NKU

Procurement Services
Lucas Administrative Center, 617
1 Nunn Drive
Highland Heights, KY 41099
859.572.6605
FAX 859.572.6995

ADDENDUM NO:	**1**
IFB/RFP No:	RFP NKU-46-2024
Project /Commodity:	Offline/Traditional Media Buying Agency
Date:	06/06/2024
Due Date:	06/12/2024

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: Answers are in RED

1. Could you provide details on the budget?

   For purposes of the RFP only, assume a budget of $325,000 to plan against. This is not a commitment to $325,000 as a guaranteed budget that will be planned against. This is for purposes of this RFP and final budget will be provided once work is awarded.

2. Please provide media planning details from past campaigns and the budget breakout for traditional mediums used.

   Traditional mediums used are radio, broadcast TV, outdoor, print. The budget by tactic varies and part of the RFP is gauging respondents' recommendations of budget breakdown across mix of traditional media so the University's Marketing team prefers not to spec spend by tactic.

3. Considering the diverse academic offerings and recent developments at NKU, could you please provide a detailed budget breakout for media buying across all schools, including the College of Arts & Sciences, the Haile College of Business, the College of Education, the College of Health & Human Services (including the Health Innovation Center and the Institute for Health Innovation), the College of Informatics, the Chase College of Law, the Honors College, the School of the Arts, and the University of Kentucky's College of Medicine – Northern Kentucky Campus?

   Currently, and historically, the University has not broken out spend in offline media by school. Primary focus has been efficient buying and buying at scale to support University awareness and Admissions area by promoting campus visits, applications, etc. Specific college-based creative is worked into the flighting mix as needs/priorities are identified over fiscal year.

4. How is the media buying budget segmented across the different seasons: a. Fall b. Winter c. Spring d. Summer

   Fall, Winter and Spring are "heavier spend" seasons compared with Summer.

5. Is the current media buying team invited to rebid for this campaign? If so, please share the firms name. Yes. FusionWrx

6. Please clarify the geographies targeted for the schools' outreach.

   Northern Kentucky, SW OH and SW IN. Targeting area could also currently be broken down to Highland Heights, KY + 75 miles in all directions. This could vary at any given point but please use this as the University's preference at this time. Boone, Kenton, Campbell, Pendleton, Grant, Gallatin in KY; Hamilton, Clermont, Brown in OH; Dearborn, Ohio, Switzerland counties in IN.

7. We are assuming NKU will be providing the creative, which platform hosts your creative assets library?
   Yes. Assets are archived on our end (server) and can be emailed for trafficking purposes. Basecamp is used to as system of record for final files for internal clients/requestors.

8. Which CRM platform do you currently utilize?
   University Marcomm does not use a CRM but the Admissions area uses Slate.

9. Could you share the profile of your current audience, including students and decision-makers?
   See attached. In addition, Primary Target Potential Students (16 to 19) and Potential Students Parents + Families (35 to 55), families with high school students and parents that are making decisions regarding higher education after high school with their eligible child.

10. What are the media goals for this campaign?

    Increase awareness of NKU among target audiences, drive web traffic, drive awareness and attendance of Admissions events, promote specific University programs or degrees as needed

11. Beyond URL tracking, which tools and reports does NKU use for assessing media buying effectiveness?

    Google Analytics

12. Which metrics, such as Cost Per Engagement and Conversion Rates, does NKU use to evaluate media campaign outcomes?
    We use CPC, Conversion Rates, etc. for digital marketing. Traditional hasn't historically been evaluated using reports or dashboards outside of Nielsen numbers and CPMs

13. How does NKU gauge the success and reach of its media campaigns?
    Success will be determined by overall effectiveness and efficiency of buying, increase in web traffic, enrollment in Admissions events.

14. Does NKU use specific databases for targeted media campaigns?

    For offline media, no. Any targeted offline tactics that would require a database use the data provided by specific media outlet.

15. Can you provide insights into past campaign strategies?
    Past campaign strategies have focused on promoting specific value propositions of NKU to increase knowledge and awareness of affordability, innovation, unique programs, etc. By way of traditional media, promoting those messages to ensure that prospects and decision-makers are

educated and aware of the value NKU offers. We used these messaging categories to also promote Admissions events and drive for applications via influencer and outdoor.

16. On which metrics does NKU base the effectiveness of its media campaigns?
    Directly, CPMs. Indirectly, web traffic, Admissions/application data.

17. Does this contract require a WBE/MBE certification, if so, is it required to have a certificate from the state of Kentucky? No

End of Addendum
06/06/2024