



Office of the Vice President  
and Chief Financial Officer  
Procurement Services  
<https://procurement.ufl.edu/>

971 Elmore Drive  
PO Box 115250  
Gainesville, FL 32611-5250  
(352) 392-1331 Fax 352-392-8837

September 29, 2020

**ADDENDUM #2** 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:**

- 1. Responses to questions and inquires submitted prior to 5pm, September 28, 2020 provided by the Office of Strategic Communications and Marketing (SCM).**

Sincerely,

Nicola Heredia, Director  
Procurement Services

**Please acknowledge receipt of Addendum #2 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

Responses to questions submitted for UF's ITN ITN21NH-116 Branding, Advertising, Brand Launch and Media Placement Services

**Q1. On Attachment B "Competency Grid", we did not see Media Buying/Media Planning as a listed service. Should we add that as new item, or would that fall under "marketing campaign". On the key competency grid, should we assume that media planning and buying is encompassed by the 'Advertising' label?**

A1. Please see revised Attachment B, and add any additional lines necessary

**Q2. Does both the main submitting agency and the partner agency (for media) need to sign the Certification of Proposal form?**

A2. If the partner agency was not at the prebid meeting, there is no need for their signature. All contracts would be between the University of Florida and the responding vendor.

**Q3. On Attachment A, this chart includes "Media Placement" under "Third Party Services." Would "Vendor Markup" refer to the responding agency's markup on media services, or the partnering agency's markup assuming that the partnering agency will bill the university directly for a media buy?**

A3. Please see revised Attachment A. Include markup for media buy and any additional partner agency markup that will be included. Agency's that place media traditionally have a placement rate, we are asking for you to please include details on % mark ups for placing ads.

**Q4. It looks like you're asking for creative samples in Tab 6, but Tab 7 references providing the price for creative samples from existing clients in Tab 4. Is this a typo or is there something additional you'd like us to include in Tab 4?**

A4. UF is looking to see creative samples (tab 6), that were created for customers that have been used as references (tab 4). The pricing for these should be included in tab 7. If it is easier to attach the pricing information for the samples to the samples themselves please do so, and simply reference the information in tab 7, so that it can be located easily by the committee.

**Q5. While we are a full-service agency, our two core strengths as an agency are media buying/planning and data analytics/reporting. If we were to choose to only submit for those two services, and forgo other services, is that acceptable?**

A5. That is acceptable, however please remember that only those services that are submitted would be covered by a public solicitation in the future.

**Q6. We would like to submit a proposal specifically for Public Relations and Copy Writing. How do we structure the proposal just to respond to those areas of competency? There are some requested elements (like video, websites, etc.) that don't seem to apply to these two areas.**

A6. Include any relevant information in the appropriate tab, and note the competencies being proposed.