



## 2016 Marketing & Public Relations Campaign RFP Responses to Responder Questions

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*April 5, 2016*

**Does MNSure possess an existing database of former enrollees that the successful responder will have access to?**

No. Any potentially identifying information about MNSure enrollees as an individual is considered private data under the Minnesota Data Practices Act.

**Has MNSure collected any information or insights on the factors prompting the drop off in enrollment?**

Enrollment in private health insurance plans through MNSure has grown year over year each open enrollment period (see below). MNSure does work to collect information and insights on factors affecting individual enrollments.

2014 – 47,697 private enrollments

2015 – 60,092 private enrollments

2016 – 85,390 private enrollments

**We understand collateral printing will be secured and overseen by MNSure, does this include vendor coordination being handled by MNSure?**

Yes.

**Regarding translation, we note that through the MNSure website, some documents are available in five languages. Will translation services for any newly produced materials be the responsibility of the selected agency or MNSure's responsibility?**

Translation services will be handled by the state.

**Regarding the 15-page limit, work samples are excluded from this page limit; are references and the additional two samples of multi-platform campaigns also excluded from this page limit?**

Yes.

**Are responses to Appendix A considered under the "Required Forms" exclusion to the page limit?**

Yes.

**Can you please clarify what updating and creating individualized marketing campaigns for approximately 20 lead broker agencies across the state would involve?**

As part of our assister network, MNsure contracts with approximately 20 lead broker agencies statewide who are designated as MNsure broker enrollment centers. These broker agencies receive matching advertising dollars from MNsure to purchase personalized advertising in their local media markets. The successful responder would be responsible for building that advertising plan, creating the ads and making the purchases.

**When providing work samples and multi-platform campaign samples, may we include a link that directs you to a landing page allowing you to view television and video components?**

Yes.

**What are you projecting for a budget in regards to your marketing campaign, media purchase and PR?**

The RFP includes a table listing the approximate spending on the MNsure statewide marketing campaign for the 2015 and 2016 open enrollment periods. While MNsure is not setting a maximum cost limit on proposal submissions, it is important to note that price will be a significant consideration during the evaluation period. MNsure will evaluate proposals based on "best value."