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**ADDENDUM NO: 1**

**IFB/RFP No:** RFP NKU-24-2024

**Project /Commodity:** Digital Media Buying Agency

**Date:** 05/31/2024

**Due Date:** 06/10/2024

**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**

Is the total budget the sum of all the scenarios listed on the final page?

Yes, that is the total potential budget for all potential digital media scenarios.

Is there an Incumbent agency? If so, what is their name?

Yes, Media Now Interactive.

How will you be evaluating cost in the rubric - is it the greatest number of impressions for the budget or some other metric?

It'll be a combination of projected impressions, estimated click volumes and/or click share, CPMs, tactics suggested as part of plan to reach desired audience and media expertise documentation shared within response.

What is an example of an end-to-end dashboard you have used previously?

The incumbent has a self-service dashboard that we have access to review our media performance and delivery in real time. That is called Optics but other digital media companies we've worked with offer a similar capability and access.

Do you have more information about the specific audiences you are targeting? Graduate, undergraduate? Specific populations/programs?

Currently, both undergrad and graduate programs are possible. We will not be targeting anyone pursuing an online-only degree. We will be targeting high school students and household decision-makers (parents) in the primary five counties of Northern Kentucky as well as a small footprint in Cincinnati DMA and Indiana (southeast).

Are subcontractors allowed? What would the process be for subcontracting?

Allowed but not preferred. Any sub-contracting decisions will need to be disclosed, including contact information, labor performed and labor rate

**General RFP**

1. Targeted Decision Date on the RFP? – Targeting by 7/31/24 but NKU reserves the right to adjust this date.
2. Who comprises the committee that will make the final decision? – A combination of NKU Marcomm leadership (Directors) and Procurement Services Directors.
3. Targeted Start Date of Digital Campaigns? 1/2/24 but NKU reserves the right to adjust this date.

4. What relationships does NKU have with specific educational platforms like Slate, EAB, AP or Carnegie? – NKU uses Slate in the University’s Admissions area for CRM, EAB for data and marketing services to drive applications, AP to market and support NKU’s online-only programs. This RFP is for digital media that will operate in a landscape that includes those platforms and vendors but will not integrate or work with them.
5. If you work with EAB, do you have a current Institutional & Awareness Study that we can review? – Need to verify.
6. Does NKU have a Creative partner or agency or will the winning agency be responsible for all creative production? – NKU Marcomm will be responsible for all creative production.
7. Does NKU have a monthly report on enrollment leads and if so can you share one with us? – There are options for this data to be shared after RFP is awarded.
8. What does success look like at the end of the agreement? – Success using elements the respondent and NKU Marcomm control = more efficient media spending via benchmarking against previous year’s digital media, increasing clicks and impressions to targeted audiences, page visits that lead increased web traffic.

### Demographic Targeting

1. Is Primary Target Potential Students (16 to 19) and Potential Students Parents + Families (35 to 55) – Yes.
2. Does NKU have any marketing personas developed that can be shared? – Yes.
3. Does NKU have any recent or current market studies or research in regards to enrollment or admissions? – Need to verify yes or no.
4. Are you able to share your current undergraduate student demographics? There are options for this data to be shared after RFP is awarded.

### Geographic Targeting

1. What is the area that NKU wants to target in terms of geography for this RFP? – Below is primary focus and correct. Targeting area could also currently be broken down to Highland Heights, KY + 75 miles. This could vary at any given point but please use this as the University’s preference at this time.
  - Counties – Boone, Kenton, Campbell in KY
  - Counties – Pendleton, Grant, Gallatin, in KY
  - Counties – Hamilton, Clermont, Brown in OH
  - Counties – Dearborn, Ohio, Switzerland in IN

### Channel/Platform Specific

1. Will NKU provide access to their accounts or will we have to build out new accounts in the various platforms? – NKU will provide access.
2. Is NKU open to recommendations in the Search Engine Optimization and Email Channels? – Yes.
3. Is there any specific platform that NKU wants to focus on like Facebook/TikTok etc.? – No, not one specific platform. The University’s expectation is that respondents will provide their expertise and recommendation for which platforms and channels should be used and to what specific budget level.

### Demographic Targeting

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- In section 4.4 ii. Under Audience Research, we are asked to provide custom mapping of enrolled students. Will they be providing data to help us provide a map ahead of time or would a sample map of this capability work for the purpose of this RFP?

**Sample map will work for the purposes of this RFP. Potential work on this aspect of our media after work is awarded will include official data attributes to help complete any attribution modeling we may do.**

- Are you accepting presentation slides as part of submission? If so, are these visuals expected to be embedded in the proposal document, or can they be a separate file to view?
  - **Yes, but any presentation slides included with response are subject to submission format for RFP responses as spec'd in the RFP document.**

- Is there a required electronic file format for digital submission component? PDF, Word etc.?

**No requirement, but any electronic documents are preferred in PDF format. All other response submission requirements are to be followed within the RFP document.**

- How will success be measured? Leads, applications, phone calls, tours scheduled, or website traffic, etc.?

- **Success using elements the respondent and NKU Marcomm control = more efficient media spending via benchmarking against previous year's digital media, increasing clicks and impressions to targeted audiences, page visits that lead increased web traffic. All these elements should be able to show that NKU's digital media is reaching the market and targeted audiences to help drive web traffic.**

- Can Spectrum Reach be provided an exact demo and lifestyle behavior profile you would like us to base out submission on?
  - Yes. 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, personas developed with our past branding agency are included but the University may/will adjust priority of those audiences based on need.
- What states do you tend to target outside of your home market?
  - 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.
- We assume you would like to reach out targeting area of Cincinnati, Northern Kentucky for the RFP? Is there another?
  - Yes. Boone, Kenton, Campbell, Pendleton, Grant, Gallatin in KY; Hamilton, Clermont, Brown in OH; Dearborn, Ohio, Switzerland counties in IN.
- "NKU will align the institution so more learners, particularly first-generation, post-traditional, low-income, and underrepresented individuals, earn highly valued degrees, certificates, and credentials" Are these your priority audiences or do you believe we should use another demo as asked above for RFP response?
  - Reasonable, affordable access to higher education and bringing in first-generation students is key to helping grow/maintain our customer base. Those groups and demographics should be considered in above targeting accordingly.

1. What are the key performance indicators for success of the overall campaign?

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2. Is the campaign objectives tied to enrollment of branding or both?

Awareness and traffic driving to increase the number of potential applicants to the University.

3. Yes, those goals will be provided to the entity awarded the business out of the RFP.

Could we be provided baseline numbers to understand growth goals?

4. Are there limitations on pixel placement for tracking, data etc..

No limitations.

5. Can you confirm scope of geo focus? Where are the boundaries of geography the campaign should stay within?

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6. Is this just undergraduate focus or graduate and online degrees?

Undergraduate and graduate only currently

7. Could you please list your top 3-5 competitors from a target perspective?

Xavier, University of Cincinnati, University of Kentucky, WKU, ECU, University of Louisville (in no specific order)

8. Are there audience segments to focus on beyond high schools' juniors and seniors, parents of high school students and transfer student opportunity?

There could be based on need but the priority will be focusing on those audiences listed in the question.

END OF ADDENDUM  
HCV 05/31/2024