide any support for site development? For instance, will any of the digital assets be used for web development? Does the AAP wish for any web planning services such as wireframing to be included in the scope of services?

The Center's website is integrated with AAP's website and overall branding. We would like to establish branding materials, and potentially some digital assets, that will fit within the existing AAP brand. This will not include any need for web development or web planning services such as wireframing.

3. Scope of Work: Can AAP clarify that messages and materials should be developed to reach each of the audiences identified in the RFQ (clinicians, educators, parents and youth)?

Yes, we will be looking for separate messages and materials to reach each of those audiences.

4. Scope of Work: Will the selected contractor be working with the Technical Expert Panel and/or Youth Advisory Panel to develop messages and materials? Similarly, will these Panels be engaged in reviewing any of the messages and materials developed through this contract?

The Contractor will not work directly with our TEP or YAP but we will likely ask those groups for feedback on the developed messages and materials.

5. Scope of Work: Does AAP anticipate that any of the messages or materials developed through this contract will be translated to languages other than English? If so, please clarify what language(s) may be needed?

Information and resources developed for parents, families, and youth will need to be available in English and Spanish on AAP's website. Select resources will be translated into up to 5 additional languages.

6. Scope of Work: Can AAP specify the desired format for the short video digital assets (e.g., live action versus animated)? If the videos are live action, would the AAP prefer a professional host or should the videos feature subject matter experts (e.g., new directors of the Center, Youth Advisory Panel members)?

Videos could be live action, or a mix of live action with simple motion graphics. For live action videos, we would feature interviews with our Center Medical Directors and/or our youth advisory members.

7. Scope of Work: As part of branding and communications strategy, AAP mentions template materials such as powerpoints - can AAP clarify whether the selected contractor will be creating new template materials for the Center and if so what kinds and how many?

While we are still thinking through the specific needs of the Center for this first year and do not yet know the number of specific assets we might need, we anticipate needing for now: one Powerpoint template for external presentations about the Center, a logo and look/feel for the Center that complements AAP branding and can be applied to the website and other materials, and potentially template social graphics and a template one-pager for sharing information about the Center. In terms of other template materials, it is helpful to know a per asset price of the various options. We encourage you to provide a per item price for videos, graphics, etc.

8. Scope of Work: The scope of work states that the selected contractor should “provide options for additional digital assets and additional messaging needs as needed.” Can the AAP clarify whether the request is to develop a plan for future communications needs or to develop materials in addition to those enumerated above? If the goal is to develop the materials, can the AAP provide some additional context (e.g., number of materials) in order to more accurately budget for this work?

If you are able to enumerate a piece per asset - for example, ghost written op-eds, graphics development - that will help us have an understanding of what our budget can support right now, and what we would need to plan for in the future for other communications opportunities. At the moment, we only anticipate needing the digital assets specifically enumerated in the RFP, but welcome the opportunity to look at a list of options.

9. Budget: Can AAP provide an estimated LOE (level of effort) and budget for this work?

We are not able to provide an estimated budget for this project. We encourage companies to submit competitive bids and closely price per item using the Bid Price Form. While we cannot provide the budget, we are looking for a lower overall level of effort for this work, since we have existing AAP branding and formative messaging that these materials will complement.

10. How would you prioritize messaging for the different audiences you’ve outlined (children and teens, parents, educators, pediatricians, and other professionals)? I.e., if you had to pick one priority audience for purposes of the campaign’s public face, who would it be?

The different audiences are all key stakeholders for the Center as they are all critical to youth development and healthy usage of social media. However, for year one as we launch the Center and get the work off the ground, we would rank pediatricians/clinicians and parents as our top audiences, followed by educators, children and teens, and then other professionals (industry, government, etc.).

11. Do you have research about highest-risk teen/youth populations and/or social media platforms or other background, or is that something you would need to include as a deliverable?

Yes, we have that research available through our co-medical directors and their research labs. We are not seeking research support through this RFP.

12. Is there a need for materials in languages other than English, and if so, which languages/materials would you prioritize?

Information and resources developed for parents, families, and youth will need to be available in English and Spanish on AAP's website. Select resources will be translated into up to 5 additional languages.

13. Are there certain moments in time that are driving the timeline you've outlined?

The Center was funded in October 2022 and is in the early stages of developing our narrative, planned programs and content. We hope to officially "launch" our narrative concept, some educational content and our interactive website portal in the first year of our five-year grant, beginning this spring.

14. Are there any budget considerations you can share (e.g., total budget, biggest priorities, areas where you want to concentrate funds)?

We are not able to share our total budget or a budget range. Our biggest priorities are developing an overall brand for the Center and some digital assets that we can use to launch our work within the next six months.

15. Who will be the key stakeholders involved in the project at AAP?

Key stakeholders at AAP are our center Director and Program Manager, as well as staff from our Mental Health and Public Affairs departments. Additional input may also be provided from our Co-Medical Directors and other subject matter experts. Our key audience stakeholders are clinicians (primarily pediatrician members), parents, youth and educators.

16. Along with the communications strategy, are you wanting a go-to-market plan that includes paid media, or is that being handled by someone else?

There is not a budget for paid media (other than a modest social media paid push) at this phase but welcome ideas for media spends in future years.

17. Can you elaborate on your decision-making process beyond the evaluation criteria listed in the RFP?

Beyond the criteria listed, we will be considering the level of detail provided regarding per item asset pricing and timelines as we consider how to blend our in-house expertise and existing identity with new branding specifically for the Center and for our evolving needs over the next 5 years.

18. Have you conducted any consumer research and/or message testing with the various targeted constituencies?

We have existing research support available through our co-medical directors and their research labs as well as AAP staff experience with reaching the target audiences on previous campaigns.

19. By what means do you envision distributing the creative assets, or has that not been determined yet?

These will primarily be shared via the Center's website and AAP's social media accounts.

20. Are you currently working with an agency already and if so, are they being considered for this?

We are not currently working with an agency on this project or a similar project.

21. Pricing for digital assets varies based on the item (a video cost more than a graphic). How would you like us to provide pricing for #6 on the Price Form?

We are still thinking through the specific needs of the Center for this first year and do not yet know the type or number of digital assets we might need. We encourage you to provide a per item price for videos, graphics, etc. If you are able to enumerate a piece per asset that will help us have an understanding of what our budget can support right now, and what we would need to plan for in the future for other communications opportunities. While currently, we only anticipate needing the digital assets specifically enumerated in the RFP, we welcome the opportunity to look at a list of options that could be incorporated in the future.

22. What is the budget for this project? (Answered earlier)

23. The RFP states that proposals will be evaluated on "quality of the proposal (eg, comprehensiveness, milestones, timetable)," but you do not ask for a timeline or project approach as part of the required proposal package. Would you like us to include these items?

Yes, while not explicitly stated as a requirement we are looking for a timeline and project approach as a part of the proposal package.

24. Do you have a budget range in mind? (Answered previously)

25. Do you have a brand style guide (that you will share upon award) to inform the design process?

AAP does have a brand style guide that we will share with the selected agency. The website for the Center is integrated with AAP's overall website but may also feature some unique branding style that could be added to AAP's overall style guide.

26. For the branding templates for items can you confirm you want something like a toolkit that includes items such as a powerpoint deck, an informational sheet, a postcard/leave behind item and social posts?

Yes, while we are uncertain as to the number and type of creative items we will need, those are the types of items we are looking for and will be prioritizing a powerpoint deck and social posts to start. Video clips and graphics for educational resources (such as informational sheets) are also high on our toolkit list.

27. Are these deliverables going to be based on a mixture of what the agency suggests for communication and what the AAP wants or are these already mapped out?

These deliverables will be based on a mixture of the agency's recommendation and some existing AAP ideas. As the Center is new, we are open to suggestions and brainstorming together.

28. For the public relations side of things are you looking for someone to come in and help with the pitching, coordination and reporting of coverage or are you just looking for the content to be developed for someone from your team to execute?

Depending on the budget and capabilities of the vendor selected, we are open to including assistance with earned media, but had planned for AAP to execute the media strategy once the selected vendor created the assets.

29. Do you have specific target markets you are rolling this out in first or key markets that you want a focus on?

Different audiences make up our key stakeholders as they are all critical to youth development and healthy usage of social media. However, for year one as we launch the Center and get the work off the ground, we would rank pediatricians/clinicians and parents as our top audiences, followed by educators, children and teens, and then other professionals (industry, government, etc.).

30. How are the members of AAP being introduced to this new offering?

Much of that will be determined as a part of this campaign development process, but we anticipate the use of press releases, newsletters, social media, and interviews/presentations by our co-medical directors and other spokespeople. We also will use some of the assets created as part of this effort for things like presentations at AAP in person and virtual meetings and conferences, newsletters to select internal groups, all-member emails, blogs on AAP's website, etc. There have been previous announcements of the funding award so some members are already aware.

31. What does success look like for AAP at the end of the engagement? How will we know we've accomplished your goals?

Success will include cohesive branding and messaging that integrates with AAP's existing portfolio (e.g. HealthyChildren.org) and raises awareness of the Center broadly by our key target audiences. Successful execution of this contract will give AAP digital assets to brand and promote the Center as we formally launch. Given the structure of the grant, completion of tasks allowing for a widespread launch of the Center in a timely matter will be critical for success.

32. Do you have existing research about what the new center's key target audiences value – and what their biggest challenges are in this space?

Yes, we have existing research support available through our co-medical directors and their research labs as well as AAP staff experience with reaching the target audiences on previous campaigns.

33. Have you done anything similar in the past? Are there lessons you learned from that campaign that we can incorporate into this work?

A selection of previous AAP campaigns is available on our website at <https://www.aap.org/en/newsroom/campaigns-and-toolkits/>.

We anticipate that we will model this work after other successful launch campaigns we've conducted in the past, which leveraged multi-channel strategies/tactics such as press releases, newsletters, social media, multimedia, interviews/presentations by our co-medical directors and other spokespeople, etc. We welcome innovative thinking on how best to get the word out about the Center.

34. Will the contractor receive federal funds, and if so, are there specific contract requirements?

This project is funded through a federal grant to the AAP and AAP is required to comply with standards of Uniform Guidance. However, the contractual relationship will be between the vendor and the AAP. the contractor will not receive federal funds directly; they will be paid from AAP.

35. Would the AAP consider a foreign vendor for this RFP?

There is no known restriction against working with foreign vendors.