

# RFP 2025-4| Statewide Awareness Campaign

## Inquiry & Response III

Answers below are in **blue**.

### General Campaign Direction & Branding

1. Is there an existing campaign style guide or visual identity for the STEM Learning Ecosystems initiative, or should we propose one from scratch? **There is not a style guide as this will be the first campaign for the Ecosystems arm of the AL STEM Council.**
2. What core messaging pillars or themes should guide campaign creative—equity, workforce development, youth engagement, etc.? **Workforce development and connecting business, industry, educators, and students.**
3. Is there an existing slogan, tagline, or value proposition for the campaign that we must use, or can we develop one? **No existing tagline. Not a must to come up with one, but we are open if it's sensical.**
4. Are there existing communication or branding assets (e.g., messaging frameworks, visual identity, content libraries) that the selected firm will be expected to build upon or integrate into the campaign? **STEM Ecosystems has an individual logo, but no set communication assets. There is a content library available, but quality is lacking.**
5. What types of deliverables are anticipated (e.g., digital ads, print materials, event support, video content, social media strategy), and will there be opportunities for creative input in selecting and developing these assets? **Please refer to pages 3-6 in the RFP for scope. We are open to all proposed deliverables within scope that are reasonable and within budget. We will rely on the Contractor for their creative input in selecting and developing assets agreed upon.**

## Target Audiences & Segmentation

6. Who are the primary target audiences (e.g., students, parents, educators, employers, underrepresented populations)? [STEM Ecosystems target audiences are business, industry, educators, and students.](#)
7. Should we develop distinct strategies for each audience segment, or one unified campaign? [We will take the suggestions for the most reasonable and efficient manner from the Contractor.](#)
8. Are there geographic focus areas (e.g., underserved rural regions, specific counties or metro areas) to prioritize in Alabama? [STEM Ecosystems are segmented by the 7 Alabama Workforce Regions.](#)

## Landing Page Expectations

9. Will the landing page live on an existing AIDT or Alabama STEM Council site, or will we need to design and host a standalone microsite? [Design and host a standalone landing page or microsite.](#)
10. What integrations (e.g., CRM, interest forms, analytics tools) are expected for the landing page? [No API integrations, but an interest form for the page\(s\).](#)
11. Who will maintain the page after the campaign period ends? [The Alabama STEM Council.](#)

## Photography & Videography

12. Will there be assistance from STEM Council staff to coordinate access to STEM Ecosystem events, locations, and interviewees across the state? [Yes, we will provide event information and will be on site for assistance.](#)
13. Are there preferred formats or channels for the final video assets (e.g., widescreen vs. vertical, subtitled for social, YouTube, Vimeo, webhosted, etc.)? [YouTube and Social media.](#)

## PR & Media Relations

14. Does the STEM Council have existing media partnerships, PR lists, or earned media channels we should leverage? **Not at this time.**
15. What types of media coverage are most valued—TV, radio, online press, education trade outlets? **All are equally valued.**

## Project Management & Collaboration

16. Who will be our main point of contact at AIDT and the Alabama STEM Council? **Primary contacts will be the STEM Ecosystems Coordinator and the Communications Manager.**
17. What internal approval process/timeline should we expect for creative and messaging review? **Presentation to two team members, who will take it to the internal team and provide feedback/approvals. 1 - 1.5 weeks to provide feedback/approvals.**
18. Will the selected vendor be expected to coordinate with any other agencies, community partners, or existing marketing efforts (such as other state departments or contracted firms)? **No.**

## Digital & Social Media

19. Is there an existing social media presence or set of accounts for the STEM Council that the campaign should work through, or will the contractor create and manage new profiles? **We will utilize the Alabama STEM Council's primary social accounts.**
20. Do you have platform-specific goals (e.g., LinkedIn for professional engagement, Instagram for student/parent reach)? **We will rely and decide based on the Contractor's recommendation.**
21. Should the proposal include organic content creation and community management, or is the focus primarily on paid campaigns? **Primarily Paid.**

## **Budget & Scope**

22. Does the \$200,000 budget include paid media buys, or is that strictly for agency services and production? [Includes buys for a 3-4 month media run.](#)
23. Are there any restrictions or preferences on how the budget should be allocated between paid, earned, and owned media? [No.](#)

## **Reporting Requirements**

24. What are the key performance indicators (KPIs) or success metrics AIDT and the Alabama STEM Council will use to evaluate the effectiveness of the awareness campaign? [We will use interest form completion and PR opportunities to measure success.](#)
25. Is there a preferred reporting format or dashboard platform for monthly and final reports? [No.](#)