

University Image Campaign RFP #20-17
Respondent Inquiry
Addendum #2

Q1. In our pursuit of previous RFP awards, it's been our experience that there are often state registration or other governmental requirements to bid on RFPs. I didn't see any particular limitations in this RFP, but I'd like to confirm...are there any specific state-registration requirements for a non-Maine-based agency to bid on a scope of work for or to do business with the University of Maine?

A1. No.

Q2. We acknowledge that this question is addressed in a general sense in *Section 2.2 Award*, but specifically, is the University willing to consider a contract to a proposer for a specific segment of the Scope of Work such as only Video Production OR Print but not both?

A2. The University prefers a single solution for the Scope of Work requested as stated in the RFP.

Q3. RE: *Appendix H - Financial Stability* – "Please indicated your ability and agreement to self-fund the work in process portion of this contract through final deliverable in July 2017." Is it expected that the awarded vendor absorb the costs of executing the Scope of Work partially or in full in advance of delivery in July 2017? Please clarify.

A3. Yes. The University intends to receive invoicing upon completion of the final delivery in July 2017. Invoices prior to delivery will not be paid until July 2017 and the work is complete.

Q4. If an RFP Response file exceeds 20MB, is it acceptable to include a dropbox link to the PDF file?

A4. If the Response exceeds 20MB, please send multiple emails and title them 1 of 2, 2 of 2 etc. IN ADDITION, you may also submit a dropbox link within your proposal for reference.

Q5. What enrollment and perception data currently exists for the University of Maine?

A5. This information is not readily available.

Q6. Do you have established brand guidelines, or would you like those to be included in the scope of this work?

A6. <https://umaine.edu/brand/>

Q7. Are you interested in conducting additional quantitative research on brand perception, key markets, and awareness to better inform this process?

A7. No, this is not part of this bid.

Q8. Do you have strategic planning documents available for Contractors to review as a part of the proposal or production process?

A.8 No, we do not.

Q9. What is your overall budget for the Video, Print, and Creative portion of the work?

A9. N/A

Q10. What are UMaine's internal abilities/capabilities (eg. Graphic designers, content writers, etc.) and how much will we collaborate and partner with this team, especially in regards to the final production of the creative work?

A10. UMaine will collaborate significantly in the planning and approval process.

Q11. Is experience buying specifically in the Maine and New England media markets a "must" for your media partner?

A11. Experience buying in this region is preferred.

Q12. Is this a new initiative for the University System?

A12. No

If yes, is there an incumbent agency?

If yes, is that agency participating in this process?

Q13. How are you planning on measuring overall program success in terms of "Image" and "Identity"? And, are there benchmarks currently associated with this?

A13. This information is not readily available

Q14. Do you currently do any brand awareness tracking or research?

A14. Any information regarding brand awareness tracking or research will be made available to the awardee.

Q15. What is your CRM? CMS?

A15. CRM: TargetX, CMS: WordPress

Q16. Page 8 of the RFP mentions a "tag line." Is creation of that tag line a part of this effort, or will we be using "Define Tomorrow"?

A16. It depends; the awardee may pitch a new tag line or we may end up continuing with "Define Tomorrow"

Q17. What have been the results of the "Define Tomorrow" campaign so far, for awareness and admissions?

A.17. Results will be shared with the awardee.

Q18. What are the specific admissions goals UMAINE is trying to achieve?

A18. Increase enrollment in state and out of state.

Q19. Is the campaign focused on all enrollments, or just undergrad, or just grad?

A19. Mainly ungergrad

Q20. Do you have a competitive set that we can review, and also have you identified one or more of them that are doing what you would like to accomplish from a similar campaign perspective?

A20. The University will provide this to the awardee.

Q21. How many stakeholders are you expecting to take part in the interview process?

A21. The number of stakeholders has yet to be determined.

Q22. Have you determined how decisions will be made during the project for things such as feedback and approval on deliverables?

A22. The University will provide process for feedback and approval on deliverables with the awardee.

Q23. Beyond the stated media budget of 500k, are there identified budget parameters you can share for video production, print and creative work as outlined in the RFP?

A23. There are no budget parameters outside of the stated media budget at this time.

Q24. If not, are you able to share the process you followed to establish a budget?

A24. The University's budgeting process is not currently available.

Q25. If you are not able to give budgetary guidance, can you tell us whether you are able to consider proposals in excess of \$300,000?

A25. The University will consider all proposals that meet the requirements of the Statement of Work cited in the RFP and follow the RFP guidelines for submission.

Q26. How many agencies received this RFP?

A26. The University is required to post all formal solicitations in excess of \$50,000 on our Strategic Procurement Website as well as placing a print ad in a Maine newspaper in order to encourage fair and open competition and transparency of process. Therefore, it is unknown how many agencies have received this RFP.

Q27. Are you planning to down-select based on proposals and invite finalists in for presentations?

A27. At this time, there are no presentations requested of respondents per Section 1.3 General Submission Provisions 1.3.1 Timeline of Key Events.

Q28. How locked into place is this list of requested deliverables? In other words, will you be receptive to alternate recommendations if we make the case for why a different approach makes more sense?

A28. The University has carefully outlined our requested deliverables. However, if you would like to propose alternate recommendations for our consideration that you feel would better meet the identified goals, the team would consider viable alternatives at our sole discretion.

Q29. Is there a need for a new creative platform for the deliverable associated with this section?

A29. This has not been identified at this stage of the process.

Q30. The RFP references the selected agency will be responsible for "design work, photography, and supervision of printing." How did you envision the copy writing component of these deliverables?

A30. The agency will be responsible for the copy.

Q31. Is the University System currently doing any Advertising or Marketing, such as: Traditional Media (TV, Print, Radio, Out of Home, etc.)

Undergraduate or Graduate Search (Email/Direct Mail/Phone list acquisition, email programs, lead segmentation, direct mail programs, etc.)

Digital advertising (paid search, Search Engine Optimization, display, social media, etc.)

A31. Yes.

Q32. If so, how are each of these programs performing with regard to student acquisition?
What is your cost per lead for each?

A32. The University will share pertinent information regarding current performance with the awardee.

Q33. Can you share the following performance rates by program?

Leads/Applications

App starts/App completions

App completions/Acceptances

Acceptance/Deposit

Melt rate

Deposit/Enrollment

A33. The University will share pertinent information regarding performance rates with the awardee.

Q34. What have you established to date with regard to digital marketing?

Goals

Target Audiences

Channels (see #4 below)

Messages

Offers/Calls to Action

A34. The university will provide this information to the awardee.

Q35. Can you break down, by percentage, the current investment in each of the following digital marketing tactics:

Paid Search

Display Advertising

Online Video Advertising

Search Engine Optimization

Lead Generation

Social Media

Email

Mobile marketing (Display/Paid Search/SMS/Apps/Mobile site(s))

Microsites/Landing Pages

A35. This information is not readily available

Q36. Of these tactics what have you found to be the most effective? Have you established cost per leads for each?

A36. The University will not be making this information available to bidders.

Q37. Do you have application per lead rates for each media type?

A37. This is not applicable information for bidders.

Q38. What are your lead volume goals by program/enrollment period?

A38.The University will provide this information to the awardee.

Q39.What are your priority markets?

A39.This will be provided to the awarded agency.

Q40.What are your primary and secondary geographic areas?

A40. This will be provided to the awarded agency.

Q41.What are the demographics of your target audiences by program?

A41. This will be provided to the awarded agency.

Q42. Do you currently use landing pages?

A42. Yes

Q43.0Can you share the urls for these?

A43. This information will be shared with the awarded agency.

Q44. What technology do you have in place to research, deliver, measure and optimize your digital marketing program?

Research tools: e.g. Nielsen, comScore, etc.

Delivery: e.g. third party ad serving platforms such as DART, Atlas, MediaMind, etc.)

Data/Tag Management: e.g. BlueKai, Google Tag Manager, etc.)

Website Analytics: e.g. Google Analytics, Adobe/Omniture, etc.)

Optimization: e.g. ClickTale, etc.

Multi-variate/AB testing: e.g. Optimost, Adobe Test & Target, etc.

Search performance analysis: e.g. Google Webmaster tools, etc.

A44.This information is not readily available.

Q45.What is the expected intersection of this effort and any systems in place to track prospect behavior (website, CMS, CRM, etc)? And what will be the winning agency's ability to impact those tools?

A45.This information will be shared with the awarded agency.