

Media and Digital Marketing Services RFP Questions/Responses

Can you give us an estimate of the number of eligible employers?

We estimate that there are 6700 Employers in Maine that will be required to register with the Program

Will the marketing agency have access to this list of eligible employers as contacts for use in our strategies?

We do not anticipate that the marketing agency will have access to the list of eligible employers in accordance with our data confidentiality agreements with the data source. We expect to be able to work with the data to provide helpful demographic and other information to the marketing agency.

Do you have examples of the testimonial videos produced in other states?

You can find examples of testimonial videos produced in other states at these links (please scroll down the page the link takes you to):

[Oregon](#)

[Connecticut](#)

[Illinois](#)

[California](#)

[Maryland](#)

[Maryland YouTube Channel](#)

What is AARP's role and how will they promote the program?

AARP is committed to working with MERIT to raise awareness of the Program and its benefits. We are working with them to establish their role. We anticipate that their strong volunteer network will share the message. In other states launching similar programs, they have assisted with launch events and testimonials.

I would like to understand if MERIT accepts foreign vendors for this project?

We do not have a prohibition against foreign vendors. We will be looking for a vendor that understands the demographics and nuances of the Maine audience.

Do the budget ranges include media, or would media dollars be on top of the range provided?

The budget ranges include media.