

**Request for Proposals
Advertising Agency Services
24-2015/2016**



ADDENDUM #1

Below are questions received and their corresponding responses. Duplicated questions have been omitted.

Question: Under “Scope of Work”, Pensacola State College’s brand promise clarification is listed as a task for the chosen vendor. What is the institution’s current brand promise? Is there any issue at this time regarding the brand promise that concerns the College’s personnel? If so, what is it?

Response: Please see our College’s website to better understand the history of our College. Our goal is to advance our College while targeting both traditional and non-traditional students.

Question: What is the current percent breakdown of Pensacola State College’s traditional and non-traditional media?

Response: This information is not currently available, however the goal of the RFP is for the vendor to design the program they believe would be the best design for our College.

Question: What is Pensacola State College’s current marketing budget? What was the marketing budget for 2015?

Response: \$100,000 total (Fall/Summer/Spring)

Question: Who does the College consider to be its peer institutions?

Response: Peer institutions include the University of West Florida, Troy University, and for-profits including Virginia College, Fortis, etc. within our area. Also, because of the presence of online education, the College also understands peer institutions are not limited to the immediately surrounding areas.

Question: For the services requested in RFP No. 24-2015/2016, who are the desired target audiences?

Response: The goal is to target potential traditional and non-traditional students. Student profiles should be on our website.

Question: Can the College give the potential vendors access to its current advertising efforts? (i.e. TV spots, radio spots, print, recruitment collaterals, etc.)

Response: Our College has a mix of these advertising efforts as listed in the question.

Question: How long is the contract between the selected vendor and the College for?

Response: Currently, one year

Question: Is there a returning vendor participating in this solicitation who previously worked on your account? If so, can you share with us at this time who the previous vendor is?

Response: Our College is not aware of who will and will not submit bids as this is a public solicitation and any firm may submit a proposal for consideration.

Question: Based upon the scope of work outlined, are you looking for an agency to create the ads along with media buying services or strictly handle the media research, planning, negotiating, and buying/reporting.

Response: Media buying will be handled internally, however the selected firm must be able to provide guidance as to media mix and creative templates.

Question: I would like to confirm if this bid includes Hispanic Print Advertising which is the service our newspaper provides.

Response: Any firm may submit a proposal.

Question: Section 2: Scope of Work; Point 4: Can you define production? Is the photography, shooting, editing, etc needed to produce the finished assets included in the total budget for the RFP?

Response: Yes, initial creative (print templates, social media ad templates, radio scripts, recruiting templates, and television creative) should be provided in the initial production costs. We utilize a professional photographer who provides photos for our creative.

Question: We generally understand that media spends are not included within the stated budget for services. The maximum budget in the RFP does not include spends correct? (ie pay-per-click, print ads, etc.)

Response: Correct.

Question: Could you provide your typical media budget and how it has historically been broken down between print, broadcast and digital media?

Response: Our College has a mix of these advertising efforts, but exact counts are unavailable at this time.

Question: What corporate and public partnerships for joint promotion have you been involved with in the past, or do you have prime examples of this from other institutions?

Response: Direct Connect to the University of West Florida

Question: Do we submit electronic versions of the proposal only or electronic and hardcopy?

Response: Electronic versions of the proposal as well as the hard copies.

Question: What county you are looking to advertise in?

Response: Counties include Escambia County, Florida, Santa Rosa County, Florida, Escambia County, Alabama and Baldwin County, Alabama.

Question: What, specifically, does "Other Related Business Ventures" mean in the Company Information section (3.01)?

Response: Other business ventures for which the company is also involved. The College is not requesting a listing of projects, but other ventures which your firm may also be involved outside of advertising.

Question: What is the timeline for the proposed scope of services, i.e., what number of months or years should the proposed pricing be based on, or should vendors consider this as fee-for-services and a resulting timeline dependent on satisfaction of specific deliverables?

Response: The project is expected to last one year.

Question: In regards to the "Minority Business Enterprise/Woman Business Enterprise Certificate" attached to the RFP. I was wondering what Pensacola State College's definition of a small business was, or where I could find it.

Response: The College utilizes the State of Florida's definition. This information may be obtained at http://www.dms.myflorida.com/agency_administration/office_of_supplier_diversity_osd/get_certified