

RFP 2026-0156 Marketing and Campaign Services Q & A

	Section:	Question	Answer
1	Section II – Scope of Procurement	While Section II outlines the goals and overarching responsibilities of the contractor, the RFP does not specify how the annual budget is expected to be distributed. Could ECECD clarify whether there are preferred or mandated budget allocations for media buying, creative production, research, or outreach components?	ECECD does not mandate specific budget allocations across media buying, creative production, research, or outreach. Offerors are encouraged to propose budget distributions that best align with the Scope of Procurement, campaign priorities, and performance objectives outlined in the RFP.
2	Section II – Scope of Procurement	Section II notes that campaign efforts are intended to reach diverse New Mexico families. Could ECECD provide more detail on expectations for cultural competence—particularly for Indigenous, rural, immigrant, and multilingual communities?	ECECD expects contractors to demonstrate strong cultural competence and experience working with New Mexico’s diverse communities, including Indigenous, rural, immigrant, and multilingual populations. Expectations are further detailed in the Scope of Work.
3	Section II – Scope of Procurement	If multilingual campaign assets are required, does ECECD prefer dubbing, subtitling, or fully custom-language versions for video and audio assets?	ECECD does not prescribe a single approach. Offerors may propose methods they believe are most effective and culturally appropriate.
4	Section II – Scope of Procurement	Will the selected contractor receive access to prior campaign performance data, insights, and creative assets to ensure continuity and optimization?	The selected contractor will receive access to relevant existing campaign assets, performance data, and insights as appropriate.
5	Section II – Scope of Procurement	Are there New Mexico–based, Indigenous-serving, or rural-serving media outlets that must be included or prioritized in the media buy?	ECECD does not mandate specific outlets. Media plans should demonstrate inclusion of New Mexico-based, Spanish-language, Indigenous-serving, and rural-serving outlets where appropriate.
6	Section II – Scope of Procurement	Does ECECD require the awarded contractor to use a specific project management or communication platform (e.g., Teams, SharePoint, Basecamp), or may the vendor propose its own?	ECECD does not require use of a specific project management platform.
7	Section III – Performance Measures	Section III lists high-level performance measures that will guide the relationship. Will contract extensions beyond the initial term be tied to specific performance benchmarks outlined in Section III, or will they be based on broader evaluation criteria?	Contract extensions will be determined based on overall performance, compliance with contract requirements, and agency needs.
8	Section III – Performance Measures	Section III describes performance management expectations. Could ECECD clarify the required frequency, format, and depth of performance reporting (e.g., monthly dashboards, quarterly reports, KPI-level detail)?	Reporting frequency, format, and level of detail will be finalized in coordination with the selected contractor.

9	Appendix D – Cost Response Form	Can you confirm that the format provided in Appendix D is the required structure, or may vendors include supplemental pricing detail (e.g., optional services, media planning assumptions)?	Offerors must submit pricing using the format provided in Appendix D. Supplemental pricing detail may be included if clearly labeled.
10	Section II – Scope of Procurement	To ensure proper planning for licensing and asset creation: Does ECECD require full ownership of all creative assets produced during the contract, or will licensing terms be negotiated as part of contracting?	All creative content, campaign materials, and deliverables produced under this contract will be the property of ECECD.
11	Section II – Scope of Procurement	Are there specific security protocols, data-handling rules, or confidential information guidelines contractors must follow when handling ECECD data or campaign-related materials?	Contractors must comply with all applicable state requirements related to data handling, confidentiality, and information security.
12	Section III – Performance Measures	Could ECECD provide more detail on how finalists will be selected, including weighting of evaluation criteria and whether Best and Final Offers (BAFOs) will be requested?	Proposals will be evaluated according to the criteria outlined in the RFP. ECECD reserves the right to request additional information, conduct interviews, or request Best and Final Offers (BAFOs).
13	Section II – Scope of Procurement	If new priorities or emergent needs arise mid-contract, what is the formal process for scope adjustments or budget reallocations?	Scope or budget adjustments will be addressed through formal contract amendments in accordance with state procurement requirements.
14	Section II – Scope of Procurement	Does ECECD expect the contractor to propose ongoing innovative marketing approaches—including emerging ad technologies—throughout the contract period?	ECECD encourages contractors to propose innovative and effective approaches, including emerging marketing strategies and technologies, when appropriate and aligned with campaign goals.
15	Offeror Experience and References Requirements	Section requiring résumés and organization description implies the need to disclose team composition. Is subcontracting permitted, and if so, what approval process is required before engaging a subcontractor?	Subcontracting is permitted. All subcontractors must be disclosed in the proposal and are subject to review and approval by ECECD.