

**Have you already defined your behavioral and demographic audience segments--or is that to be included in the scope of work? If defined already, can you provide additional information about your target audience segments?**

The target audience for the NC Home Advantage suite of products includes first-time home buyers and move-up buyers in North Carolina. In past years, we have further segmented this audience into Millennial home buyers as they represented a large subset of our home buyer demographic. We have further expanded that to include Spanish-speaking buyers as we have introduced commercials and maintained marketing materials specific to the Spanish-speaking market.

**On page 7 of your RFP, you mention "multiple commercials" and one campaign microsite. Previous commercials appear to be targeting different demographics? If you're unable to provide audience segments, can you tell us how many creative executions you anticipate this campaign will require?**

Our previous commercials have all targeted roughly the same audience, first-time and move-up home buyers in North Carolina with an emphasis on Millennial home buyers. We have done one "evergreen" commercial for home buyers who speak Spanish. The Agency's expectation is to create one large creative execution (campaign) to launch Home Ownership Month (June) which can be carried forward throughout the year. The Home Ownership Month campaign will generally set the tone for marketing for the year and will act as a basis for the main commercial, microsite update (we are not looking to build a new microsite), marketing materials, digital advertising and other items. Aside from this large campaign, the Agency expects two smaller creative executions, one in the fall and one in the Spring that would include a smaller advertising campaign, updated collateral and a fresh update for our product marketing.

**Can you quantify the number of print deliverables you produce each year? (Postcards, etc.)**

In past years we have been able to quantify the number of print items produced, however, our use of printed materials has significantly decreased since March 2020. Our focus is now on digital media and materials that can be sent and printed out by our partners for use with their clients. Some examples of print deliverables might include downloadable, customizable fliers (one for each of the products as well as an overall flier design), postcards and other items dependent on how those items support our marketing campaign.

**Is it acceptable to bid on only one portion of the scope of work (for example, the video production or the print design if we can demonstrate significant value) since you are open to having more than one vendor as stated on page 7?**

It is acceptable for bidding parties to submit a bid on only one portion of the scope of work, however, the Agency is seeking a partner that can handle all marketing initiatives as a cohesive brand.