

QUESTION AND ANSWER
ADVERTISING RFP

Question 1- I heard about the RFP through an alert service. Did NuHealth actually distribute to selected or preferred agencies or was it exclusively posted on your website. In other words, we're trying to gauge whether you actually invited some agencies to participate.

Answer 1-The advertising RFP was advertised in accordance with NuHealth policies.

Question 2- If you did distribute it to agencies, how many?

Answer 2- The advertising RFP was advertised in accordance with NuHealth policies.

Question 3-Is there an incumbent agency? a)Will the incumbent participate in the RFP? b) If there is an incumbent agency, what are the primary reasons for conducting this search? (In other words, is there a genuine desire to replace the incumbent?)

Answer 3- The incumbent agency is Crown Advertising. We will not know who will submit. The incumbent and everyone who has expressed interest are invited to respond to the RFP.

Question 4- Why are you looking for a new agency at this time? It seems as though it wasn't that long ago that you rebranded as NuHealth.

Answer 4- We felt it was appropriate to issue an RFP as we are interested in seeing new proposals.

Question 5- Page 6 D asks for a list of comparable projects. D2 asks for ALL projects completed in last 18 months including "owner, size of facility..." This sounds like it might have been picked up from a construction RFP. We do too many projects here in three months to list them all. Can we answer this by listing a few relevant assignments/case histories?

Answer 5- Please answer all questions to the best of your ability.

Question 6- Is there an annual marketing budget? I'm asking this because fees will vary depending on the size and scope of the work.

Answer 6- The advertising budget for 2012 has not been determined yet by the board of directors and will not be known until the end of the calendar year. The advertising budget for 2011 was \$300,000.

Question 7 - Page 7 Item G requests all elements of cost that could become charges to NHCC. This also sounds more like a contracting thing, so is it okay if we provide a simple list of likely charges? We don't bother our clients with lots of incidental fees; we only charge for cost of goods sold plus our creative and administration

Answer 7- Please answer all questions to the best of your ability