

ADDENDUM TO REQUEST FOR QUALIFICATIONS (RFQ)

Solicitation	2025 Marketing Request for Qualifications No. 2025.01.09
Date	January 24, 2025
Addendum #	1
Purpose of Addendum	Posting bidder questions and answers

Question:

1. What do the specific scopes look like for advertising?
Scope for advertising projects includes developing the content and creative. The selected bidder will send native files to Sno-Isle Libraries to resize for digital channels. Sno-Isle Libraries may ask selected bidder for advertising channel recommendations. Sno-Isle Libraries will purchase and determine final media placements.
2. What is the timeline of this project? When does it expect to start and begin
Projects will occur throughout the calendar year. The first project is anticipated to begin in March. Sno-Isle Libraries will work with the selected bidder to determine the timeline for each project prior to kickstarting the project. For example, the selected bidder could share how many days or weeks for each step and Sno-Isle will share any hard deadlines.
3. Can we share Sno-Isle work we've done in our response?
Yes.
4. Are there any key metrics or goals for the library in the next 1 to 3 years that would impact this work?

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At this time, our key metric is to increase the number of active library card holders in Island and Snohomish counties. Our vision is that everyone is connected to their library.

5. Is there a percentage of advertising vs brand work expected in 2025?

There is not a percentage associated with advertising vs brand work. Enhancing our brand foundation will be our first project, and the remaining projects will be centered around building creative assets for pre-roll and building campaigns for getting a library card.

6. Is there a minimum budget this year?

Sno-Isle Libraries has budgeted \$100,000 to accomplish this work in 2025.

7. Would this RFQ be awarded to more than one business?

This RFQ will only be awarded to one business.

8. Does the \$300,000 budget also encompass expenses such as media placement, printing costs, and other related expenditures, or is it solely allocated for the scope of work described, including branding, advertising campaigns, and video production?

This multiyear budget is solely allocated to accomplish the scope of work detailed in the RFQ (creative campaigns, advertising campaigns, branding enhancement, etc). Sno-Isle Libraries will coordinate and purchase related expenditures, such as media placements and printing costs, through other contracted vendors.

9. Could you provide insight into the channels historically used for your marketing campaigns? Are there any specific channels or platforms that have been particularly successful or that you are aiming to prioritize?

Our marketing campaigns use multiple channels to reach current and potential customers, including email, media, social media, paid advertising (print, digital, SEM, and out-of-home), direct mail, outreach, word of mouth, print materials, and newsletters. Our internal email marketing has been very successful for us. We recently launched YouTube pre-roll which will be a priority.

10. Are there requirements for producing materials in multiple languages to ensure accessibility for non-English-speaking or multilingual communities within your service area?

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Sno-Isle Libraries has a vendor for translation services. Our current best practices for accessibility is to use less English text, and more icons and photos to accompany text. Translated materials are then proofed by in-language speakers.

- 11.** For email platforms that automatically convert large files (over 25MB) into links, is it acceptable to share submissions through platforms like Google Drive or Dropbox? If so, are there any specific permissions or guidelines for link sharing?

Yes, sharing a link is acceptable. If sharing a link via a platform like Dropbox or Google Drive, the files will need to be downloadable to a computer and the platform must not require a license to access the files. The permissions should be set to share with readable for anyone with access to the link.

- 12.** Are there any specific forms or templates we are required to complete and include with our submission, beyond the outlined bid contents?

There are no additional templates or forms required beyond the outlined bid contents.