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ADDENDUM NO: 2

IFB/RFP No: NKU-06-2022

Project /Commodity: NKU Brand

Date: 9/23/2021

Due Date: **10/01/2021**

BIDDER/RESPONDER SHALL CONFORM TO THE FOLLOWING CHANGES AS SAME SHALL BECOME BINDING UPON THE CONTRACT TO BE ISSUED IN RESPONSE TO THIS INVITATION FOR BID.

Questions and responses:

In your experience, what makes a good agency partner? What is the single most important factor for this team as it relates to selecting a partner?

A good agency partner is one that is collaborative, reactive and responsive to the client. Additionally, the agency partner is aware of costs and fiscally responsible to the client's capabilities and budget.

How were agencies selected to participate in this RFP?

We were asked to identify agencies known in the education space, who worked with other universities throughout the country.

Is there a need for additional quantitative research as part of this process?

Additional research is never ruled out.

How have these services and objectives been accomplished in the past?

We've worked with external agencies in the past and worked hand-in-hand to put together a strong strategy to enhance the NKU brand.

Is there an incumbent firm currently handling these types of projects? If so, have they been included in this RFP process? If not, why not?

The incumbent firm was invited to participate again, as well as, multiple other agencies. Additionally, the RFP is out on a public site and can return any number of proposals. Won't know until the RFP closes about who is submitting.

Who handles media buying and placing for NKU?

NKU is also running a RFP for media buying at the same time to bring this under one service. Currently, the agency has provided the funds via pass through money.

When is the last time NKU went through a process like this?

NKU has participated in multiple branding RFPs within the past 4 years, for the overall brand and individual events, i.e. 50th Anniversary branding.

What messaging guidelines currently exist for NKU?

Guidelines can be found at <http://brand.nku.edu>

What existing research exists to support this initiative? What audience data and insights will be available for the selected partner to review? What brand research has been completed to-date? Was it completed in-house, or with a partner agency?

Previous research conducted within the past 4 years can be provided. Was completed by a previous agency.

What is the makeup of your in-house team, and where are they best suited to support the project and execution?

In-house team consists of AVP of Marketing & Communications, Director of University Marketing, Manager of Creative Services, four graphic designers and one photographer. Additional support from the communications side of the team with Sr. Director of Strategic Communications, Director of Internal Communications, Sr. Communications Specialist, Communications Specialist, Director of Web & Digital Strategy, Web Developer. Graphic design and Marketing team will work hand-in-hand with agency.

Who are the key decision-makers for this RFP? For the campaign?

AVP of Marketing & Communications, VP of Advancement, Provost, and President of NKU.

Are there specific admissions metrics or KPIs that will be used to measure the success of this initiative?

Specific metrics have not yet been identified, but improving our undergraduate admission numbers is needed.

What budget or budget range is anticipated for this project?

We do not yet know what the budget is but this is a multi-year project.

Are there any brand campaigns you admire, either inside higher education or outside?

Nike, Johns Hopkins University,

In terms of the institution's goals, can you please provide a summary that includes the below? Enrollment growth (either % growth, or physical seats)

We haven't yet set a percent growth.

Are there any perceptions to create or correct?

NKU will be nationally recognized for being a student-ready, regionally-engaged university that empowers diverse learners for economic and social mobility.

What are the University's greatest concerns? Highest priorities?

Highest priorities are our core values.

- We will promote a culture that fosters and celebrates excellence in all that we do.
- We will engage in honest, fair, and ethical behavior with integrity at the heart of every decision and action.
- We will foster a community of belonging by embracing equity, diversity, and inclusiveness.
- We will approach our work—how we teach, engage and serve—with creativity and innovation.
- We will maintain a climate of collegiality built on respect and characterized by open communication and shared responsibility.

Can you confirm the types of recommendations you would like included in our brand messaging platform?

Messages that resonate with prospective students of all kinds – traditional, non-traditional, low income and under represented minorities.

We often put a focus on your website and program pages, and other key enrollment pieces such as emails. We'd like to better understand the performance of your site and how to potentially address brand applications across key pages.

Would you be open to us including site Useability Testing in our scope options?

Yes

We know your website is a key container for your brand message and want to get those key brand elements out there; if we were to provide you with some front end work and HTML for your site, could you/your team implement it on your existing CMS?

Yes. We use Adobe Experience Manager, so any background with that CMS is helpful.

What would be your next steps to implement our brand messaging and content strategy recommendations?

After picking an agency, we are going to get more into the project scope.

For budgets - do you have a fixed budget, a budget range, or a do not exceed amount for this work?

We do not yet know as we are open to the process.

Do you also want brand awareness campaign recommendations/strategy included in our scope?

Absolutely.

Given your in-house team will execute on creative production, would you like our team to offer concepts and creative direction within our scope?

Yes, that would be great.

Will you be sharing all Q&A with the submitted agencies/partners for this RFP?

Answering a general list of FAQs to share with the agencies who asked questions.

Do you have a minimum/maximum budget that must be adhered to for the agency/partner to execute this work (strategy, positioning, and planning)?

Budgets will come more into play after defining the full scope of work. Right now the focus is to find the right agency partner.

What does success look like in 12 months?

Depends on the full scope of work and intentions behind it.

Has the University defined/set clear KPI's that this RFP must address and achieve? (ex. Increase enrollment by XX%, or Increase social interaction within NKU's social platforms by XX%, etc.)

Not yet. Will do so in the full scope of work.

What is your ideal timing for new in-market communication and strategy? (When do you expect this to be executed in-market? Any specific goals per target audience?)

Prefer for recruiting the Class of 2026.

How do you define brand plan vs marketing plan?

Brand isn't marketing, it is the reputation of the institution. Marketing is how we take that brand to the public and increase its impact.

Can you define what a comprehensive marketing strategy is for NKU?

In the scope of work will be happy to do this.

Can you define what a comprehensive media strategy is for NKU?

In the scope of work will be happy to do this.

Who is your current media buyer/partner, and will they stay in place or will we bring a media buyer to the work/proposal/process?

NKU is currently in a RFP process for media buying as well.

Can you share your current information and/or strategic work for these profiles:

- Prospective students
- Current student, faculty, and staff

- **Alumni**
- **Donors**
- **Business and Community leaders**

Will share this once an agency partnership is established.

Will you want to conduct research on new brand and communication concepts with target consumers?

Never afraid to conduct more research.

Who are your top 6 higher-ed/University competitors and why? Is there a priority to the target audiences?

University of Cincinnati, University of Kentucky, University of Louisville, Eastern Kentucky University, Wright State University

Will any production-ready assets need to be created for and provided to the internal NKU team that will execute the in-market launch of this work to help the NKU team? Or does the NKU internal team prefer that the awarded partner create designed concepts and mockups with principles and guidelines only – including print-ready artwork, motion/video, actual collateral, etc? (How far with production-ready assets do we need to take into account for our RFP response?)

First round, production ready assets. After that, concepts and mockups would suffice.

Section 6.25 (noted on p.24 of the RFP) – Extending Contract: “The offeror’s response to this RFP must state whether or not the offeror will permit the use of this contract by other Universities, state agencies, public and private institutions in the Commonwealth of Kentucky. An answer to this issue must be submitted within the response.” Can you clarify this question’s intent? It sounds like a simple “Yes we will permit” or “No, we will not permit the use of this contract by other Universities, state agencies, public and private institutions in the Commonwealth of Kentucky.”

The Personal Service Contract Invoice Form (noted on p.25 of the RFP): The link to this form located on NKU’s Procurement Services Website is a broken link. Is this form available elsewhere on www.lrc.ky.gov?

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