



2017 Homeownership Marketing Campaign Request For Information Questions & Answers

1. Is IFA required to take this campaign to RFI/RFP each year?

A: We're required to have a competitive bid process for any project that exceeds \$50,000. We did not go to RFI last year, as IFA handled the media portion of the campaign, we will not be doing this going forward.

2. Which agency helped execute the 2016 campaign? Did they also do 2015?

A: Saturday Mfg. did both 2015 and 2016

3. Beyond what we saw on social media last year, what was the overall theme of the campaign and how was it executed?

A: The 2016 theme was "2,500 BUCKS" this emphasized our \$2,500 down payment grant and provided Iowans two chances to win "\$2,500 BUCKS" - by submitting a photo of a term for money on facebook or entering our sweepstakes online.

We used the following for the 2016 campaign:

- MICROSITE: Development of a landing page for the campaign sweepstakes
- DIGITAL: Pre-roll :15 video
- CABLE TELEVISION :30 Spot
- 4 Zones (DM, CR-IC, W'loo-CF, SC)
- SPOT RADIO :60 Spot
- 4 MSAs (DM, CR, W'loo-CF, SC)
- ONLINE RADIO: 60 Spot
- PUBLIC RELATIONS: Media events throughout the state and meetings with partners. Public relations efforts will be handled internally and are not a part of the RFI.

4. What were the goals vs. results for the 2016 campaign and were you satisfied with the campaign overall?

A: Our primary goal of the campaign was to generate at least 61 new buyers who participated in the sweepstakes and then went on to purchase a home using one of our programs. We're currently calculating the total results of the 2016 campaign, in terms of new buyers generated. We leave several months of lag time before running this, as we know the time between deciding to buy and closing the loan is several months. I've attached the full 2015 summary and results is available here and the 2016 campaign overview is

5. What did you like or not like with the previous marketing campaign?

A: We were really pleased with the past campaign and are looking to take it to the next level.

6. Is the \$130,000 inclusive of paid media? If so, are there any requirements for a percentage that must be used or has been used in the past?

A: Yes, \$130,000 is the total budget, including media. There are no percentage requirements with how the budget is split, we're looking for recommendations.

7. Who is the target audience?

A: Iowa households with a total income of no more than \$120,960, looking to purchase their first home, or another home (repeat buyers are also eligible). The home purchase price can be no more than \$312,000, although a typical purchase price is \$90,000. Both males and females and an average age of 30.

8. Is the entire state of Iowa the target DMA or does the IFA have specific locations to focus the campaign?

A: Yes, this is a statewide campaign. I understand, our budget may limit our ability to purchase statewide media, in the past, we've selected several MSAs for our paid efforts and have carried out the statewide effort with digital and social.

9. Will the campaign require the vendor to create or maintain any web pages or websites?

A: Yes, the campaign will need to include a landing page that the firm will need to create. IFA will maintain the page.

10. Is the IFA specifically looking for SEO or SEM services from the vendor for this campaign?

A: No

11. What amount of content and creative for each tactic (collateral, traditional & digital) will be provided by the IFA, if any?

A: IFA will provide program-specific information but will look to the vendor to provide all campaign content and creative.

12. Would IFA require the vendor to manage and maintain their social media sites: i.e. Facebook, Twitter, Instagram, etc?

A: No, IFA will maintain the social sites, but will ask the vendor to provide social-specific graphics to best support the campaign.

13. Will the IFA grant the vendor admin access to the Facebook and Twitter pages?

A: No.

14. Is the cover page and table of contents included in the 10-page limit?

A: No, you're welcome to include up to ten pages of actual content.

15. What is the desired start date for the campaign?

A: We're open to suggestions on a start date, we've started our homeownership month campaign in May in the past and ran through August and we've also kept it to just June.

16. How long will the campaign run?

A: We're open to suggestions, based on the concept.

17. Does the IFA prefer a local vendor?

A: No preference.

18. National homeownership month is June. What is your desired timeline for the campaign? We would recommend May/June/July, but seek validation and/or preference.

A: We're open to timeline suggestions, depending on the concept, we would be open to a three month campaign, which we've done in the past.

19. Upon review of your website, it's evident that you work with various lenders throughout the state. Is there an opportunity to communicate through or via these lenders?

A: Yes, this is a great avenue for us and we prefer to have some sort of a component that targets lenders and real estate agents.

20. Our preferred method of delivery will be mail. How many copies should we send?

A: Please send three copies.