

May 14, 2025

ADDENDUM #4
QUESTIONS/ANSWERS

PROPOSAL DUE DATE: 2PM ET, MAY 20, 2025

1. We noticed that there isn't a case study section for this proposal (just references). Can we provide examples of past work in the qualifications section?

Yes

2. What research, if any, have you done on the Spanish speaking portion of the audience, and does their behavior differ from the rest of the audience in any significant way?

Ads are placed in Spanish media, and Spanish language.
COG utilizes Spanish focus groups to test ads in Spanish.
Behavior difference has not been evaluated.