

Questions and Answers for RFA #G1607DPH-LS

Question #1

"In the project criteria and deliverables on page 5 - the bullet points refer to the funded agency as developing focus group questions and creating educational messages. The review criteria on page 13 – bullet points refer more to assisting the ad agency. Has the ad agency already developed material for the focus groups to review?"

Answer #1

No. The Project Criteria on page 5 refers to the work of the entire project, that is, the funded agency under this RFA and the ad agency (Knupp and Watson.)

Question #2

"Or will the funded agency work more on designing a message for focus groups to review?"

Answer #2

This will be worked out between the funded agency and Knupp and Watson.

Question #3

"Will it be more concept testing or message testing, that the funded agency would focus on? "

Answer #3

Both, in conjunction with Knupp and Watson.

Question #4

"Should the evaluation be in the form of a plan that will implemented by the ad agency?"

Answer #4

The ad agency will write its own implementation plan, with input from the funded agency.

Question #5

"Who will moderate the focus groups, the funded agency or the ad agency?"

Answer #5

This will be done jointly by both agencies.

Question #6

"Will the funded agency be responsible for stipends to focus group participants or the ad agency?"

Answer #6

The funded agency under this RFA.