



**STATE OF NEW HAMPSHIRE
DEPARTMENT OF BUSINESS AND ECONOMIC AFFAIRS
Promotion of Goods Produced in New Hampshire RFP
RFP DBEA 2025-04**

Clarifying Questions and Answers

- Q1.** Who is the target audience (i.e., are we looking to build awareness of goods produced here to constituents within or outside of the state)?
A1. The target audience is both in and out of state.
- Q2.** Are there any metrics beyond awareness that we should be aware of? Increased economic activity/revenue to local businesses? Bringing more businesses to NH?
A2. There are no additional metrics.
- Q3.** Are there certain industries/goods that will be key areas of focus?
A3. No, the goal is to be inclusive of all goods produced in the state.
- Q4.** Assuming there will be a decision-making committee put together to assess vendor responses and select your agency partner on this project, can you share who the key stakeholders of that committee will be?
A4. The selection committee has not been finalized.
- Q5.** Have you ever done a campaign like this before? If so, can you share key learnings/successes? If not, can you share an example of other similar campaigns that you like?
A5. No, this is the first program that will be developed to include all goods produced in the state. NH Made is a similar program but has had specific criteria for membership.
- Q6.** What is the timeline to develop the database and create the marketing campaign – when are you looking to launch the campaign?
A6. Final timelines will be developed during the kick-off meeting but ideally to launch something in late spring/early summer.
- Q7.** What does success look like for this project? What are the campaign goals?
A7. A brand identity that is widely used by New Hampshire businesses adding the identity to the goods produced and is recognized regionally, nationally and beyond.
- Q8.** Who is/are the audience(s) for the marketing campaign? Locals to shop local, entice visitors with our array of NH made goods, businesses to move their companies here, all of the above?
1. What geographic area do you expect this campaign to reach?

A8. See A1.

Q9. The line item for "Develop digital content for <http://nheconomy.com> and visithh.gov", does that only mean writing the copy and designing the content, or does it also include being given website access to fully develop that content as well?

A9. To be determined through the development of the campaign.

Q10. The line item for "Develop a marketing campaign" - will the BEA be implementing the campaign across digital and traditional tactics, or is the agency partner be responsible for implementation of the complete campaign as well?

1. Will the agency be limited to marketing tactics already being utilized by the BEA for this campaign?
2. If the above answer is no, will the agency partner be responsible for negotiating contracts, handling placements, and handling payments for reimbursement?

A10. The intention is that the Selected Vendor would recommend a strategy to include a marketing component and execution.

Q11. The line item for "Create a database" – does the BEA already have a database system identified, or would the agency partner be responsible for identifying that platform?

1. Are there additional / future capabilities that staff hope to use this database for beyond this project?
2. Is the agency partner responsible for maintaining the database, or will BEA staff also be working on data entry?
3. Will the database be for internal use only, or will it also need to be public facing?

A11. BEA uses Salesforce. Selected Vendor will provide in Excel and BEA will upload and maintain.

Q12. For the prospective highlighted product companies, are there any requirements that the products themselves need to be manufactured in the NH or can the qualifying companies be headquartered in NH while certain aspects of/all of their manufacturing be done outside of the state?

A12. Final criteria to be developed during kick-off meeting.

Q13. Does the BEA have an initial list or any previously identified products/businesses that they would like to be highlighted as part of this campaign or will selection be left up to the chosen marketing agencies discretion?

A13. There is no initial list but all businesses producing goods in New Hampshire should be included.

Q14. Are there any product categories that the BEA would like to avoid including as part of this campaign?

1. Are there other criteria that we want to ensure businesses meet in order to be included (to ensure that they're aligned with the image that New Hampshire wants to present to the public)?

A14. See A3.

- Q15.** Would the BEA consider it a conflict of interest if the chosen marketing agency partner already has existing working or professional relationships with any of the potential product companies that could be considered as part of this campaign?

A15. No, since all goods will be included.

- Q16.** Does the BEA have any specific metrics that will be used to measure the success of the work that we're doing?

A16. See A5.

- Q17.** The ultimate goal is to raise awareness of goods made in New Hampshire. What goal does that accomplish?

A17. See A5.

- Q18.** Is there a specific target audience that the work is going to be targeting?

A18. See A1.

- Q19.** Should this new brand under this effort have any connection or collaboration with the pre-existing New Hampshire Made non-profit brand?

A19. To be determined.

- Q20.** What Promotional Tools and email service providers (ESPs) are currently being used for managing digital content and existing Marketing (Social Media, Print, Online Ads or emails)?

A20. BEA only has an ESP.

- Q21.** If there is no ESP will making recommendations of an ESP be part of this RFP?

A21. See Q20.

- Q22.** What platform will be used to manage the database of companies?

A22. See A11.

- Q23.** Does the state require support for populating the database as part of this RFP? If so, has BEA identified the meta-data it wishes to include in the database and is this information readily available?

A23. No, BEA has not identified the meta-data.

- Q24.** What market research has been performed to date and will it be made available?

A24. No market research has been done.

Q25. Does the state anticipate co-branding with certain companies as a part of this campaign?

A25. See A13.

Q26. Can BEA please provide a comprehensive list of products or product types that would be considered in scope for this strategy? This will be very informative to determining the potential variety of digital content required per bullet 3 on page 5

A26. See A12.

Q27. Has BEA measured current awareness levels for NH products? Are measurement systems in place or is the state looking for recommendations to be included in part of the strategy?

A27. BEA has not measured current awareness of NH produced goods.