



Procurement and Contracting Services

Request for Proposals for Media Buying Services

ADDENDUM #1

**Please mark all proposal submission
Envelopes with the following information**

**Sealed RFP # L192220
Due on May 10, 2022 no later than 2:00 PM, MST**

The following questions were received prior to the close of the Technical Question period on April 26, 2022 at 12:00 PM MST:

1. What primarily prompted release of the RFP?

The University's prior RFP for Media Buying Services expires on June 30, 2022 and is due for rerelease.

2. Is there an incumbent agency you have invited to bid on the opportunity?

All incumbent agencies are eligible to bid on the new RFP.

3. Will the incumbent be participating in this review?

Participation in the RFP by any incumbent is purely up to that company (whether they will submit a bid or not). The incumbents will NOT be reviewing any proposals. All reviews will occur within the University of Arizona RFP committee.

4. Which organization is currently performing these duties?

The University's prior RFP for Media Buying Services was awarded to three vendors: Hilton & Myers, RIESTER / MetricsEdge, and The Frank Agency.

5. What specific metrics and quantified goals will be used to measure success?

Increases in:

- Website visits
- Inquiries/RFIs
- Qualified applications (as measured by app-to-enrolled conversion rate)

... While sustaining or reducing Cost-per-Lead and Cost-per-Enrollment

Improvements in periodic measurement of brand awareness and attribute associations in key markets.

Improvements in peer referral scores in US News and World Report and other rankings.

6. Please describe the marketing culture/philosophy of your organization.

The University of Arizona is a land grant university charged with advancing the next generation of Arizona students. We believe in a geographical based approach to ensure marketing effectiveness primarily in Arizona and domestically.

7. What US ethnic segments are prioritized for your enrollment efforts?

We seek to reach all cultures and look to mirror the demographics of the state of Arizona.

8. Is your advertising/messaging produced in languages other than English?

Yes - some materials also in Spanish, and other language targets may be campaign-dependent (ex. Global)

9. Can you please confirm if your preferred pricing is in the small, medium, and large campaign formats linked in the spreadsheet?

The small, medium, and large campaign examples approximate budgets representative of past University of Arizona media buys.

10. For the estimated cost breakdown on the revenue & pricing worksheet, would a range of vehicle costs be acceptable as we have not seen what the historical client bases are as of yet?

Yes.

11. Would the University be open to a fixed fee compensation for these media campaigns, or is the desire for commission only?

We would be open to potential discussion and evaluation of alternate agency fee structures.

12. How many programs would be engaged in international media placement, and is there any specific countries that are of priority?

International campaigns would generally be managed only by one sub-client (Arizona Global). International campaigns by colleges and other sub-clients would be rare and highly campaign-specific.

For Arizona Global, high priority lead-gen focused countries have included Indonesia, Japan, South Korea, Thailand, Vietnam, Ghana, Nigeria, Egypt, Jordan, Brazil, Colombia, Ecuador, Bangladesh, India, Nepal, Pakistan, Taiwan, Turkey, Uzbekistan, Mexico, Philippines, Cambodia. Countries in the the Middle East and North Africa have been the focus of brand awareness campaigns, and these are subject to change.

13. Can the “Vendor Evaluation Survey” questions be incorporated into the various sections of the proposal as long as they are clearly marked? Or do they need to be presented in the excel sheet?

Yes, but please note in the Vendor Evaluation Survey where in the main proposal each question is addressed.

14. Regarding the limited criteria question (Google Premier Partner) – if the response is NO, is that an automatic disqualification or will the proposal still be evaluated by the criteria listed:

- Digital Media & SEO/SEM
- Account Management & Experience
- Traditional Media
- Ad Creation and Management
- Price

If the response is NO, that is an automatic disqualification. If a vendor does not meet this limiting criteria we would not be able to review the response.

15. Will you consider vendors that specialize in most capabilities within section 5.7 but don't cover all? For example, will you consider a submission that doesn't include traditional or SEO?

No - vendors must be able to address all capabilities, including traditional and SEO.

16. Section 5.7: Under Traditional Advertising channels, what is "Projections" referring to?

By 'Projections' we are referring to building projection (a.k.a. projection mapping) or projecting images onto a building with specialist equipment such as video projectors.

17. Are there any materials (PowerPoint deck, strategy writeup, etc.) that would be helpful outside of what's outlined for the written proposal in Section 5 and Appendix B?

The responses requested should be sufficient for the initial round of the RFP. Finalists for round 2 will be asked to bring additional and more specific materials.

18. For the pricing sheet, do you want to see detailed media plans with channels, targeting tactics, etc. or do you prefer a high-level overview with a focus on pricing and rates?

A high-level overview would be fine, as the primary goal is to understand how a limited budget would be handled.

19. Vendor Evaluation Survey, Digital Media & SEO/SEM:

- a. Do you have a 36-month digital technology and data management roadmap you can share?

Not at this time. Our CRMs include Slate Technolutions, Salesforce, and Marketo.

20.5.7 Required Capabilities:

- a. "Preferred Capabilities - Option to expand services to include communications through CRM systems such as Salesforce or Slate."
- b. Can you share your existing CRM strategy and current user journeys, including triggered and drip campaigns?**

No - the media agency would not be expected to handle CRM strategy and user journeys.

21. Can you please provide the reason for this review?

The University's prior RFP for Media Buying Services expires on June 30, 2022 and is due for rerelease.

22. What percent of your students are in-state or out-of-state?

Information about the composition of the University of Arizona student body can be found on the UA Online Fact Book: <https://uair.arizona.edu/content/enrollment>

23. What markets have the largest volume of alumni?

Our top five states by volume of alumni are Arizona, California, Texas, Colorado and Washington, with more granular detail available to inform achievement of the varying goals of specific, alumni-focused campaigns.

24. What's the estimated % breakout between domestic and international students?

Information about the composition of the University of Arizona student body can be found on the UA Online Fact Book: <https://uair.arizona.edu/content/enrollment>

25. Can you share any additional documents or data around your student base and/or alumni base (i.e. demographics, residence/location, working industries, etc.)

Additional information about the University of Arizona's student base can be found on our interactive fact book: <https://uair.arizona.edu/content/overview>

Information about alumni would be shared on a campaign-by-campaign basis.

26. Are there certain nationalities the University of Arizona strives to attract or has a better tendency to attract?

At the graduate level, countries of origin with the highest main campus enrollments are: China, India, Korea, Mexico, Iran, Saudi Arabia. At the undergraduate level, they are: China, Kuwait, India, Saudi Arabia, Mexico, Taiwan, Viet Nam, Canada, Korea, Peru, Nigeria. Each list is in descending order. UA is seeking to retain or grow enrollment from these countries as well as to expand into others with high potential.

27. Section 5.2: Which CA and TX markets are considered major feeder populations? Which International cities are considered to be major feeders?

We have a set of key zip codes in many different states including California and Texas along with many key international population centers.

28. 5.2 The marketing goals for the University are: Please elaborate on the international markets anticipated in this Scope. What percentage of the budget will be spent domestically vs. Internationally?

Our international media spend is approximately 3% of the overall budget and is spread across Indonesia, Japan, South Korea, Thailand, Vietnam, Ghana, Nigeria, Egypt, Jordan, Brazil, Colombia, Ecuador, Bangladesh, India, Nepal, Pakistan, Taiwan, Turkey, Uzbekistan, Mexico, Philippines and Cambodia. These countries are subject to change.

29. 5.3 Buying firm(s) will be required to: Please expand on your expectations related to “Develop creative partnerships to extend the University’s media budget.”

By this we mean actively seeking opportunities to extend the value of the University’s media buying budget by seeking discounts or opportunities to participate in unique and interesting activities or sponsorships to further campaign goals with limited additional spend.

30. 5.4 Expectations: How many departmental level SOWs do you envision in this engagement?

Likely 30 or more.

31. 5.7 Required Capabilities: Please elaborate on the needs/expectations/deliverables required by the statement, “Ability to create advertisements within an existing brand framework”?

The University may need minor design or copy changes to existing ad material to accommodate rapid campaign pivots or creative tweaks (within the context of an existing design template), and may not be able to address these needs quickly enough in-house or via hired creative agencies. We would like a media buying

vendor partner who is able to assist us with these occasional needs, with in-house or reliable subcontractors if needed.

32. Does the media budget support open houses/college fairs?

A campaign's media budget would support any media buying activity approved by the department that is in alignment with the campaign's goals.

33. Does part of the media budget have to go towards Pac-12 advertising?

There is no existing policy about any percentage of media budget spend needing to go towards Pac-12 advertising.

34. Any seasonality trends/timing you tend to focus marketing efforts during? Assuming individual campaigns will have their own depending on the objective and target audience.

Each individual campaign will have its own seasonality.

35. Is direct mail part of the media budget or another budget?

Direct mail is generally considered separate from the media budget.

36. What is the typical split between domestic and international spend?

This varies and is subject to change, but likely around 2.5% - 3% of spend is international.

37. Section 5:1: On average, how many sub-client campaign initiatives are live at any given time?

This varies based on timing and time of year, but around 15-20 active concurrent campaigns of varying sizes should be expected.

38. Section 5:1: Will University of Arizona's in-house design and development teams supply all creative assets across initiatives? "Other vendors" are listed that may require coordination on a project by project basis. Would these "other vendors" be chosen by the University of Arizona or the AOR?

Creative assets would be supplied by either the University of Arizona's in-house design and development teams, or third-party creative agencies with whom the University has awarded contract work for creative design and production.

39. Is the estimated budget of \$10-15M inclusive of agency fees?

Yes.

40. IN AZ Appendix Pricing Sheet, it references agency commission. Are you open to other agency fee structures besides commission? Ex; VBC, FTE, Hourly

We would be open to potential discussion and evaluation of alternate agency fee structures.

41. Can you confirm a preferred RFP submission format (PDF, etc.)?

PDF would be a good choice as long as legibility of the Vendor Worksheet (currently in Excel) is preserved.

42. Section 3.7.10 Proposal Organization: Can you please confirm the required sections required for the RFP submission? Do we need to include all sections of the RFP and scope within our response?

Please review the RFP for submission requirements. Any section that requires a response must be submitted with your proposal.

43. Are there particular international locations UA are looking to target? Are there countries that UA gets more students from?

At the graduate level, countries of origin with the highest main campus enrollments are: China, India, Korea, Mexico, Iran, Saudi Arabia. At the undergraduate level, they are: China, Kuwait, India, Saudi Arabia, Mexico, Taiwan, Viet Nam, Canada, Korea, Peru, Nigeria. Each list is in descending order. UA is seeking to retain or grow enrollment from these countries as well as to expand into others with high potential.

44. What type of First Party data does the University collect and would be able to share with the chosen vendors?

We collect demographic information about current students, and limited information about prospects when they complete a request for information. Appropriate data can be shared with the selected vendor to the extent it informs media strategies.

45. What does UA consider the key metrics for campaign success?

Increases in:

- Website visits
- Inquiries/RFIs
- Qualified applications (as measured by app-to-enrolled conversion rate)

... While sustaining or reducing Cost-per-Lead and Cost-per-Enrollment

Improvements in periodic measurement of brand awareness and attribute associations in key markets.

Improvements in peer referral scores in US News and World Report and other rankings.

46. For the larger two sample campaigns, is the goal for these awareness/branding or conversions?

These sample campaigns would be highly conversion-oriented. Both should be 80/20 conversion vs. awareness oriented.

47. How many different campaigns does a school typically require at one time?

This varies based on timing and time of year, but around 15-20 active campaigns of varying sizes from around the University of Arizona should be expected at any one time.

48. Are there specific reporting requirements for deliverables, and what is the expected reporting frequency?

The University anticipates establishing a cadence and structure with vendor(s) that encourages strategic and metrics-based decision making (beyond simply meeting once a week). Additionally, the University anticipates access to dashboards for real-time data reporting.

49. Is each school able to provide historical performance reports?

Historical data will vary in depth and availability between colleges.

50. Are University of Arizona Online and Global divisions included in this RFP process?

Yes.

51. How many agencies do you anticipate selecting as award recipients for this RFP?

The number of agencies awarded the RFP will depend upon the quality of the respondents.

52. Can you share any enrollment goals per school?

Enrollment goals will vary widely by each school and each specific campaign.

53.Actions of Successful Vendor: How does this apply to negotiating and buying media on behalf of the university. Typically a media buyer enters into agreement on behalf of their client.

The University will negotiate any changes to the RFP terms upon award.

54.Indemnification / Hold Harmless: Is the University amenable to reciprocal indemnity to protect the Agency from legal actions arising from University actions, directions or decisions?

The University will negotiate any changes to the RFP terms upon award.

55.Termination for Convenience: Due to the staffing and commitments and media agreements required to fulfill the Scope, will the University offer a minimum termination period of 60 days?

The University will negotiate any changes to the RFP terms upon award.

End of addendum, all else remains the same.