

Addendum II

RFP-DOE-2022-002

1. Will all links go to the DOE website/page? **Yes**
2. Is there a Call-to-Action to "Call" after the commercial? **Yes!**
3. Will the ads be on Television? And if so, how many of the commercials (if multiple) will be air, and in how many networks
This will be determined once the VIDE and the contract meets and discuss the plan.
4. How many video commercials are needed for this campaign?
This will be determined once the VIDE and the contract meets and discuss the plan.
5. Will our company be collecting data on behalf of DOE? **Yes**
6. How many livestream events will DOE be having?
This will be determined once the VIDE and the contract meets and discuss the plan.
7. Do we need to secure venues for the livestream events?
No, the VIDE will secure the Venue
8. Is the Townhall and in-person or virtual event? And do we have to secure the venue for this event?
Some will be virtual, some will be in-person. The VIDE will secure the venue for this event.
9. We will be providing Event Promotion and Event Production services for both in-person and virtual events? **Yes**
10. Product Trailer & Virtual Tour, are these separate videos from the commercials and if so how long will they be and how many of them are required?
This will be determined once the VIDE and the contract meets and discuss the plan.
11. If Production Timeline is from Feb 28th - March 15th, how long is the actual campaign running until, seeing that its starts on March 15th?
The Campaign is a year long promotion of VIDE's Initiatives. The RFP indicated that it ends March of 2023.
12. Will there be radio ads as well? And if so will they be in multiple languages such as Spanish and Creole? **Yes**