

## **FY26 MARKETING SERVICES RFP**

### **Questions & Answers Addendum**

**1. "What advancements have the WEDC made in its international marketing actions since the last procurement? What are the upcoming goals for international media relations?"**

Since the previous procurement, WEDC has advanced its international marketing efforts through stronger coordination across global business attraction, trade, and marketing functions; and closer alignment of brand positioning with earned media and trade-related outreach. Greater emphasis has been placed on proactive storytelling tied to priority industry sectors, innovation, and foreign direct investment.

Looking ahead, WEDC's international media relations goals include increasing visibility and credibility in priority global markets; strengthening relationships with international business, trade, and investment media; and delivering coordinated earned, owned, and paid approaches that support business attraction, expansion, and trade objectives.

**2. Will WEDC incorporate modifications to a selected vendor's standard contract documents, or issue a standard form agreement?**

WEDC anticipates modifying the selected vendor's contract documents.

**3. For the requested "immersion" phase cost estimate, does WEDC have an anticipated duration or scope in mind?**

WEDC has not established a fixed duration or prescribed level of effort for the immersion phase. Proposers should submit an estimate they believe is reasonable to support comprehensive onboarding, including familiarization with WEDC's strategic plan, priority initiatives, existing research and insights, and key stakeholder perspectives. Assumptions and scope should be clearly outlined.

**4. Will media planning and buying be funded through separate budgets, or should proposers assume responsibility for managing media budgets?**

Media planning and buying may be funded through separate campaign budgets that vary by initiative. The selected agency may be asked to plan, manage, and execute media buys in coordination with WEDC, subject to campaign specific approvals, funding allocations, and applicable procurement requirements.

**5. How should media buying be represented in the cost proposal if handled in-house and not as an "outside service"?**

Agencies handling media buying in-house should clearly describe how such services are priced within their cost proposal, including any fees related to media planning, placement, and management. Any markups must be transparently disclosed, with agency fees clearly distinguished from media spend. WEDC expects clear, auditable cost structures and reporting.

**6. What is the budget maximum available for this scope of work, and does it include expenses?**

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WEDC has not established a specific maximum budget for this scope of work.

**7. Are incumbent vendors expected to bid on this work?**

Incumbent vendors are permitted to respond to this RFP.

**8. Which states or regions are Wisconsin's key competitors? Any key countries internationally?**

Competitive sets vary by industry sector, geography, workforce needs, and investment type. WEDC does not prescribe a fixed list of competitors and expects the selected agency to apply research, data, and market insight—working collaboratively with WEDC—to define appropriate competitive framing for specific initiatives and audiences.

**9. Has WEDC conducted recent perception research with business, site selection, or talent audiences?**

WEDC maintains access to existing research, insights, and performance data related to brand perception, economic development, and talent attraction. This includes internal analysis and external research conducted over time. Relevant materials will be made available, and the selected agency will be expected to assess gaps and recommend additional research where appropriate.

**10. Are there pre-determined KPIs for measuring success?**

WEDC maintains high-level performance indicators aligned with strategic objectives such as business attraction, investment intent, talent awareness, and engagement outcomes. WEDC anticipates collaborating with the selected agency to refine, operationalize, and optimize KPIs by initiative, audience, and channel.

**11. How much autonomy will the agency have in shaping strategy versus executing plans?**

WEDC views this engagement as a strategic partnership. While WEDC provides overall direction and governance, the selected agency is expected to contribute meaningfully to strategic development, bring forward insights and recommendations, and execute integrated marketing programs in close collaboration with WEDC.

**12. What creative assets are currently available, and where are there gaps?**

WEDC maintains a library of existing photo and video assets, with suitability varying by initiative and audience. The selected agency will be expected to evaluate existing assets and recommend where new creative direction, content, or production is needed.

**13. Will the agency have access to corporate spokespersons for earned media storytelling?**

When appropriate and subject to availability and approval, WEDC may facilitate access to internal subject matter experts, partners, and selected company representatives. Participation by third party spokespersons will be coordinated on a case by case basis.

**14. Will there be a single point of contact?**

WEDC anticipates designating a primary point of contact for day-to-day coordination. Agencies should also expect to interact with additional members of the marketing and brand strategy team, as well as other internal stakeholders, depending on the initiative's scope.

**15. What is the structure and role of WEDC's marketing/communications team?**

WEDC's marketing and communications team supports brand strategy, campaigns, digital platforms, media relations, content development, and partner engagement across business

attraction, global trade & investment, entrepreneurship & innovation, productivity & sustainability, business & community development, and talent attraction initiatives. The selected agency is expected to complement and extend internal capabilities. For the corporation's structure, please see WEDC's [FY26 Operation and Budget Plan](#).

**16. Will finalist presentations be virtual or in-person?**

Finalist presentations and interviews may be conducted either virtually or in person. Selected finalists will receive additional details.

**17. Does this scope include oversight of the Look Forward Wisconsin campaign? Will it be consolidated under the WEDC brand?**

Look Forward Wisconsin is a key component of WEDC's talent attraction efforts and is expected to continue as a standalone initiative in the near term. The selected agency may be asked to support strategy and execution for this campaign while ensuring alignment with the broader WEDC brand.

**18. What is the expected balance between business attraction and talent attraction efforts?**

The allocation of effort and resources between business attraction and talent attraction will vary over time based on strategic priorities and specific initiatives. Proposers should demonstrate flexibility and the ability to scale resources accordingly.

*The responses provided in this Questions & Answers Addendum are for informational purposes only and do not modify, amend, or supersede the terms, requirements, or conditions of the Request for Proposals. In the event of any inconsistency between this Addendum and the RFP, the RFP shall govern.*