

MULTI-MEDIA MARKETING SERVICES

RFP Questions and Responses



Request for Proposals: Multi-Media Marketing Services

Deadline to Apply: Friday, April 25, 2025 by 5:00 P.M. ET

All Prospective Vendors: The following questions and inquiries were submitted by companies who intend to submit a proposal, and have received a response from the Boston Public Health Commission below.

1. Could you kindly provide more details regarding the budget for this project?

RESPONSE: Boston EMS anticipates annual budgets between \$25,000 and \$100,000 annually towards Multi-Media Marketing Services.

2. Can you confirm whether Canadian firms are eligible to participate in this RFP process?

RESPONSE: There are no restrictions on international vendors.

3. How many video assets are you looking to create?

RESPONSE: We have varying needs throughout the calendar year related to recruitment, education, and promotional videos. We expect these videos to be 5 minutes or less.

4. Should the budget for the full 5-year plan include funding for creative refreshes?

RESPONSE: We do not rule out refreshes, if you include that as a potential option for services you provide.

5. Which channels are most important for content distribution? (e.g., social media, website)

RESPONSE: Content may be distributed on any of the following platforms: Website, intranet, social media, City of Boston facilities, or external facing marketing campaigns.

6. What are your key performance indicators for this initiative?

RESPONSE: This will vary and is dependent on the specific deliverable.

7. Do you have established brand messaging pillars, or will those need to be developed?

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RESPONSE: Yes, but we are open to creative input from selected vendors.

8. What are the primary goals of this multimedia campaign?

RESPONSE: We are looking to build off previous work to strengthen our capabilities of focusing on personnel in recruitment.

9. Do you have a project timeline or launch date for the first wave of media materials?

RESPONSE: Within the first 45-90 days after contract execution.

10. Is this a new initiative or a continuation/expansion of previous marketing efforts?

RESPONSE: It is a continuation.

11. How frequently will new media (videos, graphics, photos) be required?

RESPONSE: We will be realistic and work collaboratively with vendor to set appropriate deadlines for deliverables.

12. Is there an estimated budget or budget range for this contract?

RESPONSE: Refer to the answer in question 1.

13. Is there a target budget or general range allocated for this contract over the initial three-year term?

RESPONSE: Refer to the answer in question 1.

14. Do you have an estimated volume of deliverables expected annually (e.g., number of videos, photo sessions, or design assets)?

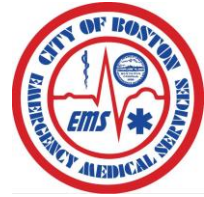
RESPONSE: This will vary. The internal team will work with the vendor to implement a work plan that clearly defines timelines and expectations for deliverables.

15. Will Boston EMS retain full ownership of all final and raw creative content, or would licensing arrangements be needed?

RESPONSE: Yes, Boston EMS would retain full ownership of all final and raw creative content.

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- 16. Could you share more about your internal review process—for example, typical turnaround expectations and how many rounds of feedback are standard?**

RESPONSE: We have an internal team that would coordinate with the vendor. That team would be included in all necessary approvals.

- 17. Will there be a dedicated point of contact or team we'd collaborate with throughout the project?**

RESPONSE: Yes, there will be consistent, dedicated points of contact for collaboration throughout the project.

- 18. Are there specific recruitment or engagement goals you're hoping this work will help drive?**

RESPONSE: Yes. For example, we have 3-4 annual hiring cycles as well as educational media campaigns.

- 19. How will the performance be evaluated in regard to the potential 1-year contract extensions?**

RESPONSE: This will be at the discretion of the internal team.

- 20. I am inquiring as to whether the BPHC is seeking only firms that can service all three components (e.g., video, photography, graphic design) or if firms may submit responses that are tailored to a single component.**

RESPONSE: We are seeking firms that will be able to service all three components (videography, photography, and graphic design).

- 21. What is the anticipated yearly budget allocation?**

RESPONSE: Refer to the answer in question 1.

- 22. What is the expected amount of notice to be given before filming an event or creating content?**

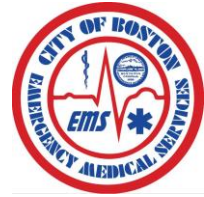
RESPONSE: We will work with the vendor to create a proactive work plan and will provide ample time to realistically meet deadlines.

- 23. For pricing proposals, do you prefer a rate card or do you want us to scope out the 3 potential projects?**

RESPONSE: The vendor can use whatever medium will accurately portray the

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services and pricing for the project.

24. If the latter, should the budgets include media purchasing, and if so, do you have a suggested duration?

RESPONSE: Media purchasing does not need to be included. But there is an expectation that the vendor would need to have knowledge and experience with the process.

25. Costs for a 5 min video could vary, depending on the messaging needs and creative approach. Is there a reference point (i.e an existing video or project scope) that we could base the budget on?

RESPONSE: Vendor should provide the cost range in proposal.

26. What is the expected balance between paid media and organic media (i.e BPHC managed social channels)?

RESPONSE: The paid media campaign will be prioritized over organic media.

27. Can we confirm the current social media channels:

RESPONSE:

Facebook: <https://www.facebook.com/OfficialBostonEMS>

Twitter/X: @BOSTON_EMS

Instagram: @bostonemsofficial

BlueSky: @ems.boston.gov

28. What is the rubric by which responses will be judged (i.e. point system or scoring sheet)?

RESPONSE: Boston EMS will evaluate the ability of the vendor to meet requirements (40 points), cost (30 points), relevant experience (30 points).

29. Are there any incumbents?

RESPONSE: No, currently there is not.

30. How many videos, photoshoots, or graphic design assets are expected per month or per year?

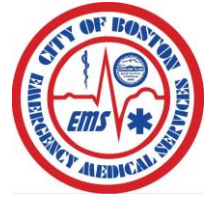
RESPONSE: Refer to the answer in question 11.

31. Are there set timelines for these campaigns, or will work be provided on an ad-hoc basis?

RESPONSE: We will be realistic and work collaboratively with vendor to set

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appropriate deadlines for deliverables.

32. Will the awarded vendor be responsible for publishing content, or just delivering assets?

RESPONSE: The vendor will be responsible for delivering assets. If it is a marketing campaign, the vendor will be responsible for accurately portraying the services and pricing for the project and coordinating delivering those assets.

33. Is there a preferred list of distribution platforms or ad placements (e.g., social, out-of-home, digital)?

RESPONSE: We would expect the vendor to provide this.

34. What is the frequency in which you will have graphic design needs throughout the year? This will help us determine whether an hourly or retainer cost structure would be most beneficial to BPHC.

RESPONSE: We have varying needs throughout the calendar year related to recruitment, education, and promotional videos.

35. Is there an overall budget range or not-to-exceed amount for this contract over the 3–5 years? At PMC, our goal is to always deliver the most impact within our client’s budget parameters. We will try to fit as much as we can within the budget we have available so that BPHC sees the impact and success of our partnership.

RESPONSE: Refer to the answer in question 1.

36. How will proposals be scored or evaluated (e.g., experience, cost, creativity)?

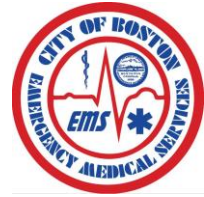
RESPONSE: Refer to the answer in question 28.

37. Is the opportunity open to non-Boston, or Massachusetts-based contracting agencies?

RESPONSE: Yes, the opportunity is open to non-Boston or Massachusetts-based contracting agencies.

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38. Is there a point system for evaluation and award?

RESPONSE: Refer to the answer in question 28.

39. Would the City of Boston consider CUBE utilization percentages in subcontracting (i.e., Hired photographers, etc.)? Note: DCF is a Small Business Enterprise by all SBA standards, but we do not have other designations at this time.

RESPONSE: Our preference is to issue one contract for this bid opportunity.

40. Will you require an agency to develop a marketing and media plan beyond creative development?

RESPONSE: Possibly. The vendor will work with the internal team to develop a plan for distribution.

41. Will the contractor be required to buy and place media?

RESPONSE: Yes. In some instances, the vendor will be required to buy and place media.

42. Is there a total media budget at this time for this effort?

RESPONSE: Refer to the answer in question 1.

43. Is there an incumbent from past engagements?

RESPONSE: Refer to the answer in question 29.

44. We noticed the existing “Bring Who You Are” campaign—are you looking for a new creative concept, or would you like the recruitment content to build on the existing messaging and visuals?

RESPONSE: We would like to build on the existing messaging and visuals.

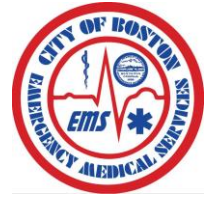
45. Can you provide an estimated volume or frequency of content needs each year (e.g., number of videos, photoshoots, and design assets)?

RESPONSE: Refer to the answer in question 14.

46. Specifically for video, how many of each type are you envisioning annually (e.g., short social videos, longer spotlights on events, departmental areas, or trainings)?

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RESPONSE: Refer to the answer in question 11.

- 47. Will we have access to film or photograph real-time EMS calls, training environments, or staged scenes? Are there any clearance protocols, privacy considerations, or limitations we should be aware of?**

RESPONSE: We are bound by the privacy rules established by HIPAA (Health Insurance Portability and Accountability Act). However, there may be times when the vendor will have access to our teams in the field. We will work with the vendor to ensure privacy and safety protocols are followed when capturing content.

- 48. Should we include media placement strategy, media buying, content publishing, or social media management in our scope? Or is the vendor solely responsible for content creation? Will the vendor be expected to develop and execute a media distribution plan, or will Boston EMS/BPHC manage placement in-house?**

RESPONSE: The vendor will be responsible for delivering assets. If it is a marketing campaign, the vendor will be responsible for accurately portraying the services and pricing for the project and coordinating delivering those assets. The vendor will work with the internal team on any media distribution plans.

- 49. How will the success of our work be measured (e.g., increased applications, engagement metrics, awareness growth, etc.)?**

RESPONSE: This will be at the discretion of the internal team.

- 50. Is there an anticipated annual budget or ceiling we should keep in mind when developing our pricing? Is there an anticipated annual budget or ceiling we should keep in mind when developing our pricing? Understanding the budget range is important, as it helps us determine how much content we can produce and at what production value.**

RESPONSE: Refer to the answer in question 1.

- 51. How many stakeholders will be involved in reviewing and approving creative work? Should we plan for a specific number of revision rounds per asset?**

RESPONSE: Refer to the answer in question 16.