Ryan,

Current360 is a Louisville-based agency and we’ve come across your Marketing Partner RFP. Given that, we have some questions regarding the deliverables for our response. Please feel free to reply if you need any clarifications on our questions:

1. In sections 2.1 and 4.4.a, the RFP references the development of "a comprehensive marketing and media strategy…” However, under section 4.4.j, limits the Objectives for Quoting to Campaign Theme & Branding, Templates, Storyboards and Ideation with no further mention of media.

Our understanding is that the $75,000-100,000 budget includes those four line items and does not cover media strategy or placement.

Is that correct?

This includes concept, design, and strategy. The placement is handled through another group and the agency of choice would work in conjunction with that group.

2. Is there an incumbent agency that’s been working with NKU and, if so, will they be participating?

Yes, our current agency is participating in this. The previous RFP limited the scope of responsibilities to a singular project and this is more university wide.

3. Does the NKU creative team have in-house video production capabilities, or will those be contracted out?

We do have the capability, but for larger productions we will likely contract out.

4. The RFP document mentions existing research in section F.4.4. How old is that research and will any of it be available prior to the Tuesday, July 23, submission deadline?

Yes. I will send the reports from Success By Design.

5. Does that research include any polls, surveys, focus groups, etc., showing determining factors for incoming freshmen choices to attend NKU and why students who were accepted went elsewhere?

Yes. Very detailed reports are available.

Finally can you please respond to this email advising when and where we can expect to receive answers?

Best Regards,

Nick Ising

Big Picture Guy

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**NKU 47-19 Marketing Partner RFP Questions**

Could you share your brand research and any other recent research you have conducted on prospective students, current students or other stakeholders?

Success By Design reports can be shared.

How would you rank the importance of the following key audiences in your marketing plans including:

* prospective traditional undergraduate students (High school sophomore/junior) and their influencers
  + Very high as this is the largest percentage
* prospective non-traditional undergraduate students (adult learners)
  + High as this is our largest growing area
* prospective graduate students
  + Medium as our partnership with Academic Partnerships is helping lead the growth here.
* alumni, current/prospective donors and friends
* faculty/staff and their influencers
* National and local thought leaders
  + These three group together because they are instrumental in brand awareness and influence. Higher importance here than graduate students.

Do you have specific national and local thought leaders in mind you definitely know you want to influence?

No specific national influencers, but local and state leadership need to know about the great work from NKU.

What percentage of students would you ideally like to recruit from the following geographic areas?:

* Greater Cincinnati/NKY Region
* Kentucky outside NKY
* Outside of Greater Cincinnati/NKY but within three-hour drive
* Further than three-hour drive but in U.S.
* International

Is your current M&C partner bidding on this RFP?

Yes.

Please describe the structure of your M&C department and any additional thoughts about an ideal partner other than what is listed on p. 14 of the RFP.

Director of Marketing manages team of nine. 1 Senior Marketing Manager, 1 Marketing Manager, 1 Social Media Specialist, 1 Brand Manager, 4 Graphic Designers, 1 Director of Specialty Printing. We can handle the creation of materials, but need more help in the long term strategy and execution.

Do you have a sense for the types of activities the internal NKU team will manage during execution vs. the marketing partner? For example, would we provide templates for ads that the internal team would customize and size for publication based on the campaign theme, etc.?

Correct. Templates and engaging copywriting.

Would the marketing partner place the media buy and traffic ads or would the internal team?

Existing relationship that is currently managed through existing agency with MNI. MNI will remain the agency to handle placement of ads and work with agency to identify best strategy.

You listed the estimated budget as roughly $75,000-$100,000. Is that for a 12-month engagement and what is the expected campaign timing?

This is a rough estimate, not a final amount. Wanted to provide some type of amount to consider. This would be 12 months and overall campaign would

Please describe your planned evaluation process, including decision timing and work kick-off.

Evaluation process will be conducted with team members from around the University working together to see what resonates with our Strategic Framework moving forward (nku.edu/successbydesign) to learn more about our Strategic Framework. Timing will be made within a month and work kick-off to begin early September. Goal for this campaign is really focus on 2021 and beyond.

We have a few questions on the RFP.

1. On the storyboard for video assets, will we also be responsible for all video production and editing?
   1. For these larger projects yes.
2. In the RFP it mentions some issues with outsourcing and subcontracting being in violation (sec 6.14). Our agency outsources all video production to our trusted partner. Will that be an issue?
   1. Should not be an issue.
3. In the basic format for submission it mentions following the same numbers (sec 4.1). Can you explain that a little more?
   1. I don’t understand what is being asked here? Maybe this is more general RFP language I’m unfamiliar with?
4. Is there a repository of previous print and digital assets we can review?
   1. While a bit out of date, brand.nku.edu should be utilized.

1. On a scale of 1 to 10 where 10 is a perfect score, how satisfied are you with the

current or prior agency that performed these services? What is the reason for

this score?

9 … Very happy with the agency as they understand NKU and our position within the region, as well as our history. Also, a local agency that is very nimble in being able to respond quickly to needs.

2. Describe the pain point or needs that led to this RFP.

Previous RFP expired and needed to reissue.

3. Describe where you see NKU’s marketing in the next 3 years.

I see NKU increasing our spend locally and growing our base in the Horizon League states. I see NKU becoming a national leader at emphasizing a student-ready campus. A large majority of money will be digital and search.

4. What consumer perceptions of NKU create obstacles for enrollment?

5. What contractual sponsorships or commitments extend into the contract period?

None

6. Describe the agency relationship you seek.

Responsive to the demands of the region and university. We want to work collaboratively with an agency that understands the students were are serving.

7. In the most recent academic year, NKU successfully reversed the declining

enrollment trend by 2.1%. What are the key reasons for this growth? What is the

enrollment goal for 2021?

We saw an increase in our Accelerated Online degree programs within our graduate programs. Undergraduate student enrollment is still declining. The university is currently undertaking a Strategic Enrollment Management initiative to identify those goals for 2021 and beyond. Ideally, it is an increase in full-time students across the board.

8. The RFP requests a “comprehensive marketing and media strategy” and also a

“strong external design partner to assist in the creation of a comprehensive

integrated marketing campaign.” As an estimate, what percent of this project is

creative services, traditional and digital media, website, project

management/account service, and other (please specify)?

9. Please confirm the items listed under “Objectives for Quoting” are to inform a

cost estimate and not a request for spec work.

Correct.

10. When will the new creative concepts go live?

Goal is go live September of 2020.

11. Describe the approval process and who is involved in approving marketing plans

and creative concepts.

University wide plans are discussed and managed with the Director of University Marketing and Vice President of Advancement. NKU recently hired its first Chief Strategy Officer who will likely play a key role moving forward as well in the approval process.

12. What NKU position will be the agency’s primary point of contact?

Director of University Marketing

13. What creative mandates are required? Is a legal or board approval needed?

None.

14. What customer or category research will be available to the selected agency?

Provided.

15. What key performance indicators (KPIs) will be measured to determine the

success of advertising?

Increase the number of first-generation, post-traditional, international,  
and underrepresented students at NKU, particularly in fields where their underrepresentation is most significant.

Our team at Scoppechio is interested in responding to NKU’s RFP for a Marketing Partner (**NKU-47-19).**We have a couple of questions to submit:

1. Section 4.4.j.  Is NKU looking for agencies to provide the campaign theme, templates, storyboards, etc. as part of the proposal (spec work)?

Yes. Concepting and strategy to use for University and university-wide intitiatives.

1. Does NKU have a current agency partner and will they be participating in this RFP process?

Yes, they are participating.

1. Does the budget of $75 - $100K include paid media?

It does not include cost for media placement.

[Borshoff](https://borshoff.biz/) is interested in Northern Kentucky University’s RFP for marketing, media and strategy. After reviewing the RFP, we have the following questions:

1. When will participants receive answers to the questions submitted?
2. Is NKU currently working with an agency? If yes, can you please provide the name and years of the relationship?

Yes. Intrinzic. 2-3 years.

1. The contract term says it ends “December 2018.” Can you please update the dates?

Sorry typo. This will be a 3 year relationship.

1. Is traditional/digital media buying part of the potential deliverables? If yes, what is the budget breakdown?

Yes, currently planning to spend $300k on digital and $100-125k on traditional. These are not set in stone to allow us to respond to the demands of the market.

1. Does NKU require any WBE/MBE participant level?

I don’t know of any. Ryan, please let me know.

1. Do RFP participants need to complete the Personal Service Contract Form as part of the bid process or only after being selected for the work?

Ryan, I don’t know the answer to this.