

## **RFP Media Services Q & A**

**Q: Will the evaluation process consider past performance with the Agency for incumbent vendors, and if so, how will that be weighted?**

**A:** *The evaluation process will be a review of the information presented in the RFP response and not include past performance with a vendor.*

**Q: Can you please provide the full evaluation criteria for this RFP, including a breakdown of scoring components and the number of points allocated to each?**

**A:** *The scoring criteria is available in section 4.2, Evaluation Criteria, of the RFP.*

**Q: Can you please clarify the extent to which the selected contractor will be responsible for creative development and production? Will they be refining existing campaign creative as needed, or concepting and executing a new campaign?**

**A:** *OHFA plans to leverage its current creative assets and campaign theme for the advertising in 2026. Any creative assets that will be needed for the campaign will be produced by OHFA's Office of Public Affairs. The PA team will discuss with the vendor if there are ways to improve the current creative assets for the campaign.*

**Q: In Section 3.1.a. the RFP states, "Preference will be given to firms incorporated and located in Ohio." How will this be weighted relative to other requirements? Will you consider an agency that is currently working with the State of Ohio on a statewide awareness campaign but does not have offices in Ohio?**

**A:** *Firms that are incorporated or located in Ohio will be given preference, but an Ohio location is not a requirement.*

**Q: Whether companies from Outside USA can apply for this? (like, from India or Canada)**

**A:** *Companies outside the United States may apply, however, there is an additional approval required before services can begin. Firms that are incorporated or located in Ohio will be given preference.*

**Q: Whether we need to come over there for meetings?**

**A:** *OHFA will be flexible regarding meeting with the vendor. Meetings may be in person or virtual.*

**Q: Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)**

**A:** *Companies may work outside the United States, however, there is an additional approval required before services can begin. Firms that are incorporated or located in Ohio will be given preference.*

**Q: Can we submit the proposals via email?**

**A:** *Please see instructions in section 5.2, Submitting the Proposal, of the RFP.*

**Q: Has OHFA ever conducted a statewide quantitative baseline awareness survey for any of its homeownership programs? If so, can you share that?**

**A:** *No, OHFA has not conducted a qualitative audience research study on its homeownership programs.*

**Q: Have you ever conducted qualitative audience research for any of the homeownership programs? If so, can you share that?**

**A:** *No, OHFA has not conducted a qualitative audience research study on its homeownership programs.*

**Q: Is it correct to assume that the flat fee includes creating creative campaign concepts, messaging and creative deliverables?**

**A:** *OHFA plans to leverage its current creative assets and campaign theme for the advertising in 2026. Any creative assets that will be needed for the campaign will be produced by OHFA's Office of Public Affairs. The PA team will discuss with the vendor if there are ways to improve the current creative assets for the campaign.*

**Q: How are you currently leveraging partners to extend campaign messaging and impact?**

**A:** *To support the advertising campaign, OHFA promotes its homebuyer programs through earned and social media, participating in community events, engaging with housing stakeholders, and providing trainings to mortgage lenders and realtors on the benefits of the programs.*

**Q: Have you identified geographic areas of greater opportunity to promote the homeownership programs?**

**A:** *OHFA works to create a statewide advertising campaign and strategy, however we do want to place additional focus on rural areas of the state in the coming year. OHFA has been placing its advertising directly. This is the first time that OHFA has engaged a media buyer to support its advertising efforts.*

**Q: Media Budget Flexibility: Is the \$340,000 media placement budget fixed, or is there flexibility to adjust the spend based on performance or cost efficiency?**

**A:** *This is a fixed budget for the placement of advertising from March – June 2026.*

**Q: Does OHFA have more detailed segmentation data (geographic, demographic, behavioral)?**

**A:** *OHFA does have a limited amount of data on its current customers that can be provided to better target our audience.*

**Q: Are there specific priority or underserved segments that should be emphasized?**

**A:** *OHFA works to create a statewide advertising campaign and strategy, however we do want to place additional focus on rural areas of the state in the coming year. OHFA has been placing its advertising directly. This is the first time that OHFA has engaged a media buyer to support its advertising efforts.*

**Q: Does OHFA have preferred or required channels?**

**A:** *OHFA has issued the RFP to engage a firm to help increase awareness of its homebuyer programs and increase the ROI of its advertising. We are looking for the firm to provide us with the appropriate recommendations to reach our target audiences.*

**Q: Are there any channels that should be minimized or excluded?**

**A:** *OHFA has issued the RFP to engage a firm to help increase awareness of its homebuyer programs and increase the ROI of its advertising. We are looking for the firm to provide us with the appropriate recommendations to reach our target audiences.*

**Q: Should the campaign aim for uniform statewide reach or prioritize certain regions / cities?**

**A:** *OHFA works to create a statewide advertising campaign and strategy, however we do want to place additional focus on rural areas of the state in the coming year. OHFA has been placing its advertising directly. This is the first time that OHFA has engaged a media buyer to support its advertising efforts.*

**Q: Can OHFA share historical geographic performance insights?**

**A:** *OHFA does have a limited amount of data on its current customers that can be provided to better target our audience but does not have quality data on the performance of its previous advertising campaigns.*

**Q: How will vendor-fee structures be evaluated in relation to media spend?**

**A:** *OHFA's budget for advertising placements for spring of 2026 (February through June) will be approximately \$340,000, excluding the vendor fee. For purposes of this RFP, applicants should provide pricing for services and deliverables as a flat fee.*

*The lowest cost proposal will receive the maximum number of points. The remaining proposals will receive a percentage of the maximum points.*

**Q: Does OHFA prefer samples related to housing, nonprofit, or public-sector work?**

**A:** *We do not have a preference on the samples the applicant provides.*

**Q: What types of information are eligible for exemption from public records?**

**A:** Please see [Section 149.43 - Ohio Revised Code | Ohio Laws](#) for a list of exemptions.

**Q: How should proprietary methodologies or strategies be marked?**

**A:** *All materials submitted become the property of OHFA and shall be public information unless a statutory exception exists which would thereby determine that such information cannot be released to the public. If you have information in your proposal that you believe is an exemption to the public records laws, you must identify each and every occurrence of the information in the proposal on a separate page titled "Exemptions to the Public Records Law".*

Please see [Section 149.43 - Ohio Revised Code | Ohio Laws](#) for a list of exemptions.

**Q: Which KPIs are most critical to OHFA (traffic, inquiries, applications, geographic reach, etc.)?**

**A:** *They key performance indicator for the campaign is increased traffic to the myohiohome.org website.*

**Q: Will historical performance benchmarks be shared?**

**A:** *OHFA has been placing its advertising directly on a variety of platforms, radio, OTT, podcasts, and print advertising. This is the first time that OHFA has engaged a media buyer to support its advertising efforts, and we are doing so to improve our strategy and ROI.*

**Q: What reporting frequency and format does OHFA expect?**

**A:** *OHFA would like bi-weekly reports on the performance of the campaign, with a monthly overview.*

**Q: Is this a one-time engagement or could the contract extend into future timeframes/years?**

**A:** *This is the first time that OHFA is engaging a media buyer for an advertising campaign, so the Agency will determine at its conclusion if it feels using a media buyer was beneficial and improved its advertising ROI.*

**Q: Who will retain ownership of creative assets produced under the contract?**

**A:** *OHFA plans to leverage its current creative assets and campaign theme for the advertising in 2026. Any creative assets that will be needed for the campaign will be produced by OHFA's Office of Public Affairs and property of OHFA.*

**Q: Are there expectations around future reuse?**

**A:** *OHFA plans to leverage its current creative assets and campaign theme for the advertising in 2026. Any creative assets that will be needed for the campaign will be produced by OHFA's Office of Public Affairs and property of OHFA to use at its discretion.*

**Q: Are programmatic display, CTV, social, and other digital tactics fully permitted?**

**A:** *OHFA has issued the RFP to engage a firm to help increase awareness of its homebuyer programs and increase the ROI of its advertising. We are looking for the firm to provide us with the appropriate recommendations to reach our target audiences.*

**Q: Are there restrictions on demographic or financial-based targeting?**

**A:** *We are looking for the vendor to provide OHFA with recommendations on an advertising strategy that best fits our goals and budget while providing a strong ROI. This is something we would review with the vendor as part of the overall strategy review.*

**Q: May we submit multiple plan options within the same Proposal (e.g., standard and expanded)?**

**A:** *Yes, if you would like. OHFA has issued the RFP to engage a firm to help increase awareness of its homebuyer programs and increase the ROI of its advertising and current budget. We are looking for the firm to provide us with the appropriate recommendations to reach our target audiences.*

**Q: Does the \$340K for February through June 2026 media include creative strategy, ideation and production for all channels?**

**A:** *The respondent should provide OHFA with its fee to develop and execute the advertising strategy as the \$340,000 is amount budgeted for the advertising placements.*

**Q: Would OHFA want organic social or Content/PR to be a part of this proposal as well as paid advertising?**

**A:** *This RFP is for paid advertising.*

**Q: Can you share the campaign approach from 2023 and 2024 and campaign results? If not, can you share which channels/tactics were most effective?**

**A:** *OHFA has been placing its advertising directly on a variety of platforms, radio, OTT, podcasts, and print advertising. This is the first time that OHFA has engaged a media buyer to support its advertising efforts, and we are doing so to improve our strategy and ROI.*

**Q: Have there been any major audience targeting shifts since 2024, or has the audience remained consistent?**

**A:** *OHFA's audience has remained consistent.*

**Q: Do you have an existing method to attribute current advertising tactics to conversions?**

**A:** *OHFA works to create a statewide advertising campaign and strategy, however we do want to place additional focus on rural areas of the state in the coming year. OHFA has been placing its advertising directly. This is the first time that OHFA has engaged a media buyer to support its advertising efforts.*

**Q: Is your team comfortable placing pixels on your site?**

**A:** *Yes, this is something that we would coordinate with our IT staff.*

**Q: Do you have preferred vendors that you would dictate for the campaign or are you agnostic?**

**A:** *OHFA is looking for a firm to develop an advertising strategy that will increase awareness of its homebuyer programs and determine the best placement of the advertising to reach the target audience.*

**Q: Can you share current advertising creative?**

**A:** *Advertising assets will be shared with the firm upon contract award.*

**Q: What are the KPI's for the campaign (agency priorities)?**

**A:** *The key performance indicator for the campaign is increased traffic to the myohiohome.org website.*

**Q: The RFP mentions "collaboration with the Office of Public Affairs". Can you describe how this collaboration will be structured?**

**A:** *The relationship with the media buyer will be managed by the Director of Public Affairs and advertising decisions will be made in consultation with them. They, along with OHFA's Creative Design Specialist, will provide feedback on the plan that is developed.*

**Q: Are there target markets within the state that are either more of a challenge or opportunity? Or is the media spread evenly across markets?**

**A:** *OHFA works to create a statewide advertising campaign and strategy, however we do want to place additional focus on rural areas of the state in the coming year.*

**Q: The RFP references one of four guiding principles from OHFA's 2026 Annual Plan. Could you please share the other three guiding principles?**

**A:** *A copy of OHFA's Annual Plan can be found here:*  
<https://ohiohome.org/news/documents/2026-AnnualPlan.pdf>

**Q: The goal of the advertising campaign is to increase awareness of the Agency and its homebuyer programs. How will success be measured? Are there existing brand awareness or campaign performance benchmarks we will be measuring against?**

**A:** *No, there are not existing performance benchmarks that the campaign will be measured against. We will look to measure the performance of the campaign on the website traffic to myohiohome.org.*

- Q: Are there specific regions or demographics within Ohio that represent greater opportunities or are considered priority areas for this campaign?**
- A:** OHFA works to create a statewide advertising campaign and strategy, however we do want to place additional focus on rural areas of the state in the coming year.
- Q: Is there an established consumer journey or path-to-purchase that guides the timing and messaging strategy? The campaign is scheduled for February through June, aligning with the spring homebuying season – could you elaborate on the strategic considerations behind this timing and any available insights on consumer motivations?**
- A:** *The timing of the campaign aligns with the homebuying season and when OHFA has seen increased loan volumes. To use an OHFA homebuyer program, an individual starts by securing an OHFA-approved lender. From there they work with that lender on the mortgage application for the home they would like to purchase. The lender provides OHFA with the borrower's application for the homebuyer program. Once that is reviewed, the homebuyer can close on the home.*
- Q: The RFP requests references from former clients. Are we permitted to submit references from current clients as well, or must all references be from past engagements only?**
- A:** *Yes, you may submit references from both former and current clients.*
- Q: The RFP notes that additional consideration will be given to Ohio-certified MBE or EDGE businesses. Could you clarify whether specific evaluation points are awarded for this certification, and how it factors into the overall scoring?**
- A:** *Firms that are Ohio-certified MBE or EDGE will be given preference, but this certification is not a requirement.*
- Q: Could you identify the incumbent agency currently providing media services to OHFA, and indicate how long they have held the contract?**
- A:** *OHFA has been placing its advertising directly. This is the first time that OHFA has engaged a media buyer to support its advertising efforts.*
- Q: What is the reason for issuing this RFP at this time? Is this part of a routine contract review, or are there new strategic priorities influencing this process?**
- A:** *OHFA has been placing its advertising directly and with the changes in the advertising landscape would like to engage a firm to provide more strategic direction to increase its ROI. This is the first time that OHFA has engaged a media buyer to support its advertising efforts.*
- Q: You mention that OHFA's budget for advertising placements for spring of 2026 (February through June) will be approximately \$340,000, excluding the vendor fee. Do you have an additional budget for developing creative for these channels? If so, can you share that budget? If not, who will be creating the content? Should pricing only be for management of \$340k ad spend (\$340k ad spend + agency management fees)?**
- A:** *Yes, pricing should be for management of the \$340,000 ad spend and the agency management fees. OHFA will be using current creative for the 2026 campaign and developing additional creative as necessary.*
- Q: Will there be additional media spend/opportunities after June?**
- A:** *No, OHFA's advertising is focused on the spring/early summer homebuying season.*

**Q: In the past, was the advertising budget purchased through an agency or directly by OHFA?**

**A:** *OHFA has been placing its advertising directly. This is the first time that OHFA has engaged a media buyer to support its advertising efforts.*

**Q: Please confirm that the primary metric for success is traffic to and awareness of the [myohiohome.org](http://myohiohome.org) site? Are there any others - conversions?**

**A:** *Yes, the goal is to drive traffic to and increase the awareness of myohiohome.org.*

**Q: Please confirm the target audience is a first time homebuyers (someone that does not have a and OHFA will help them buy their first home)?**

**A:** *One of our target audiences is first-time homebuyers (individuals that have not owned or had ownership interest in a primary residence in the last three years), however we also have programs that target recent graduates, veterans, first responders, doctors, nurses, and teachers. Our goal is to promote the availability of discounted mortgage rates and down payment assistance programs.*

**Q: In Section 3.1.b the RFP states that firms should "include number of years of experience providing video production services" but the scope of work does not detail video production. Is video production an expected part of this scope of work? If yes, can you please describe what video production is needed and the goals of these videos?**

**A:** *This is a typo and should be the number of years providing advertising buying services.*

**Q: In Section 3.2.a the RFP states to "Please provide samples in a pdf (non-flattened) format under 20MB" and Section 5.2 states that "OHFA requires the applicant to submit one electronic copy of the proposal..." - do these samples need to be separate files from our main RFP response PDF? Or should the samples be inclusive pages in our main RFP response PDF?**

**A:** *They do not need to be separate from the main pdf response. If the files need to be separated, we ask they be available through a Google Drive.*

**Q: In Section 3 there does not appear to be a section to provide a Work Plan or recommended approach for completing the scope of this work. Should that plan or approach be included in our proposal? And if yes, where in the proposal should we include this to still comply with the required structure and format?**

**A:** *Section 3.2, item b asks for the firm's experience in producing advertising strategy and placement services. It asks for the following:*

- Your approach to working with similar organizations;*
- Describe how you identified, segmented, and targeted high-value audiences to maximize impact.*
- How media channels were selected and optimized to ensure maximum reach and efficiency.*
- How media vendors were selected and how was the buy was accomplished.*

**Q: Regarding the budget, could you clarify what is meant by "340,000 excluding the vendor fee"? What do you mean by vendor fee?**

**A:** *The \$340,000 is the budget that OHFA has allocated to pay for the advertising placements. The vendor fee is the amount the contractor would charge OHFA to develop the strategy, make the placements and manage the advertising placements.*

**Q: Is there an anticipated flight length for this campaign? i.e., is there a particular time of year you want to launch the campaign, and a length of time you want to run the campaign or multiple campaigns?**

**A:** *OHFA would like the campaign to begin by March 1 and end on June 30, 2026.*

**Q: Is there an incumbent agency that has provided this work in the past?**

**A:** *No, this is the first time that OHFA has engaged a media buyer to manage its advertising placements.*

**Q: For similar campaigns in the past, what success metrics or benchmarks were you looking for?**

**A:** *In the past OHFA has monitored the number of website visits during the advertising flight to determine the impact of the campaign.*

**Q: Is the Agency seeking continuity of services from an incumbent or exploring opportunities for a new approach or vendor capabilities through this RFP?**

**A:** *No, there is not an incumbent provider for OHFA's advertising. This is the first time that OHFA has engaged a media buyer to support its advertising efforts.*