



**STATE OF WASHINGTON  
DEPARTMENT OF COMMERCE**

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9/13/2021

**Marketing and Advertising Firm to ABLE Governing Board  
RFP 22-32810-005  
Questions and Answers**

The RFP Coordinator will respond to questions within three (3) business days and will post all answers to the COMMERCE and WEBS websites.

1. Q. Is there an incumbent for this contract? If so, who?  
A. DH is currently under contract for this work.
2. Q. Is there a desire to run advertising in languages other than English?  
A. Yes, we think that we will reach more potential account owners by providing advertisements in different languages.
3. Q. Is the "Five (5) years of experience implementing statewide campaigns for 529A ABLE saving plans, 529 College Savings Plans, or other similar financial services savings program like client funded retirement, health savings account or financial empowerment" a minimum qualification in order to be considered?  
A. Yes
4. Q. Has audience research and message testing previously been conducted for the ABLE program in Washington? If so, may we please have access to this information?  
A. Audience research was around identifying the mediums to reach possible participants and their families / care providers. The ABLE program's eligibility criteria defines the audience. There was no focus group based message testing previously. The click thru rate has been our evaluation metric for communication effectiveness.
5. Q. Can you provide the information for accounts opened each year over the past three years?  
A. Below are the numbers of accounts opened since the program was launched in July 2018:
  - July 2018 – June 2019 = 558
  - July 2019 – June 2020 = 741
  - July 2020 – June 2021 = 938

6. Q. Outside of the links already provided in the RFP, could we have access to view existing campaign creative, specifically existing digital and social assets?

A. Washington ABLE's YouTube channel hosts the digital video assets while the Facebook and Website host the digital print assets especially on the website's partner resources webpage.

7. Q. Can you provide additional information about what is required during the seven month negotiation process timeframe?

A. Due to resource limitations and the timing of other priorities this winter and spring, our office chose to secure a marketing firm in 2021 now for work conducted in State Fiscal Year 2023 (July 1, 2022 – June 30, 2023). Work cannot start on this contract until July 1<sup>st</sup>.