



Procurement and Contracting Services

Request for Proposals for Brand Creative Development

ADDENDUM #1

**Sealed RFP # L192603
Due on October 10, 2025 no later than 2:00 PM, MST**

The following questions were received prior to the technical question period close of September 29, 2025 at 12:00PM MST:

1. Can you confirm whether the scope includes creative adaptation for individual colleges and units, or is the focus strictly on central brand campaign deliverables outlined in Section 5.1.7 of the RFP?

The scope is strictly focused on central brand campaign deliverables.

2. For the :30 Big 12 athletics spot, will the University provide access to existing raw assets for refresh, or should we plan for entirely net-new production each year?

Selected vendor should plan for significantly net-new production each year with the university providing existing raw assets to the best of our ability for use as b-roll, coverage, and other fill-in needs.

3. For those who were unable to attend the optional pre-proposal conference on September 25, will a recording or transcript be made available for review?

Yes, the recording of the pre-proposal conference on September 25 can be found at the following link: <https://arizona.box.com/s/qxe26s1vasf8ys4ye9uhg610uk9cko3m>

4. Is the \$500K–\$750K budget intended to cover only the deliverables listed in the RFP, or should agencies also plan for contingency and expansion within that number?

The \$500K-\$750K budget range is all-inclusive with respect to core campaign execution costs associated with deliverables outlined in the RFP. Optional additional value-add or expansion services may be quoted and shared in a clearly separated addendum. Please plan for contingency and other cost-related variables such as travel and subcontractor costs as much as feasible.

5. Is the University of Arizona required to go through a formal RFP process for this engagement?

Yes, the anticipated spend exceeds the University's RFP threshold.

6. Can you confirm whether a media agency has already been selected or is under contract? If so, will the selected creative agency be expected to collaborate with them?

The University RFP for media buying services was awarded to RIESTER/MetricsEdge. We expect the selected creative agency to work within the media plan and respond to data and analytics provided on creative performance. We will likely facilitate the transfer

of that information in most cases, and there will not be frequent, direct collaboration between the agencies.

7. Will Arizona-based agencies receive any preferential consideration during evaluation? Additionally, beyond the finalist presentation, what is the expected frequency of in-person meetings or on-site collaboration?

Arizona-based agencies do not and will not receive any preferential consideration. Vendor will be selected solely for their qualifications and judged on their ability to execute work as outlined in the RFP.

8. Is there a particular set of templates, assets, or other resources we should plan to create to equip campus stakeholders?

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14. How do you envision agency involvement in enabling the 350+ decentralized marketers on campus? Should the scope include templates, training, or guidelines for downstream execution?

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15. Are there expectations for creating internal rollout/activation materials to build enthusiasm and adoption among staff, faculty, and leadership?

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24. How will decentralized units (colleges, athletics, foundation, etc.) be involved in shaping or reviewing the campaign?

University central marcom will lead all coordination efforts for the broader campus marketing community rollout and will drive all meetings, events, scheduling, locations, and logistical needs related to campus rollout and creative adoption. The selected vendor will be included and invited to participate in meetings with the university community as needed.

The scope of this work does not include the creation of new non-campaign brand templates, guidelines, or collateral. Those resources are managed by the central marcom team. However, campaign materials should be developed in a way that allows for easy adaptation and use by decentralized units. As appropriate, central marcom may request the vendor's input on how campaign assets could be translated into downstream executions for colleges, departments, and other units.

The central marcom team conducts regular meetings with the campus marketing community and partner units and will use those forums to gather any necessary feedback on campaign-related creative work. Under the guidance of central marcom, the selected vendor should anticipate presenting concepts, participating in follow-up discussions, and engaging in workshops to support adoption and alignment among campus stakeholders leading up to and following campaign launch.

9. Would the UofA be able to provide a sense of scale or a desired set of assets to power the media plan? Are you looking for the awarded partner to provide the core inventory of assets that your team will then replicate, extend, and version out, or are you looking for production-shop support of your dynamic, ongoing media effort?

Due to the timing of the current media plan, the Arizona team is already underway in executing against the buy using existing and updated creative. While the U of A team is comfortable with creative development for the buy, we would expect that our new partner have the capabilities to produce the vast majority, if not totality, of execution. To support the successful handoff and transition of current creative work, a point-in-time copy of the media plan will be provided upon vendor selection. Due to the real-time execution and handoff of this year's plan, the U of A team anticipates a robust collaborative process for new concept development and implementation of feedback. For reference, the media buy includes OOH, digital/social, streaming audio/video, linear TV.

Moving forward in future media cycles, the selected vendor should expect to provide the entire suite of messaging, assets and inventory for the media buy including all design, copywriting, photo/video support, editing, etc.

10. Could the UofA please provide the anticipated media budget for the initial contract length?

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46. Are you able to share the existing media plan for agency to fully understand scope of creative needs for all channels?

See above: "To support the successful handoff and transition of current creative work, a point-in-time copy of the media plan will be provided upon vendor selection." Our overall paid media budget for this fiscal year (July 2025-June 2026) is \$2.5M.

11. Do you prefer an agency with experience outside of higher education, given your interest in a "healthy tension" between higher ed and consumer brand perspectives?

The right partner agency should be able to demonstrate a strong footing in higher education balanced with a keen understanding of consumer expectations and mindsets that often transcend single categories.

12. Would you consider an agency's work with direct competitors (e.g., ASU or UC Boulder) a conflict, even if the agency implemented firewalls and distinct teams?

Any current engagement with these institutions would be considered a conflict. Past work, or completed projects, would be acceptable.

13. Should social creative be considered always-on support, or limited to the campaign launch period?

Social should be limited to the campaign launch period. The selected vendor may be asked to provide social assets and ideation, however, execution and account management will remain under the auspices of the U of A social team.

16. Does the Small Business Utilization Program carry specific reporting or utilization targets for subcontractors, or is it considered a good faith effort without a mandated percentage?

The SBUP does not require specific reporting or utilization targets and is considered a good faith effort without a mandated percentage.

17. What existing brand research will be shared with the selected agency? (e.g., awareness, perceptions, competitive insights, audience segmentation)

Upon award, selected vendor will receive copies of the updated 2025 brand strategy document as well as all relevant data and market research.

18. Are you expecting the vendor to conduct any new primary research, or will we rely solely on the research currently being finalized by your internal team?

We do not expect the selected vendor to conduct new primary research but would like to explore creative testing prior to launching new work into the market.

19. How does the University define its primary brand competitors beyond ASU and University of Colorado?

Broadly, for the purposes of this RFP process, we consider former PAC-12 members and current Big 12 members within our competitive peer set. From a master brand perspective, we define our primary audience as members of the college-aware public in key markets that drive enrollment, alumni/donor engagement, or other institutional outcomes. The soon-to-be completed brand strategy contains more detailed competitor landscape information and will be provided to the selected vendor upon award.

20. Are there campaigns (inside or outside higher education) you find especially compelling or aspirational as points of reference?

For the purposes of the RFP process we do not want to provide any examples that might influence agency proposals and do not want to see any spec work.

21. What is the University's highest-priority outcome for this campaign?

Clear competitive distinction from ASU and CU Boulder and increased awareness of, and affinity for, the University of Arizona among the college-aware public in our key markets. And among our key audiences and stakeholders, we hope to see renewed excitement and enthusiasm for the brand.

22. Who will be the core decision-making team for this project?

See question 42 for day-to-day team leads.

23. How many layers of review/approvals are anticipated before creative work is finalized?

The creative approval process will ultimately be at the discretion of the central marcom team, but the selected vendor should anticipate that proposed creative concepts will be reviewed across multiple settings and with various levels of the university community including campus marketers, academic leaders, students, and senior university leadership. Central marcom will lead and facilitate the selected vendor through any necessary reviews and approval layers.

25. For the Big 12 :30 spot, can you clarify expectations for production value? (e.g., is a national broadcast-level production required annually, or will lighter refreshes suffice?)

Our expectation is that we produce a new spot annually at production levels commensurate with national broadcast ads. It's possible that new creative strategy or an exceptional spot may demonstrate that an annual production isn't necessary or that refreshes are sufficient. For context, the current brand spots began rotation in January 2025.

26. How should vendors approach campaign asset adaptability for different audiences (prospective students, alumni, policymakers, donors, etc.)?

Generally speaking, assets should feel consistent but allow for differences in messaging, voice/tone, and visual expression. Again, generally speaking, campaign assets for internal marketers and teams will be more flexible than those with external audiences. In each case, the central marcom team will provide appropriate guidance and nuance in developing a visual language and messaging framework for consistent usage.

27. What does “stakeholder engagement” look like in practice? (e.g., town halls, presentations, advisory groups, workshops)

Generally speaking, “stakeholder engagement” consists of presenting to groups of various sizes and levels of marketing expertise. **See question 24:** “The central marcom team conducts regular meetings with our campus marketing community and partner units and will use existing meetings to convene any necessary feedback or creative critique from these units and university senior leadership. Under the guidance of central marcom, the selected vendor should anticipate creative presentations, follow-up meetings, and workshops among campus stakeholder groups to leading up to and following the final creative concept approval and market launch.”

29. If subcontractors are used (e.g., video production, animation), does the University have preferred partners, or is full discretion left to the agency?

Subcontractors can be selected by the agency but must be disclosed to the University of Arizona team prior to the start of work, and the University expects that the selected agency hold any subcontractors to the same terms and conditions set forth in this RFP (including the Work Product Agreement).

30. Are there immovable milestones, such as leadership reviews, board meetings, or campaign launches that we must plan around?

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37. Are there any key milestones or dates that should be considered when building the project timeline, other than the draft presentation dates in February?

No, the proposed timeline is inclusive of all time-sensitive elements.

31. What does success look like at each phase (concepting, production, rollout)?

“Success” will consist of continual forward advancement of the campaign and positive support from all levels of the university community. The central team will work in good faith to create an environment to support success at every stage, building internal consensus with necessary stakeholders and steering the awarded vendor along the creative development process through our campus community, facilitating conversations at necessary checkpoints and providing the awardee with opportunities to share and defend work at every phase of the creative development process, while receiving constructive feedback along the way (see question 24).

32. Has the university completed work on target audience personas or segment definition, and if not, would that be envisioned as part of the program?

We have a working list of key audiences, market research, user personas and brand survey data that can inform and support further persona development; however we don't see that as part of this work at this time.

33. In your experience, what makes a good agency partner?

A good agency partner will bring fresh creative ideas and thinking, while working side-by-side with our team, respecting and responding to our ideas as equally valid to the agency's. A good partner will respect our understanding and expertise of our institution and respond to it with positivity and energy. A good agency will reject cookie-cutter creative and will help us stand out within the higher ed category.

34. What challenges do you anticipate for this engagement?

We do not anticipate any challenges beyond those normally associated with a public university of our size and complexity.

35. How will new agencies be onboarded?

Once a new vendor has been selected, the Arizona team will send updated brand documents for review and schedule a multi-day on-campus briefing.

36. Can you tell us more about your preferred working style and what moments and milestones are critical for in-person meetings throughout our partnership?

For day-to-day account management, our team is highly collaborative and will expect a regular meeting cadence with weekly calls, status updates, etc. Once awarded, we will work with the selected vendor to find appropriate in-person and on-campus dates for key concept presentations, workshops, etc.

Please refer to the proposed campaign development timeline and question 37, which is inclusive of all time-sensitive considerations.

38. Is the incumbent agency that completed the brand strategy invited to participate in this next phase of the work?

All agencies with the interest and ability to provide the services described in this RFP are invited to bid, regardless of prior work with the University of Arizona.

39. Does the new brand strategy include messaging guidelines for the university? What messaging guidelines currently exist for the colleges, departments, and units?

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45. Is the client looking for new messaging development? Or for the existing messaging suite to be better represented through this scope of work and campaign?

The University's new brand strategy includes core messaging guidelines that serve as the foundation for all communications. Colleges, departments, and units will use these guidelines to ensure consistency, while also adapting them to their audiences.

For this scope of work, we are not seeking the development of new foundational brand messaging. Instead, the campaign will require the creation of campaign-specific messaging that clearly aligns with and extends from the existing brand strategy. In other words, the creative partner will translate the established brand voice and positioning into compelling campaign messages that resonate with target audiences.

40. What internal resources (personnel, content, video, photography, other assets, and the like) exist to support this project?

Depending on the request and need, the U of A team is prepared to provide a significant amount of support in any of the areas listed above to contribute to the successful completion of the campaign and any associated projects.

41. Where is your in-house team best suited to support the project and execution?

The marcom team consists of 13 experienced, full-time creatives (writers, designers, photo/video) and can provide support at all stages of execution depending on the need.

42. Who will be on the core day-to-day working team for this engagement? The final decision-makers?

Day to day team management will consist of the following:

- Christie Harper, VP, Marketing
- David Miller, Executive Director, Content & Creative
- Frank Camp, Executive Director, Brand Strategy
- Jennifer LaHue Smith, Creative Director

43. How are communicators and brand ambassadors currently governed and trained?

Outside of the central team, the university consists of largely decentralized, departmental marketing and communications operations. However, the central marcom team maintains close relationships with nearly all these teams to provide consistency, support, and to uphold best practice across the university. We hold monthly meetings that are well attended, and which serve as an opportunity to share best practices and the latest developments that would affect them at a local level. The central team also provides support for our wider community of marketers in the form of 'toolkits' that include imagery, messaging, social graphics, etc.

44. Will you use internal talent and resources for the TV spot, or are you looking for hired actors and talent for the final executions?

Again, this will depend on the concept. We have used both of those options in the past and are prepared to use both in the future. We can assist in the casting of internal talent.

47. Is UofA open to production of 2 (seasonal) 30-second spots, if it falls within outlined budget?

Depends on the strategic basis for the decision and on the quality of the creative concept.

48. For social media imagery, is there a specific number of stills for social media? Are only stills required or will reels be needed?

We do not have a specific number of images or video assets in mind. This would depend on the campaign concept and would ultimately be determined by creative strategy.

49. For transfer of all assets, does client have cloud capacity to store this large amount of data, or will the agency need to estimate for transferring onto hard-drives?

Please estimate for transfer onto hard drives and associated shipping costs.

End of addendum, all else remains the same.