

<b>Request for Proposal</b>	 <p>Marshall University Office of Purchasing One John Marshall Drive Huntington, WV 25755-4100 Direct all inquiries regarding this order to: (304) 696-3157</p>	<b>Proposal#</b>  MU19MEDIABUY
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<b>Proposer:</b>  <b>Phone:</b>  <b>Email:</b>  <b>FEIN/SSN:</b>  <b>Fax:</b>	<b>For information contact:</b>  <b>Buyer:</b> Tracey Brown-Dolinski <b>Phone:</b> 304-696-3157 <b>Email:</b> browndolinsk@marshall.edu and purchasing@marshall.edu
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Sealed requests for proposals furnishing services described below will be received by the Institution. TO RECEIVE CONSIDERATION FOR AWARD, UNLESS OTHERWISE NOTED, THE PROPOSAL WILL BE SUBMITTED ON THIS FORM IN ORIGINAL, SIGNED IN FULL IN INK, AND NUMBER OF COPIES REQUESTED IN THE PROPOSAL, RECEIVED HAVE A DATE/TIME STAMP AFFIXED AND SUBMITTED IN BONFIRE BY BID OPENING TIME AND DATE. The Institution reserves the right to accept or reject proposals separately or as a whole, to reject any or all proposals, to waive informalities or irregularities and to contract as the best interests of the Institution may require. PROPOSALS ARE SUBJECT TO THE GENERAL TERMS AND CONDITIONS AS SET FORTH HEREIN.

DATE 10/12/2018	DELIVERY REQUIREMENTS	DEPARTMENT REQUISITION NO.	<b>PROPOSALS OPEN:</b> <b>3:00pm on 10/19/2018</b>	PROPOSER MUST ENTER DELIVERY DATE FOR EACH ITEM BID
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Item #	Quantity	Description	Unit Price	Extended Price
<b><u>ADDENDUM #1</u></b>				
<p>The purpose of this addendum is to clarify the proposal specification in answer to vendors' questions.</p> <p style="text-align: center;">Respond to written questions</p> <p>(Questions are unchanged from the original as received but similar questions are combined)</p>				

To the Purchasing Department,

In compliance with the above, the undersigned offers and agrees, if this offer is accepted within \_\_\_\_\_ calendar days (30 calendar days unless a different period is inserted by the purchaser) from the proposal open date, specified above, to furnish any or all items upon which prices are offered, at the price set opposite each item, delivered at the designated point(s), within the time specified.

Proposer's guarantees from \_\_\_\_\_  
within \_\_\_\_\_ days

FOB \_\_\_\_\_ After receipt of order at address shown  
Terms \_\_\_\_\_

BOG 43

Proposer's name \_\_\_\_\_  
Signed By \_\_\_\_\_  
Typed Name \_\_\_\_\_  
Title \_\_\_\_\_  
Street Address \_\_\_\_\_  
City/State/Zip \_\_\_\_\_  
Date \_\_\_\_\_ Phone \_\_\_\_\_  
Fein \_\_\_\_\_  
Email \_\_\_\_\_

## MU19MEDIABUY Addendum #1

1. Who is the current media buying vendor? Is there an incumbent agency for Media Buying and, if so, who is it? **The current vendor is Seventh Point.**
  - a. If there is a current media buying vendor, what is their billing structure - retainer, commission, or some combination? **Because the current vendor has been working under a subcontract to our creative agency, we do not have information about their billing structure.**
2. Does the University have an incumbent partner who will be participating in the bidding process? **There is an incumbent media partner who has been performing under a subcontract to our creative agency. It is anticipated the incumbent will be participating in this bidding process.**
  - a. How long has the incumbent agency had the contract, and why is it being put out for RFP now? Why have you released an RFP for Media Buying and Digital Marketing Services at this time? **The incumbent has been performing under a subcontract to our creative agency for two years. The University has elected to bid out the media buying responsibilities separately to allow the University more flexibility and direct oversight of the media buying activities.**
  - b. Will that partner be responsible for developing creative assets as part of this media plan? **See Page 4, Section II-A, of the RFP: The University is currently under contract for creative with a separate vendor, who is responsible for developing advertising and marketing collateral in support of the University's brand strategy.**
3. Will the existing agency continue to provide creative support, developing advertising and marketing collateral? **Yes.**
4. Can you provide details on what tactics you are already using? **This information is considered proprietary and will be shared with the winning agency.**
5. What media buys and marketing tactics have traditionally worked best to meet defined goals? **This information is considered proprietary and will be shared with the winning agency.**
6. Is this project primarily enrollment-driven? If not, what additional audiences and goals should be considered? **Yes, this project is primarily enrollment-driven. See Page 5, Section III-A, of the RFP: "...all of which will extend the University brand within West Virginia and other targeted regional and national markets, drive inquiries and campus visits from qualified prospective undergraduate and graduate students, increase applications and raise the profile of the institution."**
7. Who are your desired constituents or key audiences? **Desired constituents include prospective undergraduate and graduate students and key influencers such as their parents.**
  - a. Are we targeting both undergraduate and graduate students for this media plan? **Yes.** If separate, should graduate be promoted at a high-level or for specific academic programs? If so, how many campaigns?
  - b. What are the specific programs you are looking to promote? Are there any online programs you're looking to promote? Under "Commodity Title/Description/Media

relations services,” are Earned Media/Public Relations responsibilities included within this RFP? If so, could you describe the expectations/goals? Are you expecting to highlight specific programs? If so, how many? Which ones? **Details and goals for specific program(s) to be promoted will be provided to the winning agency.**

8. What is the execution timeline you are looking for? What is the overall project timeline? Please provide all key dates to be mindful of. When will the Contract be awarded, and when will the successful Vendor start work? **We are looking for a media buyer that can develop and implement a strategy immediately, with the expectation that at least some elements of the campaign would execute with four weeks of notification of award of the contract.** When are you looking for the efforts to effect enrollment? **We anticipate that this campaign will affect enrollment for fall 2019.**
9. What size is your current undergraduate inquiry pool? **This information is considered proprietary and will be shared with the winning agency.**
10. What is your undergraduate applicant pool list size? **See answer to question #9, above.**
11. Can you provide specific information on the target demographics, geographies, etc. that the winning bidder will need to reach? What are the key target audiences currently (demographically, geographically, etc.)? In addition to West Virginia, what other specific regional and national markets should be considered for this new media plan? What are the Target Geographies you want to reach? **This information is considered proprietary and will be shared with the winning agency.**
  - a. Have you already identified target markets outside West Virginia, or are you looking for your partner to advise on this? **We have identified target markets outside West Virginia.**
12. Will the University consider proposals from agencies who do not have direct experience with media buying in West Virginia, but who do have experience buying in different designed market areas across the country for higher education? **Yes.**
13. How will responsibilities be shared between the selected agency, existing brand creative agency, and your in-house team? **We anticipate a close partnership among the three, with the selected agency creating and executing the media plan, the existing creative agency continuing to develop all advertising and marketing collateral, and the in-house team providing guidance and oversight.**
14. What internal capabilities does Marshall have internally? (e.g., marketing manager, graphic designer, etc.). Can you describe the internal department/staff who work with marketing/advertising? **Our internal staff of marketing and communications specialists. We also have a staff of three graphic designers and a full-service, digital print shop.**
15. Should this proposal include development of a creative campaign, or are those assets already established? **Those assets are already established.**

16. What is your current media mix? **This information is considered proprietary and will be shared with the winning agency.**
- a. Is the current media plan available for review? **This information is considered proprietary and will be shared with the winning agency.**
  - b. If the current media plan is not available, can you describe the media mix used in the past in terms of the percentages allowed to each media channel, or the percentages allocated between traditional and digital media channels? **The media mix is 30% traditional and 70% digital.**
  - c. What have you traditionally allocated for traditional marketing vs. digital marketing? **See the answer to question #16 b., above.** Is there a certain budget allocation between undergraduate and graduate? **The budget allocation between undergraduate and graduate has been 75% undergraduate and 25% graduate.**
17. Are there any digital marketing components that you are currently running? **We are not currently running any digital marketing components. The most-recent campaign ended in July/August 2018.**
- a. If so, what is working well for you? What has worked well for you in the past? **This information is considered proprietary and will be shared with the winning agency.**
18. How long do you anticipate running this campaign? **We anticipate this campaign will run through at least July 2019.**
19. Who have you identified as your competitors? **This information is considered proprietary and will be shared with the winning agency.**
20. What research exists to support this initiative? **Research was done several years ago when the current “Sons and Daughters” branding was being developed. We also have the metrics and reports from the last two years’ media plans.**
21. Do you have an internal tracking system in place to track where inquiries come from or any other internal system in place to gauge media success? **We have an internal tracking system in place to track where inquiries come from.**
22. Who are the key decision makers in awarding this work? **The Proposal Review Committee is comprised of various departments across campus who have a vested interest in the success of the media buy contract.**
23. Can you clarify what is included in the \$500,000 spend? In section II A., it says 'Marshall expects to spend up to \$500,000 annually for traditional, digital and out-of-home media placements.' indicating that the budget is for media buying/placement alone. In section IV B., it says 'The University expects to spend up to \$500,000 for media buys this fiscal year. This total budget will need to cover all campaign elements including account management and planning, agency retainer/commissions/fees, production, paid media, assessment and any other elements related to your services.' Does 'production' mean, for example, the actual cost of getting a billboard vinyl produced, or does it mean the cost of designing the creative itself?

**Production means, for example, the actual cost of getting billboard vinyl produced. All creative will be produced by our creative vendor.**

24. Under “B. Pricing,” it states that “The total budget will need to cover all campaign elements including account management and planning, agency retainer/commissions/fees, production, paid media, assessment and any other elements related to your services.”
  - a. What is the Media Vendor responsible for producing vs. what the Creative Vendor is responsible for producing? **See answer to question #13, above.** Under Pricing on page 8, is “assessment” considered reporting? **Yes**
25. Is there a preference for a local or West Virginia based agency? Does the University have a preference for a local vendor? **The University follows the same preference as West Virginia State; therefore, acknowledges reciprocal preference. For consideration the preference documentation needs to be submitted within Bonfire portal.**
26. Are hard copies required, in addition to the Bonfire portal upload? Can you clarify if the bid must be submitted electronically, or can also be submitted as a hard copy? Separate Submission of Cost and Technical Proposal - In each of these sections, it refers to the submittal of original hard copies, requested convenience copies, submission of the Technical Proposal and Cost Proposal separately, etc.; but the RFP states that all submissions must be done electronically through Bonfire; can you confirm that Bonfire is the only required submittal/format and that Original Hard Copies/Convenience Copies/Separate Technical and Cost Proposals are not required for this RFP? Regarding submission of the Technical Proposal and Cost Proposal, page 3 indicates vendors are to send proposal submissions to Tracey Brown-Dolinski, Office of Purchasing, while pages 3 and 9 indicate that vendors are to upload submissions to the Bonfire portal. In the Supplemental Package document on pages 4-5, it indicates that vendors are to submit hard copies and a copy on diskette, CD Rom, DVD, or USB flash drive. Please clarify which method vendors are to use to submit their submission. If we're to submit by hard copy, how many hard copies are we to provide? **Hard copies are not required. Submission should be electronic PDF through Bonfire portal.**
27. Is there a pre-conference required or available for this RFP? **No**
28. What is the anticipated contract length for this engagement? What is the length of this Contract, and are any renewals allowed? Are you open to a multi-year contract? **The contract will be for one year with four (4) optional yearly renewals.**
29. What is the RFP process following proposal opening? Are you inviting potential partners on-site to meet in-person? **After opening submitted documentation will be reviewed and all participating vendors for the RFP will be notified of the final results. The selected vendor will receive contract.**
30. When do you anticipate awarding the contract? **Estimated time frame for award is prior to November 2018.**
31. What is the scoring breakdown/evaluation points assignment for each required portion of the response? Under “EVALUATION PROCESS/A. Criteria,” how are the bullet points/criteria

weighed/scored by the Evaluation Committee? Assignment of Points - It states that, "Points are assigned according to the specifications contained in the RFP. The points will form the basis of the evaluation." The RFP document does not mention points associated with the Evaluation Criteria; so, are there specific point values assigned to each of the (11) Evaluation Criteria (specified on RFP pages 7 & 8; IV. EVALUATION PROCESS; A. Criteria) that you can share? **Technical section will be worth 70 points (7 points per technical criteria) and cost/pricing 30 points for a total of potentially 100 points.**

32. Can any portions of the response be marked as confidential or redacted from the public version? There are some items we would prefer not be made public, such as our client roster. **Please do not submit materials not subject to public disclosure.**
33. Can you clarify which forms/items need to be included beyond the technical and cost proposals? For example, the Addenda Acknowledgements, Agreement Addendum, Purchasing Affidavit, Vendor Preference, etc.; which of these items need to be included in the bid? **Signed front page of RFP, Addenda Acknowledgements, Purchasing Affidavit, Vendor Preference, and MU96 Agreement Addendum.**
34. What agencies submitted questions for this RFP? **The information will not be disclosed during the RFP process.**
35. How should the bottom left section of this page be filled out ("Bidder guarantees shipment from:...") **The section should be left blank.**
36. Under "Important Notes," it says, "Each item of Requested Information will only be visible after the Closing Time." Can you explain what that means exactly? **The Proposal Review Committee will not be able to review the documents until after 3:00pm on October 19, 2018.**
37. Can you share the names/titles of the individuals on the Proposal Review Committee? **Not during the RFP process.**
38. It states that "A certificate of application is used to request this preference (Resident Vendor Preference)," is this relevant to this RFP and, if so, where can we obtain the certificate of application, as it is not included in the RFP Document or Supplemental Package? **See Page 15 RFP Supplemental, Section VII. Item M of the RFP for website links to the form.**  
<http://www.state.wv.us/admin/purchase/vrc/Venpref.pdf>
39. If there are Addenda, where in the RFP submittal should the signed acknowledgement be included? In the Supplemental Package instructions, Documents on page 14, B., how do vendors access the "issued Addendum Form"? **Addenda are located on Bonfire portal and accessible through Office of Purchasing website**  
<https://www.marshall.edu/purchasing/resources/bids-and-proposals/>
40. Agreement Addendum - Do the (2) forms referenced in this section need to be included with the RFP submittal and, if so, where should they be placed within the submittal? Where within the RFP submittal should the Purchasing Affidavit be placed? Where within the RFP

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submittal should the Vendor Preference Form be included? **The forms should be submitted within the Proposal package section of the Bonfire Portal.**

41. Drug Free Workplace - Does the form referenced in this section need to be included with the RFP submittal and, if so, where should it be placed within the submittal? HIPAA Business Associate Addendum - Which of these do we need to include or should we include both with the submittal and where should they be placed within the submittal? Does the W9 Form referenced here need to be included with the RFP submittal and, if so, where should it be placed within the submittal? **These forms are not required at this time.**