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September 25, 2020

ADDENDUM #1 to the University of Florida ITN21NH-116 Branding, Advertising, Brand Launch and Media Placement Services scheduled to be opened on **October 8, 2020 3:00 PM** at the University of Florida, Elmore Hall Conference Room, Radio Road, Gainesville, Florida.

This addendum shall be considered part of the Contract Documents for the above mentioned **ITN21NH-116** as though it had been issued at the same time and incorporated integrally therewith. Where provisions of the following supplementary data differ from those of the original document, this addendum shall govern and take precedence. All other terms, conditions, and regulations will apply.

This addendum consists of:

- Responses to questions and inquires submitted prior to 5pm, September 21, 2020 provided by the Office of Strategic Communications and Marketing (SCM).**

Sincerely,

Nicola Heredia, Director
Procurement Services

Please acknowledge receipt of Addendum #1 by signing below, and returning this addendum with your proposal. Failure to include addendum with your proposal may result in rejection.

Signature

Company Name

Email Address

Company Address

City/State/Zip

Budget

Q1. What is your overall annual University advertising media budget? Is there a proposed budget for this RFP? If so, how are the funds being allocated?

A1. The University as a whole does not have a budget specified for all work included in this ITN.

Q2. Have you identified a budget for the brand launch effort?

A2. No specific budget has been identified for the brand launch.

Q3. What is the estimated paid media spend for the two year contract period?

A3. This is currently unknown.

Q4. What percentage of Strategic Communication's annual budget will go toward the primary agency (Lot 1) vs. the supporting agencies (Lots 2 & 3) compared to previous years?

A4. This solicitation will not have the Lot structure, a breakdown by scope is not available.

Background

Q5. Is there an incumbent firm / vendor who will potentially be responding to this RFP as well?

A5. The University of Florida has been working with several vendors, with many different vendors being used across the entire campus. We encourage all vendors to respond.

Q6. Are there any other higher education institutions that you admire from a branding perspective? Which institutions do you aspire to be like and why? Which other institutions do you consider your primary competition?

A6. The university's which have been consistently ranked inside the top 5 of US News and World Report are among the very best, as are those schools which have experienced strong and steady rises within the rankings in recent years.

Q7. Does this admiration align with the institutions that you would consider your core competitors?

A7. In part yes and in part no. Those in the top 5 yes, those outside that group, not as much, although they have compelling business cases found in their strategies for earned, owned and paid media.

Q8. What do you see as your biggest strengths to reinforce?

A8. This is a topic which we have spent a good amount of time diving directly into in our current brand strategy project. Given the complex nature of the information, we will dive into that further with firms awarded; however, in short form we have a lot of movement and growth currently in AI. We are also a

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leading institution for student success and outcome, offering one of the most affordable degrees in the US, and certainly the most affordable inside the top 5 of US News and World Report.

Q9. What marketing tactics have you run previously for the purposes of branding at University of Florida? What has been most successful to-date? What media channels/efforts have been the most successful to date across your campaign initiatives?

A9. We leverage multiple channels and all manner of tactical delivery in our branding efforts. Video storytelling, podcasting, environmental take-overs and typical print, sound and digital elements. We are always measuring what works best, and more importantly defining what means "best."

Q10. What geographic areas are requested to cover for the RFP for media planning and execution?

A10. Our media planning is national in scope. We have in-state media markets which we typically place seasonal inserts, but our media plan is to be national in scope and execution with specific deep dives for identified target markets around the US.

Q11. What are you looking for in a partner? How will you know that you have made the right choice? What do you feel is missing from current agency engagements?

A11. We need a skilled advocate and patient handler. For "partnership" we are seeking to work with agencies that are capable project managers and communicators. Our projects can be complex and have varying timeline and stakeholder demands, it is essential that agencies that work with us are capable of managing complex projects and potential tight turns and scope adjustments. The right choice is had when meaningful work output is developed, timelines are met and scope creep contained—additionally timely report outs and direct and frequent project updates and communication planning. We are very pleased with our current agency partners for our fall campaign, and brand research. We feel for healthy agency relationships there must always be cost and budget transparency and frequent communication on project progress.

Q12. What are your ideal ways of working that a new partner should provide?

A12. We want transparency, consistency, competency and creativity along with solid communication and project planning

Q13. If we were to look back on the campaign after an initial 12-18 months and determine if the campaign was successful, what does success look like in your eyes?

A13. Please note, this ITN is about much more than "one" campaign. In our brand launch there will be a variety of assets developed, more than just one item. "Campaign success" we assume means marketing campaign as in advertising. Success is viewed in strong reporting and thorough analysis of how creative performed by specific audience type. We also ask for channel data, based on spend, results and media call backs.

Q14. Are there any other major initiatives we need to be aware of that will be happening prior to, in tandem with, or after the submission of this RFP?

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A14. Not at this time.

Q15. What existing client relationships would you consider a direct conflict for the purposes of this RFP?

A15. Engagements with other Universities in a similar position to UF in the US News and World Reports could be seen as a conflict, however these risks can sometimes be mitigated. If any conflicts are identified within your client list please include that information in the proposal and indicate the methods that would be used to mitigate the risks.

Q16. What is the current market reach?

A16. We are a national brand. Our reach is Florida-wide, national and with additional world-wide goals. We have specific targets which can be more broad or more specific, adjusting audience pools based on individual campaign or specific marketing season.

Q17. What markets are currently being targeted (e.g. what states and/or countries is media currently being purchased in)?

A17. Given the proprietary nature of our marketing plan, we will not be disclosing those details at this point, however the selected vendor will be provided these details during the on-boarding for that particular project.

Q18. Are digital channels expected to be targeted?

A18. Yes.

Q19. It's stated that the pool of awarded vendors will be available to the campus. What is the campus community inclusive of (e.g. School of Arts & Sciences, Warrington College of Business, various divisions, office of enrollment, etc.)?

A19. The pool of awarded vendors will be available to all colleges and units at the University of Florida.

Q20. Why is the University currently conducting this search for preferred agencies?

A20. As detailed in the summary section of our ITN, we are in the process of organizing new brand messaging. As part of that it is timely and appropriate to begin lining up partners to implement refreshed messaging in various assets (web, ads, video, etc).

Q21. It's understood that the vendors will be working with the Office of Strategic Communication & Marketing. Which other internal teams, if any, will the vendor collaborate closely with?

A21. See answer to Q19.

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Q21a. What are the core capabilities of those teams?

A21a. This work will generally be focused on marketing and communication needs.

Q22. Which agency did the University collaborate with to create the new brand platform? Is that someone you'd encourage to rebid on this particular project?

A22. Simpson Scarborough. All responses received will be reviewed and evaluated.

Q23. Will the selected vendors be expected to bid on agency of record opportunities for entities on the University campus. Or, will business be awarded in a "fragmented" way (e.g. one University campus entity within the University may assign Vendor A a creative contract while simultaneously awarding Vendor B a media buying contract)?

A23. UF is moving away from the concept of "Agency of Record." ALL vendors selected will be expected to comply with and follow brand guidelines.

Q24. What triggered your rebrand?

A24. The University of Florida is a dynamic campus, and in recent years has risen to a top 10 Public on the US News and World Report ranking. As our ranking has risen, our stories have evolved. Evaluating our messaging is a healthy course of action to ensure we are staying current and agile in positioning our University within a highly competitive peer set. Please note further the previous "comprehensive" effort is dated.

Q25. Was your rebrand handled internally or externally? If external, what agency was involved?

A25. Externally. Simpson Scarborough was/is working with us on this task.

Q26. Is the agency responsible for the rebrand also bidding on the launch and implementation?

A26. At this point we do not know which agencies will bid on this solicitation.

Q27. How many agencies received this invitation to negotiate? Which agencies?

A27. This solicitation is publicly posted on the UF Procurement website. All agencies are welcome to respond.

Q28. What business/strategic goals do you hope to help accomplish with the rebrand?

A28. We want to capture our distinct story and position it in market and continue to advance our brand's competitive position.

Q29. If we were awarded the primary contract, who would we be working with within the University of Florida? Who would our main contact be?

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A29. For the brand launch there will be a team within the SCM office. The AVP of Marketing is the designated point for this ITN effort and brand project at large. The aim of this solicitation however is to establish a pool of vendors that can be used across campus, there is a campus communicators network, with communicators located in every college and administrative unit across campus.

Q30. Have you conducted research as part of the rebranding process? Would that research and insights be made available for strategic planning?

A30. Yes, and that research would be available to those selected agencies partnering with us to launch our refreshed messaging.

Q31. What is the most important factor in your decision making?

A31. The solicitation responses will be evaluated according to the evaluation criteria that are included in the ITN document itself (section 2.1).

Q32. What are your deal breakers in the selection process?

A32. The evaluation criteria will be used to evaluate all proposals received.

Q33. Who will be evaluating/scoring the responses?

A33. A committee has been formed with representatives from across the university.

Q34. Is there a predetermined date for the launch? What is the significance of that date?

A34. This is not a "light switch moment." We do not have one specific deadline day. Please note again this ITN is comprehensive and covers several tactical brand executions over a 2 year term. We visualize a comprehensive, rolling launch.

Q35. What marcom toolsets are you currently using? Which of these do you anticipate you will need your marketing partners to interface with?

A35. We have a brand center online, this will be updated to reflect the new platform.

Q36. As written in Section 1.2.H "UF Brand Launch", does this section indicate vendors selected under this ITN will develop campaigns to launch an existing new brand or that a new brand must first be developed? If the prior, where does this new scope begin and the previous end? Does the University require internal brand training and materials, a public launch plan, or long term planning and rollout?

A36. Development is focused on a "new brand" and refreshed messaging which has been developed by our current partner. Long term planning and strategy are always welcome.

Q37. How does the brand launch fit in with any existing media plans?

A37. It will fit within the media plans over the next several years.

Q38. What do you see as the next step/goals for the university and what role do you hope the brand will play in that?

A38. UF is on a strategic path to continue advancing our competitive ranking position.

Q39. What is the current status of the rebrand?

A39. In progress.

Q40. Can you describe the process that UF went through? What level of buy-in exists currently across the university?

A40. We have completed our external data and are moving forward accordingly. Our socialization process has been slightly complicated by Covid, as has the research and development process.

Q41. What is the final deliverable of the brand that would mark the handoff to the agency selected during this process?

A41. We will be developing things starting next semester. Please note, our brand development has been complex and complicated by Covid. As a result we are evolving how a "traditional" brand project timeline may work. This will not be as simple as a "baton pass" or "relay."

Q42. What are the anticipated top priority projects coming out of this agency selection?

A42. Please note there is no "one" or "This agency"---this ITN is about lining up several agencies for projects needed to implement the enhanced messaging. Projects could include: Website development, SEO, Large environmental branding, advertising, presentations, dashboards and metrics, content development (articles etc), media pitching assistance.

Q43. What is the extent of the "brand refresh"? (p 5)

A43. We are evolving our messaging, visual assets and positioning tactics based upon a comprehensive discovery and brand evaluation process.

Q44. What are UF's priority target markets? (p. 5)

A44. That information will be given to the awarded vendor chosen to work on that scope.

Q45. What is the extent of UF's "Brand Watch" license? (p. 5)

A45. The contract with Brand Watch runs through June 2021. The product we have is Brandwatch Consumer Research and we have image insights.

Q46. Given the initial 2-year term of the agreement (p. 6), what are the priority focuses of the Scope of Work (pp. 5-6) for year 1? year 2?

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A46. These priorities are currently being developed.

Q47. In light of the current global pandemic, do you anticipate that any of these timelines will be disrupted or adjusted?

A47. They have been up to this point. We have however managed to maintain marketing activity during this time thanks to some amazing partners. Our plan is to still be moving the brand forward.

Q48. What market research have you conducted in the past 3 years that will inform this effort?

A48. Peer research, quantitative research, benchmarking, qualitative research and precise measurement of external audiences with aided and unaided awareness.

Q49. What is the makeup and capacity of the internal communications team?

A49. Within the Office of Strategic Marketing and Communications there are two AVPs (Marketing and Communications) and who report up to a Vice President. Inside of the AVP of Marketing team there are staff resources specific for design, web, analytics, and brand. On the AVP of Communications team there are media managers, national media team, spokesperson, internal communications management. Other resources are available to the campus units. Information can be found at <https://marcom.ufl.edu/team-members/>

Q50. Have you ever worked with an agency that bills by project instead of by hour? Would you be open to that type of fee structure?

A50. UF would be open to this for specific projects, however the university requests hourly rates and prefers that contracts can be tied back to those rates.

Q51. What analytics and media performance analysis platforms are currently in place?

A51. We typically create customized reports. We are currently reconceiving our reporting dashboards to ensure we are capturing the KPIs in a manner that is complete and easy to digest.

Q52. Are you looking to focus on any of the below goals during the two-year term?

- Reduce costs/overhead from the admissions process
- increase the % of out of state students, particularly those with higher GPAs
- Increase the application numbers of graduate and online programs
- Increase fundraising efforts and overall donor funds
- Gain deeper insights and better reporting from marketing channels

If so, what do you feel is missing from your current reporting?

A52. These are not the goals of Strategic Communications and Marketing, but if Enrollment management has a project, these may be goals they would explore with firms selected.

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Q53. Do you have media profiles of your target audiences in place?

A53. Yes, and that information will be discussed with the agency (s) brought in to support media.

Q54. How many campaigns will be planned/launched within the two-year contract period?

A54. It will vary. We are always in market, but specific tactical executions will vary based on season.

Q55. How many programs will be involved in these campaigns?

A55. The office of SCM runs university-level branding efforts. Other units/departments across campus run other efforts.

Q56. What is your approval process for campaign creative and media plans- please define stakeholders and typical processes including timing.

A56. For plans managed through SCM, we expect to see fall campaign mapped, inside of a detailed project proposal plan in June with Creative assets needed within the fall campaign defined in July (in time to collect feedback and updates as needed and socialize widely). Winter efforts should be planned and proposed in October and any changes for spring in February. Advance planning is a must, however each season (Winter, Spring, Summer, Fall) must be articulated well in advance and lean into an expected annual budget plan.

Q57. Is the agency that was responsible for the rebrand currently underway also going to be part of the RFP process for the brand launch or marketing?

A57. We have no way of knowing who will be submitting a bid. This is a public solicitation and all agencies are invited to respond.

Q58. For the lot 1 relationship, would the University prefer to work with one sole agency, or would you prefer a nucleus agency with supporting agencies who specialize in the additional services the nucleus agency doesn't specialize in? For example, the nucleus agency might specialize in branding and digital while the supporting agencies would specialize in media buying, dashboards, etc.

A58. We are not entertaining a lot 1, "sole agency." We are not opposed to the idea of a nucleus agency. It would be preferable that in such a model the ITN submission detail this strategy and ideal partnerships. We are not comfortable organizing coalitions for vendors, not knowing history or competencies and preferences of specific firms. *It would be best that this is fleshed out inside a submission.* UF encourages all creative solutions to support the breadth of its initiative.

Proposal

Q59. You ask for references, but you do not state how many references you want. Can you please clarify how many references you are asking for?

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A59. We ask that you please organize a concise submission. 3-4 references should have impact. This ITN is well defined, requesting limited pages upon submission. Based on that we strongly encourage you to select your top 3-4 most applicable project-case references and conserve your content length accordingly. If we have further need to evaluate past performance, we will ask for additional references.

Q60. Tab 3 section f. "Details and plan for meeting outlined scope of work". There is not a detailed scope of work included, but rather a list of services that could be included in the scope of work. What are the expectations for the plan and details? Is it a general process/approach or a marketing plan that addresses "1.2.H. Brand Launch" specifically?

A60. The list of services are expected scopes (plural). We are asking that you detail what you'd do to meet the specific project examples. It is up to you if you wish to be detailed or general. If your agency has the breadth of service to support a brand launch please ensure that is included in the submission.

Q61. On 4.1.1. the preferable format for the flash drive is listed as Word or Excel. Can we submit a PDF?

A61. Yes.

Q62. What format do you want to receive video and animated files – via link or saved to flash drive?

A62. We'd prefer files be shared on a flash drive

Q63. As we currently work with UF, may use our current client contacts as references?

A63. Yes, but you may wish to include additional client sites to illustrate your ability to support the UF goal.

Q64. We have a technical question regarding section 4.1.3 Bindings and Marking - Vendors shall ensure that the original and each copy are individually bound. When submitting more than one (1) proposal, vendors shall ensure that units are clearly marked; for example, as "Original of Proposal One", "Copy One of Proposal One", "Original of Proposal Two", "Copy One of Proposal Two", and so on. Is there an expectation that potential partners would submit more than one proposal? At current, we are expecting to submit one full proposal. Can you share an example of when or why potential partners would submit multiple proposals?

A64. In this case, it is expected that one proposal will outline all capabilities of the vendor.

Q65. Should the vendor outline their full profile of abilities (e.g. website development)?

A65. Yes. If you wish to be considered for a project with a specific set of skills, you should define your abilities.

Q66. Section 4.1 "Binding tabs that will facilitate the distribution and evaluation of the proposals," should proposals be bound with easily removed materials for disassembly and copying, or is a spiral binding with sectioned tabs allowable?

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A66. We do not anticipate the need to copy any hard proposal.

Q67. Section 4.1.1, As "only three original copies of vendor samples need be provided," are work samples included in the 24-page limit or can they be provided in an appendix for review? Are Tabs 1 and 2, including the Certification form and key competency grid, included in the 24-page limit? Would our case studies and samples of work be included in the 24-page limit, or is it not counted toward the total number of pages?

A67. Work samples are an exception. To help you provide impactful content, which can be readily reviewed the following sections will NOT be counted against the page count total:

Tab 1 Signed Procurement Docs

Tab 4: References and conflicts

Tab 7-9. Please note, we are anticipating a tight turn around on our review as a committee, we have asked for focused and concise submissions for this reason. Extra content deemed superfluous may not benefit your submission.

Q68. Can you please clarify section 4.1.1 and 4.1.2? Shall vendors supply 1 digital original and 5 printed copies OR 1 digital original, 1 printed original, and 5 printed copies?

A68. One hardcopy/printed original, five printed copies and 1 digital original

Q69. In Tab 6, are there items d, e, and f? We wanted to ensure we weren't missing any items when preparing our response.

A69. This is a typo in the ITN document.

Technical

Q70. Can you further define website design? Is that to redesign global site elements with the new visual language? Is this for a campaign site to launch the new brand that would include not only design, but content and website development? Or is it something more comprehensive like an overhaul of major University of Florida properties?

A70. The main ufl.edu web property and university web infrastructure is in need of updating. As we aim for a top-5 position, we understand the critical significance of our digital footprint, and our look is dated (set for a "simple" reskin Oct 1). We want to explore a comprehensive digital planning with strategy and intentional website revisions mapped into a detailed plan which emphasizes enhancing the competitive position of our brand story as developed inside of our brand refresh. This is an important element to our team.

Q71. Is there any scope for Search Engine Optimization (SEO) within the website design scope?

A71. `Yes. This is another key element of our enhanced planning for position and story telling. We have not captured our key words or what we need to target across our web properties to move our brand forward against those consistently ranked in the top 5. We understand there is a lot of potential area of

growth and we are looking for a partner to help us define a plan, KPIs and path forward. If these areas are not seen as current strengths, UF encourages creative solutions and potential partnerships between agencies.

Q72. Will the "video shorts" be produced from footage from the PSA or will they be originally shot content?

A72. Ideally we would leverage the new PSA with several edits to optimize the production expense. We also have an ample video library and list of stories we'd like to edit from media. We are looking for a partner in video that can develop "new" and work with old inside of new story boards, enriching what we have and helping us optimize our content.

Q73. How often do you foresee needing new brand assets developed for media?

A73. Seasonally. We are engaged in a competitive market, and competitive play for ranking, as such we are continuously evaluating our position, message and consumption to evolve and improve. We expect this in our partners, while sticking to themes and details developed in our brand platform.

Q74. Does the media planning and execution span across both digital and traditional marketing efforts?

A74. Yes

Q75. Aside from media performance metrics, what other data or platforms would you want to integrate into a real-time dashboard?

A75. Search terms, website performance, social engagement and we hope for assistance with national media.

Q76. How will success be defined for the purposes of this RFP? What are your KPIs or metrics that will be used to measure success tied to the efforts of this RFP?

A76. Reaching those that rank brand reputation and moving them to a consistent view of our brand as prestigious.

Q77. Can you share what is currently in progress regarding the brand refresh?

A77. We are still developing the platform. To date nothing had been developed for the refresh.

Q78. Does website design include design and development or is the expectation that designs would be handed to another team to develop?

A78. Design and development is our preference. We work in T4 and Wordpress.

Q79. Will the University's own team play any role in the scripting and production of the video? Or will this be housed entirely in the agency?

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A79. We will review, edit and partner/explore ideation, but we will not script or produce.

Q80. Can the University team elaborate on how they are currently casting talent for photography and videography?.

A80. In-house, limited.

Q81. Will the agency be expected to use student subjects for the photoshoots? Or, rather, professional talent?

A81. We are the University of Florida. We are a comprehensive land-grant, as such we expect to do "model calls" from within our ranks and enrolled students.

Q82. Will SAG talent be utilized at any point during the shoots?

A82. Not sure and likely not.

Q83. Approximately how many videos does the University anticipate the vendor will produce over the course of a year (both for 15 second spots and 30 second spots)?

A83. We look to you to define a plan which will enhance and position our brand. We do have an in-house team which develops video content for social routinely. "Anthem, brand or PSA level" content is an annual request with seasonal edits for relevancy.

Q84. In reference to video services, will media be purchased on traditional platforms (television), streaming channels (Hulu), internet channels (YouTube), or will video be exclusively used for organic placement (on the website)?

A84. Yes to all.

Q85. "Within this scope the University is pairing paid and earned media, this ITN is additionally seeking an agency that can advocate and promote UF's brand with both advertising and public/media relations. "The question is whether the winning candidate must have both advertising and Public/media relations in-house, or can a Public/media relations partner contractor be an acceptable offering?"

A85. Yes, we want pitching, and PR services in line with our paid efforts. In-house or partnered is open. We want to be clear we see potential need and optimization in moving our brand forward inside close and smart partnering for media earned in PR and media paid for depth (paid). If these areas are not seen as current strengths, UF encourages creative solutions and potential partnerships between agencies.

Timeline

Q86. Is there a date when the pool of agencies will be announced? And will there be a date that the selected agency will be announced.

A86. We are aiming for early November.

Other

Q87. Do you use a CRM system? If so, which one?

A87. UF currently utilizes Salesforce.

Q88. Are there any MBE/WBE requirements?

A88. There are no MBE or WBE "requirements." The university values having a diverse set of partners and has no predisposed bias toward any individual firms or type of business. Please include all information regarding agency status in tab 3 of the response.

Q89. Will in-person meetings be required? If so, what is the frequency?

A89. We would, in an ideal (non-Covid) world like routine (quarterly) campus visits. We however are working with teams nationally without campus visits presently. However, needed meetings are varied based on project. For sourcing film and photography projects it is understood we will be hiring professionals to come to our campus with specific purposes of capturing the University of Florida story, on-campus and around Florida, (in-person). We would like to/prefer to have on-campus meetings during specific project deliverables; however, we also understand through COVID-19 travel is restricted. We regularly conduct business with partners across the US without issue. What matters most to us is quality of deliverables, and based on specific scope, expectations will vary accordingly.

Q90. We have been on the approved partner list for about three years and have yet to receive a Request for Proposal or any inquiries from any groups at the University. Is there a way that the University can help (beyond the current listing on your website) approved partners gain awareness among the various constituents who could use their services?

A90. Yes, we have ideas for engagement, but please note there is never a "guarantee" of work. We have a few ideas on ways to engage our partners in targeted presentations, covering service options and cases along with training sessions for our broad community of campus communicators.

Q91. Is it anticipated that COVID-19 will impact the positioning of future messaging?

A91. Covid 19 impacts everything, HE brands have been widely impacted. It is understood experienced firms awarded opportunities will operate accordingly and expertly guide things, regardless and in-line with this new reality.

Q92. Is it possible to have two agencies submit together in order to cover all the brand positioning? Pricing?

A92. Yes. UF encourages creative solutions and potential partnerships between agencies.

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Q93. What are your typical payment terms for paid media? What percentage of the media buy can you pay to the managing agency up front?

A93. We understand "market rates" for agencies and strongly advise any interested submissions submit materials in line with industry norms. High % mark ups will be examined for an expected "value-add" for said up-charge.

Q94. When providing a cost proposal, shall vendors provide the lump sum for photography services for the year (2-5 shoots x 12 months)? Or, rather, is it expected that such shoots will only be required on an as needed basis (and therefore a simple rate is sufficient)?

A94. As needed, simple hourly rate is preferred.

Q95. Regarding the project fee schedule, aside from the information required in points b), c) and d), is it only expected that the vendor shall submit a rate card?

A95. Yes

Contract

Q96. If we're already a Lot 2 approved vendor does this replace and/or extend the existing contract?

A96. This is in addition, please note further, "lot 2" expires June 2021, but has the option for renewal of up to two additional two year periods.

Q97. Is this the equivalent of the current Lot 1, Lot 2, Lot 3 setup? If so, does the university envision continuing to use the Lot 1, 2, 3 model the way they have been for the last few years?

A97. This is a different approach. Under new leadership a differentiated approach for the brand specifically has been scripted, however an "Agency of Record" **exclusive partnership is no longer sought after.**