

Your Health Idaho Creative Services RFP Questions & Answers

- Is the anticipated commencement of work date January 11, 2027? (RFP notes Jan 11, 2026)
Yes, January 11, 2027
- What audience research has YHI conducted in the last three years?
- Does YHI have existing personas, journey maps, or prior research? If so, will that be provided?
We conduct a customer survey each January to gauge affordability concerns and campaign effectiveness. The survey results from the past two years will be provided, along with the 2026 results, once the survey is completed. We conducted an advertising survey in February 2025 and can also provide those results.
- In the Scope description of the RFP, you note “Additional Research, as needed.” Would you need research such as brand lift studies, syndicated data, or in-market surveys?
We are open to recommendations for conducting additional research, such as targeted in-market surveys or brand studies.
- Can YHI provide additional insight into priority audiences for enrollment growth during the contract period, including whether Spanish-speaking populations, rural communities, young adults, Medicaid-transition populations, or other underserved groups are expected to be areas of strategic focus?
- Are there specific audience segments YHI considers underperforming or underserved?
Rural areas would be considered our most underserved segments. While we have been growing enrollments among 26–45-year-olds and Idahoans with unaffordable employer-sponsored coverage, these segments offer the greatest opportunity to increase enrollments. Currently, we produce a limited number of Open Enrollment and Special Enrollment assets in Spanish to engage our Hispanic community.
- What are the biggest barriers preventing eligible Idahoans from obtaining or maintaining coverage today?
Affordability, driven by rising costs and the expiration of the enhanced tax credits in 2025, along with general brand awareness.
- How does YHI currently balance Open Enrollment messaging with Special Enrollment messaging throughout the year? Is this a 50%-50% split of resources, or do you prioritize one over the other?
Open Enrollment is the priority. Campaign assets for both messages are created simultaneously to improve efficiency and reduce costs. The pre-Open Enrollment/Open Enrollment campaign runs from mid-Sept through Dec 15. The Special Enrollment campaign runs from mid-Jan to mid-Sept. Currently, 70% of media spend is allocated to Open Enrollment and 30% to Special Enrollment
- Is YHI seeking a completely new creative platform, or an evolution of existing campaigns?
We are looking for an evolution of our 2027 campaign for 2028.

- What does the creative review process typically look like?
After the creative brief is approved, the review process begins with a presentation of concepts, then moves to a review of copy and content to ensure the message is on point. From there, we fine-tune the visual elements. We prefer Word docs for copy and content so feedback can be tracked, and comments can be included if needed. As assets are completed, PDFs are used for review. Meetings (virtual and in-person) occur throughout the process so the work can be presented, and we can talk through initial thoughts. We are open to new processes and know there will be a learning curve and ramp-up time for a new agency.
- Beyond enrollment numbers, what would success look like 12 months from now?
A collaborative, strategic partnership. One goal is to see greater consistency between our paid advertising campaign and our in-house efforts. The most important part of the partnership would be learning who we are, what we do, and why we do it, along with understanding the nuances of what we say and don't say.
- Are you expecting vendors to include pricing for marketing outreach?
No, Outreach efforts are managed in-house.
- What are the terms of the contract and are there extensions?
The terms and provisions of the contract are set forth in Attachment A (Independent Contractor Agreement) to the RFP. Regarding the term (duration) of the contract, no specific term for Respondent's provision of Services is required. We reserve the right to consider terms of varying duration, to the end that the Proposal selected be in the best interests of YHI as provided in the RFP. Notwithstanding the foregoing, we encourage each Respondent to address in its Proposal the provision of Services during a contract term beginning January 2027 and ending August 2030. Alternate term proposals may also be submitted. The contract term may be subsequently renewed to the extent the parties agree in writing on any such renewal.
- Where can we find the required "Conflict-of-Interest" Statement, as we could not locate it on your website?
It is a statement submitted with the proposal stating that there are no conflicts of interest with any other partnerships or contracts currently in place.
- Can you define non-traditional outreach?
- What examples of "non-traditional media" does YHI have in mind? Were any used in past campaigns?
Non-traditional media refers to more out-of-the-box options, such as bus wraps, before-the-movie advertising, and gas pump toppers. We are open to ideas for other non-traditional media efforts. Open Enrollment 2027 is the first year we have added the above to our media mix.

- Does YHI have an anticipated annual budget range for agency services, production, and media placement that proposers should consider when developing recommendations?
- Given the variances in production development (based on concepts and channels), do you have any budget parameters for the pricing you would like provided?
- What is the total annual budget? How is it split between working media and creative, production, and agency fees?

Because this is a competitive bid process, we prefer not to provide a budget. Currently, we produce both Open Enrollment and Special Enrollment assets, including limited Spanish versions, simultaneously for efficiency and cost savings.

- How has past media budget been divided between the Open Enrollment and Always Present periods?
- Should we price media buying as a commission or as a fee?
- The RFP includes media buying in the scope but does not establish a media allocation or clarify whether media costs should be included in the proposed pricing. Are there mandatory percentages of the total budget that needs to be dedicated to the paid media campaign/are you looking for a budget to be provided?
- Will media dollars count toward the 30% price score, or only agency fees?
- Is the agency selected expected to finance media placements and await reimbursement (Current contract says 45 days for payment)?

Currently, approximately 70% of media spend is allocated to Open Enrollment and 30% to Special Enrollment. While the media buy cost should not be included in the proposal, the media-buying fee should be included. The fee will be considered in the price score. Media can be prebilled with quarterly reconciliation. Media spend cannot exceed the approved budget.

- Are Spanish-language or other language campaigns expected?
- We translate a small number of assets into Spanish, but it is not a separate campaign. Spanish channels are a small portion of the media buy – TV, radio, (broadcast and stream), and social media.

- What existing brand and creative assets will YHI provide to support this engagement (e.g., brand guidelines, photography, video, prior campaign materials)?

We will provide brand and style guidelines, along with the current campaign assets for reference. If useful, we can provide examples of collateral.

- Can YHI provide guidance on the expected types and volume of creative assets per campaign (digital ads, video, audio, print, etc.)?
 - Does “targeted broadcast advertising” include streaming TV and streaming audio?
- We typically produce 15 and :30 spots (2 – 3 each for Open Enrollment and Special Enrollment), :30 produced radio spots (traditional and streaming for both), digital ads, social media ads, Google search, billboards, looking for recommendations on other out-of-home opportunities.

- Are any existing media contracts, vendor relationships, or ad accounts continuing into the new contract?

No

- Who will own the ad accounts (Google, Meta, and others), the analytics, and the tracking pixels: YHI or the agency?
- Would any SEO, GEO, or AEO analysis or work be done for <https://yourhealthidaho.org/>, exclusively, or other site(s)? If so, which site(s)?
- Given YHI's privacy and security standards, can tracking pixels or conversion tags go on yourhealthidaho.org and the enrollment application?

The agency will have access to post on behalf of Your Health Idaho and to GA4 data. The focus for website data will be on [Yourhealthidaho.org](https://yourhealthidaho.org/). The login page, shop plans, and estimate tax credit pages are part of our eligibility platform. The current schedule includes weekly updates and dashboards during Open Enrollment and monthly reviews of metrics during the Special Enrollment period. We understand the use of tracking pixels, but no consumer data of any kind should be gathered and/or stored.

- Will YHI share enrollment and web data regularly (weekly, by county or zip) to guide media optimization?
Yes, we can share the data weekly during Open Enrollment and monthly during the Special Enrollment period.

- Given the change in auto-renewal coming 8/1/27, does YHI intend to perform verification outreach through its own email and texts, and should paid media support that?
Great question, and we appreciate the policy insights on how it may impact our consumer experience. It will be communicated via email, text, website callouts, and a pop-up at login, but we are looking for a recommendation on whether it should be included as part of the paid media campaign.

- Are there page limits to the proposal?
No

- Is spec creative expected?
No

- How is "Idaho presence" scored: an Idaho office, Idaho-based staff, Idaho subcontractors?
Having an Idaho presence would include an office within Idaho or Idaho-based staff

- Do you have defined lead generation goals and retention goals?
- What were total, new, and returning enrollments for the last three Open Enrollments? What are YHI's goals for next year?

Past Open Enrollments - includes new enrollments and renewals:

2024: 122,000

2025: 139,000

2026: 144,000

2027 Goal: 137,000

- Are companies incorporated outside the United States eligible to submit a proposal directly, or is a U.S. entity or Idaho-registered business required?

Any organization can submit a proposal. Preference will be given to those within Idaho, as stated in the RFP.

- Does the required W-9 apply to all Respondents, including international companies, or only U.S. entities?

It applies to all respondents

- Are there any Idaho-specific registration, licensing, tax, insurance, or vendor requirements that would apply to an international Respondent?

Respondents should consult with its legal and tax advisors on these issues. We note that certain certifications required by Idaho law are included in Section 23.k of Attachment A (Independent Contractor Agreement) to the RFP.

- Can the engagement, including strategy, creative development, campaign management, meetings, and ongoing support, be delivered fully remotely, or is any mandatory on-site presence in Idaho required?

No mandatory on-site presence required

- The RFP assigns 35% of the evaluation to relevant experience, including experience with State-based Marketplaces or the health insurance industry. Is direct State-based Marketplace or health insurance experience a mandatory qualification, or will comparable experience in other regulated industries and large-scale digital marketing campaigns be considered?

It is not mandatory

- The RFP assigns 10% to Idaho presence and states that Respondents are encouraged to team with companies having a significant presence in Idaho. Would an international Respondent without an Idaho presence remain eligible to submit directly?

Yes