

RFP 08-CVA - Questions & Responses

1. Is there an incumbent advertising agency and if so, who is it and how long were they the agency of record?

Ans: Glass McClure, Sacramento, CA - 3 years

2. Will they be participating in the review? Ans: No

3. Have you approached any boat builders as tie-in partners? Ans: No

4. Do you have a booth for boating shows?

Ans: The Department does have a booth at some of the larger boat shows. They distribute material for all of the Dept's programs at these shows. Two regional outreach programs (Santa Monica Bay and San Francisco Bay) also host booths at some of the shows with the CVA material.

5. Can we get copies of your current creative?

Ans: yes – several samples are available by requesting copies from DBW, Attn: Kevin Atkinson.

6. Is it possible to also receive a copy of your most recent media plan? If not, can you provide us with a more specific list of targeted DMAs or individual radio markets?

Ans: Current radio markets target San Francisco, Los Angeles, San Diego, Sacramento, Stockton, San Luis Obispo, Chico, Monterey, and Santa Barbara.

7. In your RFP, you ask for radio demographic information along with cost-per-points in each market or by program. Do you have a specific general market demo that will provide you with a consistent parameter from which to evaluate the different media plans?

Ans: our current market audience is primarily Men, age 25- 64, Income \$65,000 + , in the coastal and popular boating areas of the state.

8. At some point, do you think you will you want to address the quagga mussel issue?

Ans: No