



Procurement and Contracting Services

Request for Proposals for Creative Services

Addendum 1

Sealed RFP # L192329
Due on June 28, 2023 no later than 2:00 PM, MST

The following questions were received prior to the close of the Technical Question period on June 20, 2023 at 12:00 PM MST:

1. Any documents not included in the page count? Is the cover letter or certifications included?

A cover, cover letter, and certifications are NOT included in the <25 page count. Although not required for a submission, if you choose to include a table of contents or tabs/section dividers, these will not be included in the <25 count as well. The content to be included in the <25 page count is listed in the Submission Specification section and includes Resumes and Qualifications, Project Experience and Capabilities (including case studies), References and Cost.

2. How should a company self-evaluate as to whether they are a good fit for this proposal or not?

The University is seeking to address core creative needs for its primary and divisional marketing units, which encompass the areas of Brand Development, Ad Campaign Development, Content Development and Design Services (with Additional Expertise as a value-add). Firm expertise should cover or at least touch on these four areas to best align with this RFP.

3. Will you expect to pass off deliverables to the agency or will you hire people to support?

University subclients will be able to reach out and work with agencies independently, but the support and guidance of Marketing Strategy Directors from central Marketing & Communications will be available to agencies on all projects. University Marketing may also recommend vendors to subclients.

4. Can you talk about how the brand has shifted?

The Wonder outward facing brand campaign launched in 2019, and University Marketing is presently working on the new evolution of Wonder (we have not yet identified what this looks like). University Marketing is working on differentiating brand vs. brand campaigns with units, as well as the execution of Wonder in specific use cases, and would work with agencies and units to ensure projects are in alignment.

5. Are we allowed to link out and have video links?

Optional video links supporting the RFP presentation would be fine. Please ensure links are clickable within the PDF documents.

6. How do you envision assignments being allocated to vendors?

Assignments will not be centrally allocated to vendors - the intent of the RFP is to recruit a suite of creative partners and facilitate connections with campus divisions and subunits, who will make the ultimate decisions about agency selection. A wide range of units and individuals may make contact with agencies (300-400 staff members on campus engage in marcom activities), and University Marketing will be available at all times for questions and to be looped into conversations to help with any problems. Departments are able to work with RFP-awarded vendors without seeking competitive bids if they choose.

7. Is this something that has been done in the past or do you do it periodically?

The Creative Services RFP was last run in 2019-20 for a three-year period, and is being replaced with this new RFP, with intent to continue to renew this RFP in some form upon expiration every 3-5 years. The RFP has been modified this year to be more strategically aligned with the tactical needs of University subunits.

8. In the past you have allowed us to have case studies in the document, is that the case? Does it count toward the page total?

Case studies are permitted and requested as part of the document, and they count towards the page total.

9. Is there any priority given to local or in-state agencies?

No specific priority is given to local or in-state agencies.

10. How many people do you plan to award?

This RFP will almost certainly be a multi-award bid, but the exact number of awardees is not known and will depend on the RFP assessment and review process.

11. Are there micromarket research needs?

Creative and strategic research (such as micromarket research) is scoped within this RFP as it is a necessary precursor to much of the creative work that needs to be executed by agencies.

12. Regarding insurance requirements, please clarify if we are required to carry insurance on commercial vehicles when our firm does not have a fleet of commercial vehicles.

No, the University would not initially require Auto Insurance, however, if the scope changes which would require the inclusion of Auto Liability, the University reserves the right to add at a later date.

13. The last time this RFP came out, there was an event planned for the firms that won to get together and meet with the departments one-on-one. Will you be doing anything like that for this RFP?

The University RFP team will develop an onboarding strategy for awarded vendors to connect with campus and understand the University brand ecosystem.

14. After the contract is awarded, how will you notify all colleges and departments of those awarded the contract? Will the names and contracts be listed alphabetically by brand implementation, ad campaign development, content development, design services , etc., -- or will all firms be able to provide services in all buckets?

Upon award and contract finalization, all firms will be able to provide services in all categories, and they will be listed alphabetically on the University's Brand site: brand.arizona.edu. Campus departments will be informed by various methods including in-person meetings and emails, and the Marketing Strategy Directors will lead facilitation of connections as needed.

15. Do you prefer that we submit 2 case studies per core competency, or do you prefer 2 case studies in total that demonstrate all core competencies for which we are applying?

The committee would prefer 2 case studies per core competency (not 2 total).

16. Will the RFP pdf submissions be viewed beyond the selection committee? If yes, how will the materials be distributed and who will have access to them?

During the review and selection process, the RFP submissions will only be viewable by the internal RFP selection team. Upon award the majority of distribution would be with internal campus departments but the University is subject to public record so please review section 3.8.3 of the RFP for confidentiality submission requirements.

17. Would you please confirm that legal documents — 5.12 Term of Agreement through 6.4 Certification and Disclosure sections — are not included in the 25-page limit.

Correct - the legal documents do NOT comprise part of the 25-page limit.

18. If you are not awarded as part of this contract, you cannot work with other departments on campus?

This RFP is non-exclusive and does not prevent departments on campus from working with other firms. RFP-awarded firms will be promoted to departments on campus as trusted and approved partners to develop on-brand content, will be listed on the University's Brand site brand.arizona.edu, and will be the ones recommended by Central Marketing & Communications. Departments on campus may also work with RFP-awarded vendors without seeking multiple bids.

19. How is the work in this RFP currently being accomplished?

The work is currently being accomplished by agencies awarded the prior Creative Services RFP which expires this year.

20. Is there an incumbent agency (or agencies), and are they being considered?

18 agencies were awarded the prior version of this RFP in 2019-20, and all incumbents have been informed about this replacement RFP.

21. How many firms are submitting responses to this RFP?

Multiple firms are responding but this information would not be known until the RFP closes.

22. What are your top priorities or qualities in an agency partner?

Clear and consistent communication and follow-through, collaboration, and creativity while keeping the bound of the brand in mind.

23. What are your top pain points when it comes to managing this type of work?

One primary pain point arises when there is no project manager on the agency side who is in constant communication with the client, and makes sure that all deadlines are followed and feedback/info is communicated correctly. Another pain point is not understanding how a subclient project might fit into the larger University ecosystem, and University Marketing hopes to address this through greater connections between central and agency partners.

24. Can you provide an org chart of your current team / the team associated with the scope of work in this RFP?

The University of Arizona marketing ecosystem operates in a federated model. Our central University Marketing and Communications team runs institutional

brand campaigns. Part of this unit's responsibility is to support the 400+ marketers and communicators across campus. We have a few people on the central team that operate as client services/consultants to the various marketing leaders across campus. Each department/college across campus is structured differently - some are teams of one and some have more robust operations.

25. Who are your primary internal stakeholders related to this RFP / scope of work? What will our level of interaction be with them?

Primary internal stakeholders will include central University Marketing & Communications, which manages the RFP, stewards the enterprise brand and can provide guidance and help with sub brand executions. Additional stakeholders will include the array of potential University unit-level clients seeking assistance with creative projects. These clients may be larger divisional units or smaller departmental units, and they would interact with agencies directly. These units are all linked to central Marketing via two lead Marketing Strategy Directors, who will also be in close continual communication with partner agencies to provide brand support.

26. Can you provide an actual/historical project list or forecasted project list for all projects within the scope of this RFP?

University clients have creative needs relating to everything from presentations, illustrations, event materials, Social templates, Fliers, postcards, infographics to small project campaigns (ex. heritage months, spacecraft missions, etc.).

The scope of physical materials Enrollment Marketing develops runs the gamut of the large viewbook and recruitment fair brochures to smaller direct mail pieces, small ads, event material support, promotional items.

Some clients may require digital or traditional ad executions that funnel into a larger media buying campaign, or more unique experiential or retail marketing projects.

27. Will addenda be listed just as a new document within the website?

The addendum will be posted at: <https://vendors.arizona.edu/rfpb-opportunities>.

28. Who is the current media buying agency?

The RFP contract for Media Buying Services is currently held by RIESTER / MetricsEdge.

29. Hello, can you please clarify how many references should be submitted. There is a request for three (3) client references in both section 5.11 &

section 5.15 - see below. Should we be providing six (6) different references?

Only three (3) client references in total are requested.

30. We have a range of skills that align perfectly with this RFP. However, there are certain aspects outside our main expertise that we would prefer to outsource. To be considered for this RFP, do we need to provide solutions for all creative areas, or is it possible to exclude some?

We are seeking creative support for our general core creative areas of Brand Implementation, Strategy, Content Development and Design Services. These are the services you will be evaluated against.

Skillsets covered in Additional Expertise are not required nor evaluated, but would be nice to know if they are services you can offer.

If you plan on outsourcing and/or subcontracting in effort to support your team under the core creative areas of Brand Implementation, Strategy, Content Development and Design Services, please communicate this clearly in your response.

End of addendum, all else remains the same.