

- **When developing campaign elements, should we plan on evolving the current Rethink Your Ride campaign with a new approach to messaging/visuals? Is the goal to share concepts around evolving this slogan with new creative? Or would you recommend abandoning this and starting from scratch? What would you like to see from the current campaign creative?**

The Rethink Your Ride Campaign was introduced in 2017 when we launched our new software platform. The purpose of the campaign was to drive individuals to the new website. MORPC will leave it up to the recommendation of the advertising firm if it is time to refresh the current campaign or evolve into a new campaign to achieve the objectives of the scope of service.

We are not looking to reuse the current campaign creative assets, and the selected firm would be responsible for creating new assets as stated on page 3, section II of the Gohio Commute Advertising Campaign RFP.

- **When looking at suggested media tactics, we were wondering which tactics you liked from previous years' campaigns and would want to keep? What would you want to change or move away from? Any insight would be helpful.**

Our 2018 media tactics were based on the Rethink your Ride Campaign and used all of the tactics listed on page 4 of the RFP. New registration on the website was low in 2018, so we are unsure of the effectiveness of one media strategy over the others. MORPC will be looking at the expertise of the selected firm to recommend which media tactics would be most effective for the campaign they are recommending.

- **With the target to begin work on May 1st, is it okay to assume that we will need to develop campaign assets during the first month, with the media starting June of 2019 - running through November 30th? (a 6-month campaign total)**

Correct. Development of the campaign will begin May 1<sup>st</sup> and media starting June 2019 running through November 30<sup>th</sup>.

- **What months are the commuter challenge? When will you be promoting this? Is it okay to assume that we should have a spike in media activity during this period? Or is that going to be run through a different budget?**

Our commuter challenge is June 3<sup>rd</sup> through June 9<sup>th</sup>. It is not part of this RFP scope of service. There will be a spike of media activity during this period and the week before the challenge, but we don't expect the commuter challenge to be part of your advertising efforts. The advertising for the challenge will be executed through a different budget.

- **Does that include executing the media buy, or will there be another budget separate for the media delivery and buy?**

The RFP provides \$44,000 for everything in the scope of service page 3 which includes the executing of the media buy. There is no separate budget.