



Question	Answer
<b>Should the selected vendor plan to provide the market research in a written report in addition to a slide deck?</b>	Final results of the market research would ideally be presented as a slide deck that is as detailed as needed to effectively communicate the findings/analysis.
<b>Will MassCEC provide the selected vendor with a brand style guide?</b>	Yes, the selected Applicant will be provided with the Clean Energy Lives Here brand style guide.
<b>How does MassCEC plan to make website content organized by customer type in addition to technology?</b>	We are determining how to best re-orient the site around these new personas and hope to gain further insights through the research process. We currently visualize a similar approach to that of the “Switch is On” campaign (founded by the Building Decarbonization Coalition).
<b>To what extent does MassCEC expect collaboration between the selected bidder for this RFP and the winner of the previous RFP Integrated Marketing Services for "Clean Energy Lives Here" Campaign? Are there other firms/vendors that perform marketing services for MassCEC with whom the selected bidder of this solicitation would be collaborating?</b>	The selected Applicant would work in close collaboration with MassCEC’s internal marketing team and Stark/ Raving Branding + Marketing, the agency who provides integrated marketing services for the Clean Energy Lives Here Campaign.
<b>Does MassCEC have any preference for the number of interviews or focus groups conducted under task 1C?</b>	Ideally, we'd like 2-3 focus groups for each of the 4 audiences mentioned in 1c. We are open to the use of a combination of focus groups and surveys to gather insights on the audiences.
<b>What is the expected role of renters in decarbonizing buildings and what are reasons they would look to the website?</b>	Renter content would focus on steps that the individual can independently take within their residence, such as induction hobs, which can be adopted without any impact on the building itself. It would also encourage, but not expect dialogue between renters and their property owners if and when possible, to adopt more long-lasting changes to the property itself.
<b>Is it the expectation that renters will ask the building owners to make the change over?</b>	While we encourage such conversations, our goal is to provide resources that work for renters independent of their property owners.
<b>Are regular team meetings anticipated? If so, at what frequency?</b>	Yes, the selected Applicant would be expected to meet with the MassCEC CELH team and/or our integrated marketing partner, at minimum on a bi-weekly basis to review and discuss deliverables.



<p><b>Are regular progress reports expected, and if so in what format and what frequency?</b></p>	<p>During the focus group/ research phases the selected Applicant will be expected to provide monthly updates during the check in meetings. Once in the content development phase, we'd like to receive bi-weekly reports on the content development progress and a regular flow of draft deliverables to review.</p>
<p><b>What role will MassCEC's marketing team take in graphics development? Does the respondent bear responsibility for all graphic design/creation? Or will the selected contractor use some existing content already developed for CELH material?</b></p>	<p>MassCEC's integrated marketing services provider will oversee the development of new graphics and/or use of existing graphics. They will work with the selected Applicant to appropriately develop the new content into webpages.</p> <p>The Applicant will be able to use the icon library, color schemes, and templates currently in use on the CELH site, as well as propose photography and video.</p>