



ANNOUNCEMENT

HBE 22-001

Washington Health Benefit Exchange (WAHBE) Request for Qualifications and Quotations (RFQQ)

Strategic Partner for Advertising, Marketing, and Communications for WAHBE

WAHBE is initiating this RFQQ to obtain one (1) qualified Vendor to assist WAHBE develop and implement advertising, marketing and communications strategies for both the Washington Healthplanfinder and WAPlanfinder.

The successful Vendor shall provide marketing plan consultation, implement elements of WAHBE's strategic marketing plan, conduct market research and stakeholder analyses, and create an advertising and engagement strategy for WAHBE. The objective is to continue to build on WAHBE's existing brand, increase enrollment in the marketplace, and educate and motivate consumers to use WAHBE for their insurance enrollment needs.

The Contract resulting from this RFQQ will begin on or around June 1, 2022 and will end on June 30, 2023. WAHBE, at its sole discretion, may extend the period of performance through June 30, 2027 in whatever time increments WAHBE deems appropriate.

The RFQQ is available for download on the Washington's Electronic Business Solution (WEBS) website at <https://fortress.wa.gov/ga/webs/>. Additional materials or any addenda regarding this RFQQ, if needed, will be made available for download at this same website. Vendors are encouraged to check often for addenda and other materials that may be posted.

Responses to this RFQQ are due to the RFQQ Coordinator no later than Tuesday, March 1, 2022 at 3:00 p.m. PST.

For further information, please contact the RFQQ Coordinator:

Regan Givens, CPPB

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