

REQUEST FOR QUALIFICATIONS # 2023-039
Advertising & Marketing Consultant Services
RESPONSE ADDENDUM #1
March 17, 2023

CLARIFICATION

The University of Maine System wants to emphasize that the goal of this RFQ is simply to identify firms and agencies who possess skills and expertise that may be needed for future projects or initiatives.

This is not to say that there are immediate initiatives available at this time. Rather, the University is taking proactive measures to identify and create a list of prequalified vendors who can be called upon as needed for various projects across our campuses.

QUESTIONS

Q1: What is the projected budget for this project?

A1: It is not in the University best interest to provide that.

Q2: Is there an incumbent firm already performing these services? If so, could you disclose who it is?

A2: The University of Maine System uses many vendors for their advertising, marketing consultant service's needs. Some of the current vendors are VisionPoint, Spark451, Rinck Advertising, Encoura, Niche com. Bret Stern Productions, etc.

Q3: How will performance be measured for this project? Do you currently use a set of KPIs to track and measure levels of success?

A3: Please see Clarification

Q4: Regarding section 1.1.4 Specifications/ Scope of Work: The RFP mentions that capabilities can include some or all of the services listed. I run a video production/ motion graphics company and am interested in providing those services, but I do not offer many of the other line items. Would you recommend applying for the line items that pertain only to video/ animation production? Or is it likely that a larger agency that can cover all of those areas will be awarded the RFP?

A4: We would recommend you apply for the item that you can provide. The purpose of this RFQ is to create a list of prequalified vendors that the different campuses can choose from

once an advertising and marketing need arises. There is a place for larger and smaller agencies in this RFQ.

Q5: We were wondering if you have any information to share regarding budget parameters for Advertising and Marketing Consultant Services RFQ #2023-039?

A5: It is not in the University best interest to provide that.

Q6: How would the University prefer for us to make modifications to the Master Agreement?

A6: *Appendix D1-Evaluation Question(s)- Master Agreement* states “Should you take exception to any of these special terms and conditions you are required to note your exception directly below each of the respective terms in question.”

Q7: Do they want a redline version to be submitted with our response?

A7: See Answer 6

Q8: Do they just want us to tell them that we will have revisions?

A8: No. *Appendix D1-Evaluation Question(s)- Master Agreement* states “Should you take exception to any of these special terms and conditions you are required to note your exception directly below each of the respective terms in question. It should be noted that any exceptions may result in the disqualification of your proposal, lack of providing the required response or indicating terms will be negotiated post award will result in a zero (0) score for the Master Agreement evaluation criteria in RFQ Section 2.1.1.

Q9: Or will we wait to negotiate with the understanding that we will not make revisions with regard to what is listed under Section 1.2.1.2?

A9: See Answer 8.

Q10: I am also curious what impact (or necessity) this RFQ will have on our existing master agreement with UMS that does not expire until June 2024.

A10: This RFQ won't have any impact on your master agreement. The interest of this RFQ is to be on the list of prequalified vendors until 2028

Q11: On page 8, Section 1.2.1.1, the RFQ notes “the winning Respondent”, will there be one or multiple award selected as part of this RFQ process?

A11: There will be a list of prequalified vendors.

Q12: On page 17 there is section 1,3 & 4, is Section 2 missing? Currently it is labeled:

3.2.1

Section 1 - Response Cover Page

3.2.2

Section 3 - Master Agreement

3.2.3

Section 4 - Response to Questions

A12: This is a mistake. It should be labeled:

3.2.1

Section 1 - Response Cover Page

3.2.2

Section 2 - Master Agreement

3.2.3

Section 3 - Response to Questions

Q13: On page 33 through 36, confirming the Evaluation Question are correct, 13 seems out of order and the last one is missing a number. We want to verify this includes all that need agreement and disagreement.

A13: Please consider answering 13 on page 35 and ignore the one on page 36. That was an error. That includes all that need agreement and disagreement.

Q14: On page 37, Appendix E the RFQ asks for references from the respondent. Can we provide a reference from the University of Maine System?

A14: Preferably other higher education references would be better.

Q15: At this point, the RFP is encompassing a tremendous amount of large university marketing projects. It is challenging to provide a quoted amount since it's unclear how much work will be required to complete any item in the RFP.

A15: No quotes are needed for this RFQ

Q16: What is the overall marketing budget for The University of Maine across all 10 locations? Does this budget include the fees for this proposal? It's challenging to know how much management and execution will need to be done with so little details.

A16: [It is not in the University best interest to provide that.](#)

Q17: How many scripts do you anticipate needing in a month/year? Will separate scripts need to be created for each program, location, campaign?

A17: [Please see the Clarification section.](#)

Q18: What system will the university use to send out emails? Who will be responsible for writing the emails and creating the HTML for the emails? Who will be responsible for paying for the list acquisition? How many emails do you anticipate sending out a month? Is that per campus? Would this also include setting up inquiry nurturing email journeys? And, how many?

A18: [Please see the Clarification section.](#)

Q19: What is the expectation for postproduction? Will the university pay for the production of these videos are is this proposal supposed to provide a line item for this?

A19: [Please see the Clarification section.](#)

Q20: How much creative development will be required? How many print, billboards, social media and digital advertising will be expected per month? Do you have examples of what type of end media you would like to be produced?

A20: [Creative development will be specific to each marketing campaign.](#)

Q21: What is the media budget?

A21: [It is not in the University best interest to provide that.](#)

Q22: Please elaborate. What CRM system are you using? How much support will we receive from your IT department?

A22: [Please see the Clarification section.](#)

Q23: This needs to be quantified. How many brand assets would the university want to receive? How will they be used and distributed?

A23: Please see the Clarification section.

Q24: What is the budget for these advertising campaigns? This line item needs further refinement. Let's use Google Ads as an example. To run successful Google Ads campaigns, it's important to know the budget, how many programs you would like to run, if you have good preffering landing pages, if not those will need to be created. It's also important to layer in CRO testing to improve the ROI and efficacy of your campaigns.

A24: It is not in the University best interest to provide that. Please see the Clarification section.

Q25: When you say development, do you mean ideation, casting, video production, post-editing, distribution? It's important to know what type of budget you would have for this type of initiative. If you have \$10,000 then it's a very different conversation then if you have \$500,000 for this type of work. If you have larger budgets, then more work will need to be done to get this accomplished. It's impossible to bid on a line item like this without more details. We can potentially be signing up to create you a full length documentary without the budget and production costs.

A25: Please see Clarification section

Q26: This is also a very large line item. Developing a podcast and vlogging process also depends on your budget, internal resources, strategy, and distribution strategy. Can you share more information?

A26: It is not in the University best interest to provide that.

Q27: How many photoshoots are you anticipating? Do you want drone footage of the campuses? Tell me more about your photography expectations.

A27: Please see the Clarification section.

Q28: How will this copywriting be used? Website, landing pages, blogs, etc? What would be the budget for copywriting?

A28: Please see the Clarification section.

Q29: Please elaborate on what type of illustrations will be needed? How much and how often?

A29: Please see the Clarification section.

Q30: Please elaborate on what type of graphic animation will be needed? How much and how often?

A30: Please see the Clarification section.

Q31: How many tradeshow will you be having? Who will own the cost of production for these pieces? Trade show materials can range from \$2000 to \$250,000 depending on how much and how big the pieces are that are needed.

A31: Please see the Clarification section.

Q32: Would you prefer that we list all of the services in a line-item format with hourly, media, and other rates? Any guidance you can provide on how to present pricing in a manner that ideal for you would be appreciated.

A32: The RFQ rules do not allow pricing to be part of the evaluation. There is no need for you to provide pricing information. You can surely list the services that you can provide.

Q33: Can you provide more information about the "connect suite of online programs", or provide us a link that provides more information? We have searched the system website and used search engines but are unable to find anything related to this.

A33: Please see the Clarification section.

Q34: This opportunity is for inclusion among a list of vendors available to UMS, correct? It is not tied to a specific project or budgeted contract.

A34: Correct.

Q35: Does UMS have an expectation for the number of vendors it will select for a given service and/or overall?

A35: Every team that the core-team will deem to be selected will be selected. There is no limit on how many vendors should be on the list.

Q36: Is there any annual budget information UMS can share for its advertising and marketing services (be it collectively, by campus, or by service line)?

A36: It is not in the University best interest to provide the budget

Q37: Does UMS have a standard enrollment CRM in use across its campuses? Which CRM or CRMs are used?

A37: Please see the Clarification section.

Q38: Could you please clarify where in the submission we should include Appendix D and Riders A-D? Section 3.2.2.2 asks for Appendix D1 but not the other forms.

A38: There is no need to submit Appendix D and Riders A-D. These will be completed once we are seeking signatures for the Master Agreements.

Q39: Appendix D Question 6 (Non-Appropriation): Does this clause pertain to work that has been initiated and approved by the University?

A39: Yes.

Q40: Would you like the respondent to provide the intent and purpose description in Rider A?

A40: No, thank you.