

ADDENDUM

SOLICITATION NO.: P2024-014325SL

**SOLICITATION NAME: DIGITAL ADVERTISING
MANAGEMENT**

ADDENDUM NO.: 1

DUE DATE AND TIME: MARCH 27, 2024 (2:00 PM)

DATE: MARCH 14, 2024

PROCUREMENT ANALYST: SCOTT LOMMERS

The following questions were received with regard to the solicitation named above. OSU has provided answers below to each question, but the RFP or contract documents have not been modified as a result.

1. What is the Media Budget for the campaign?

The annual media budget has not yet been set; however, it is likely to be between \$100,000 per year and \$150,000 per year.

2. Are you looking for a cost estimate based on a percentage of media or hourly management rates to do the work?

Either. We are most interested in estimating the total cost for our needs, which are approximated by the budget scenarios we've requested in the RFP.

3. In Section 3A of the Sample Contract(Exhibit A): Compensation – Expense Reimbursement, it is stated that "OSU will not reimburse Contractor for any expenses under this contract." We assume expenses does not include labor costs to do the work?

Correct. We expect to be charged for the labor to do the work, whether that is in the form of a media mark-up, set fee, hourly rate or other method.

4. Can Contractors based in Canada take part in this RFP process?

Yes, all responsible, responsive proposers are welcome to submit proposals.

5. About display/YouTube and search ads, does OSU own a partner-level seat on Display & Video 360 or Search Ads 360?

No.

6. For tracking cross-domain conversions from search and display ads, does OSU own a partner-level seat on Campaign Manager 360?

No.

7. Are the media budgets outlined the total for 12 months, or are they the per month amounts?

See #1.

8. Are you able to create additional images and videos if requested by Contractor?

Yes. Typically, we supply the creative assets. From time to time, when our internal capacity is stretched, we would like to have the option to get help creating assets from the vendor. Often, this would involve using existing images and writing copy for responsive ads, or writing search term ads.

9. If OSU is providing the creative images and videos as described in the RFP, what (if any) creative are you relying on the vendor for?

See #8.

10. Do you have a fully staffed internal creative department?

Yes. Also, see #8.

11. Do you have any conflict of interest parameters if a vendor has other education clients?

If a vendor currently serves any college or university in Oregon, Washington State University, University of Washington or Montana State University, please describe in your proposal how you plan to manage the competing interests of clients and how you will keep methods, results and data confidential.

12. Will invoices be broken up over a 12-month period or at different intervals?

It may depend on how the vendor charges for its services. We are currently paying on a monthly basis, but other options could be considered.

13. In Exhibit D, there is a request to provide fees associated with three different media budgets of \$50,000, \$100,000, and \$150,000: does the media budget noted represent a full year or is that per month?

See #1.

14. In Exhibit D, there are values for \$50,000, \$100,000, and \$150,000 to determine the pricing points. Can you confirm the total value of the RFP if awarded for the 1-year term?

See #1.

15. What are the key qualities/attributes that you are looking for in an agency partner for this project?

They are largely outlined in the qualifications section of the RFP.

16. Who is on the decision committee?

The evaluation committee is made up of OSU employees with an interest in the services requested in the RFP.

17. Please confirm the budget of the tiers described in Exhibit D. Does each media budget tier represent a per month or per year budget?

See #1.

18. Please confirm if the activities described in each tier of Exhibit D include any creative content production (i.e. creating video assets/content for TikTok.)

Each level has a line for creating a number of assets. Ex. \$100,000/yr level, "Create (using supplied existing images), place, target and optimize 5 Facebook/Instagram ads." Also, see #8.

19. What is your current media spend in the market, and can you provide us results by channel attributed to the spend?

We currently use a vendor to manage about \$90,000 per year in media spend, and there is an additional amount we have managed internally. July through February results include: Display .92%-1.8% CTR, \$1.79-\$10.65 CPC; SEM 8.9%-53.1% CTR, \$3.43-\$17.85 CPC; Tik Tok 1.21%-5.93% CTR, \$6.95-\$10.20 CPC; Facebook/Instagram 1.58%-1.93% CTR, \$2.87-\$3.42 CPC; YouTube .08% CTR, \$107.62 CPC. In many campaigns, conversions are the ultimate goal, but we have had intermittent tracking issues on our end that make summaries less meaningful.

20. In relation to your request for monthly reporting, from Exhibit A, Section 2, Statement of Work part A.e., the RFP states that Contractor will provide OSU with monthly reporting on items i. through vii. What formats of reporting would be acceptable to OSU and, if the cadence of reporting was not monthly, would that be acceptable?

As long as the proposal shows that your reporting mechanism covers all requested items listed in the Statement of Work from the RFP, and is provided to OSU monthly, or at more frequent intervals, you would satisfy that requirement. Additionally, from time to time, based on campaign strategy, OSU may need to adapt its reporting needs, which may include custom reporting.

21. In section 5.01 of the RFP, there is a statement that indicates electronic signatures will be acceptable. However, in section 7.06 of the RFP, there is a statement that asks for responses to be ink signed. Which of these statements is correct?

Section 5.01 of the RFP is correct. Section 7.06 of the RFP should read that OSU will accept electronic copies of proposals via the method detailed in section 7.08 SUBMISSION and that proposals should contain original signatures, either electronic signatures or scans of hand-signed pages.

Entities are not required to return addendums with their offers but are responsible to make themselves aware of, obtain and incorporate into their final offer any information contained in addendums. Failure to do so may make the offer non-responsive and cause it to be rejected.