

ADDENDUM #2

SOLICITATION NO.: P2026-019419SL

SOLICITATION NAME: OSU BRAND MEDIA BUYING SERVICES

ADDENDUM NO.: 2

DUE DATE AND TIME: SEPTEMBER 18, 2025 (2:00 PM)

DATE: SEPTEMBER 10, 2025

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. Will out of state agencies be considered equally, or are there points earned in the scoring process for local agencies?
 - a. *All agencies will be considered equally and there are no points earned for local agencies. As stated in III.4. Preferred Qualifications, b., Proposers may earn additional points for having experience providing media buying services in Oregon, the Pacific Northwest, and/or California.*
2. Is there any requirement or benefit from the offeror being small, woman-owned, or other certifications?
 - a. *No, there is no requirement or benefit for Proposers being MWESB certified in this RFP.*
3. Will priority be given to Oregon-based agencies?
 - a. *See Question #1.*
4. Does OSU have an incumbent in place for brand media buying and, if so, is the incumbent welcome to propose? Can you share the name of any incumbent partner(s)?
 - a. *OSU does not typically name the current provider of services in an RFP or discuss services provided. If you are interested in submitting a public records request, you can find more information at the oregonstate.edu website. The RFP is open to all Responsive Responsible Proposers.*

5. What is prompting OSU's search for a new brand media buying partner at this time?
 - a. *OSU is seeking to identify a brand media buying partner to provide comprehensive media buying services, outlined in the RFP Scope of Work and Qualifications, to support an upcoming brand campaign and other marketing initiatives.*
6. OSU lists a budget of up to \$25,000,000 over the five-year contract. Should we assume that any fees are drawn from within that media spend, or rather, do you expect that budget to be reserved exclusively for the net media buy and fees would be additional?
 - a. *All agency fees will be included in the total budget.*
 - b. *The \$25,000,000 figure listed in the RFP is used for OSU to evaluate pricing proposals.*
 - c. *\$25,000,000 also represents the upper limit on the total contract value.*
 - d. *The actual budget will be finalized in conjunction with the brand media buying partner. For all proposed media plans, we would like to review base, recommended and optimal media budgets based on the addressable market.*
7. We appreciate the comprehensive, enterprise-wide nature of the RFP along with the hub and spoke operating model in place at OSU. That said, can you share more about your desired cadence and rhythm of work with your media buying agency partner? What percentage of the work is planned and managed centrally vs. what percentage emerges from decentralized campus partners? How much of the media need might be cyclical, with timing the partner can proactively anticipate, vs. occasional and as-needed throughout the year?
 - a. *We anticipate a regular meeting cadence with the brand media buying partner (weekly status meetings, monthly reporting, quarterly business reviews).*
 - b. *The majority of the work will be coordinated through URM and follow a planned, cyclical pattern (for example, it may include: always on digital, increased media spend during August – November, and so forth).*
 - c. *There will be occasional needs and campaigns that are not part of the road map that require support.*
8. If we annualize your given budget to \$5,000,000 per year, can you share what percentage of that budget is funded by and in support of central University Relations and Marketing (URM) media initiatives, and alternatively, how much is funded by and in support of the decentralized teams and initiatives housed within the colleges, divisions, and units?
 - a. *See Question #6*
 - b. *URM will manage the majority of the media buy.*
9. What specific business-related and media-related goals are you looking to achieve over the next five years?
 - a. *For this work, our primary goals are to:*
 - i. *Build brand awareness*
 - ii. *Improve brand perception and identity*
 - iii. *Increase reputation within our targeted audiences and foster brand loyalty*
 - iv. *Establish industry-specific authority and thought leadership (recognized expert/trusted voice) in areas outlined in OSU's strategic plan, Prosperity Widely Shared.*
 - v. *Achieve specific campaign or initiative metrics*
10. The RFP mentions that recruitment or enrollment marketing is excluded from this scope of work. To clarify, is prospect lead generation one of your expectations in scope, or is your brand media buying focused exclusively on upper-funnel objectives like reach, awareness, perception, etc?

- a. *Enrollment Marketing is excluded from this scope of work, however there is an expectation that the selected agency will collaborate with existing agencies and consult with internal enrollment marketing teams.*
 - b. *Lead generation is not a primary goal (see Question #9) but may be a component of some campaigns.*
11. If lead generation is an expectation, can you share what CRM platform(s) OSU leverages for lead capture and lead nurture? We understand lead nurturing/enrollment marketing is not included in scope, but we'll want to ensure leads flow seamlessly into your CRM if lead generation is an expectation.
- a. *Enrollment Marketing is out of scope. See Question #10.*
 - b. *For reference, OSU does not use a single CRM but individual units use Slate, Salesforce and several other platforms like Mailchimp and Act-On.*
12. What qualities and characteristics are you most hoping to find in your chosen partner? Alternatively, what characteristics are deal-breakers for OSU's ORM team?
- a. *See RFP Scope of Work, Minimum and Preferred Qualifications.*
 - b. *Additionally, the selected agency will be a member of the URM team, serve as a thought partner and collaborate with many stakeholders across campus. Understanding and appreciation for OSU's land grant mission is important.*
13. Is there an incumbent on this? If so, can you share who it is and if they are bidding?
- a. *See Question #4.*
14. Is the average annual budget \$5,000,000, or does it fluctuate year to year?
- a. *See Question #6.*
15. What challenges or pain points has OSU had in previous media buying engagements?
- a. *See Question #4 and Question #5.*
16. Is there a page limit for this RFP?
- a. *No, there is no page limit on Proposals for this RFP.*
17. Are linkouts from the RFP allowed to showcase things like dashboards and sample plans?
- a. *Links to information located outside the Proposal are allowed, but please use only if necessary.*
18. Has OSU relied on GRPs in the past or used CPM to equalize media across digital and traditional?
- a. *Traditionally CPMs.*
 - b. *Other important metrics include 3+ reach, Average Frequency, paid share of voice, and indexing against target demographics*
 - c. *See Question #53*
19. Will the agency have one primary point of contact or work with each department individually?
- a. *There will be a primary account manager within URM who will help coordinate work with other departments and units as needed.*
20. Does each department/priority have a marketing lead?
- a. *Yes, colleges and units have marketing and communications directors but URM will stay involved to help with prioritization, maintain efficiencies, etc.*

21. Will a centralized dashboard with all metrics be sufficient or does each initiative need its own dashboard?
- Some initiatives may have unique goals and corresponding metrics that need to be reported in a customized way.*
 - We are open to different dashboard reporting solutions and will work with the selected agency on the right combination of reporting deliverables.*
22. Are there any media channels OSU requires or prohibits?
- We want to reach target audiences in an efficient and meaningful way. As such, we are open to exploring all options. As a state-funded public entity, OSU would avoid programming that is indecent or overtly political.*
 - We will review and approve all media plans.*
23. Does OSU have any trade relationships with media partners that the agency will manage?
- No*
24. Will the chosen agency work at all with the enrollment marketing agency currently managing OSU's enrollment marketing?
- See Question #10.*
25. Is the current AOR incumbent participating?
- See Question #4.*
26. Is this RFP mandated? Or is OSU looking for a different agency partner for the terms of the contract?
- See Question #5.*
27. This reads like an RFI and that further information regarding your available research, KPIs, markets, examples of past media plans, targeting details, etc., are forthcoming once agencies make it past the first stage evaluation. If this is not accurate, is it possible to supply this information?
- The additional materials noted above will be shared at later stages of the RFP (if necessary) or with the selected agency.*
28. Does the itemized pricing request mean a breakdown of spend by media vehicle or just media vs. fee?
- Media vs. agency fee.*
29. Please clarify the anticipated number or scope of sub-campaigns expected within the contract term?
- The selected agency will provide services supporting, but not limited to:*
 - The university's upcoming brand campaign, inclusive of stories associated with seven areas of distinction outlined in the Strategic Plan, such as [Robotics and AI](#)*
 - Patricia Valian Reser Center for the Creative Arts ([PRAX](#)) campaigns*
 - College, unit and enterprise-wide initiatives, such as OSU's [Economic Impact](#) and the [Huang Collaborative Innovation Complex](#).*
 - There may also be individual needs/campaigns that arise throughout the year, and we are looking for a partner that can support these as needed.*
30. Please clarify whether Proposers should base pricing strictly on the \$25,000,000 maximum scenario, or if budget flexibility (base/recommended/optimal scenarios) will also be factored into evaluation?
- See Question #6*

31. We understand the total paid media budget is \$25,000,000 over the contract term. Are there any additional specifics on campaign objectives, initiatives, or priority audiences that would help us provide a more accurate investment estimate and initial breakdown in our proposal?
- For budget, see Question #6.*
 - For goals, see Question #9.*
 - Primary target audiences include:*
 - Oregon Legislators*
 - Federal Funding Agencies*
 - Business and Industry*
 - Tribal Governments*
 - Higher Ed Peers*
 - K-12 and Community Colleges*
 - Internal: OSU employees, students, alumni*
 - Multicultural*
 - Veteran*
 - Oregonians/General Public*
 - Prospective Students/Parents*
32. What agencies have you partnered with to support media efforts? Is there an incumbent agency?
- See Question #4.*
33. What has made past agency relationships successful? Have there been any challenges working with agencies?
- See Question #4.*
34. What spurred the need for this RFP process? Why is now the time?
- See Question #5*
35. Does the \$25,000,000 budget include agency fees? Or is there a separate stated budget for agency fees?
- See Question #6.*
36. Can we submit one proposal without the "Trade Secret" marks and a copy with those included?
- Yes.*
37. Can you share historical gross media budgets?
- Historically, URM's brand media buying budget is less than \$250,000 annually.*
38. Are there page count restrictions or comparable rules to the submitted proposals?
- No*
39. How many campaigns is OSU looking to run and what is the overall goal for each campaign?
- For campaigns, see Question #29*
 - For goals, see Question #9*
40. Will the campaign be more lower-funnel performance-driven (i.e. tracking enrollments, RFI submits, etc.) or more upper-funnel awareness based? Perhaps a combination of both?
- See Question #9 and #10*

41. Will the campaigns be undergraduate, graduate, or both?
a. *Enrollment Marketing is out of scope. See Question #10*
42. If campaigns are for undergraduates, are you targeting prospective students and their parents? Will there also be a yield campaign needed?
a. *Enrollment Marketing is out of scope. See Question #10.*
43. If graduate support is needed, will it be more general graduate messaging or program specific? If it's the latter, how many programs are you looking to support?
a. *Enrollment Marketing is out of scope. See Question #10.*
44. Will there be a peer reputation/rankings component to the campaign?
a. *Yes, we track peer brand strength, ad recall, reputation and rankings. OSU's position relative to those metrics is important.*
45. You mention Signature Events in the RFP – approximately how many events will be supported throughout this campaign?
a. *Approximately 5-7 annual signature events.*
46. Do you primarily focus your marketing efforts in-state or out-of-state? Perhaps a combination of both?
a. *The primary focus is Oregon and regionally within Washington and parts of California.*
b. *There are other regions and DMAs that may align with target audiences (see Question #31) that are relevant. For example, Washington DC for Federal Funding Agencies.*
47. Will enrollment data be available to help define the geographic scope?
a. *Enrollment Marketing is out of scope. See Question #10.*
b. *However, this data will be available for the selected agency as needed.*
48. Will the agency be able to obtain a list of feeder high schools?
a. *Enrollment Marketing is out of scope. See Question #10.*
49. What does your current reporting look like? Are there specific formats that best suit your internal needs? Who are the internal stakeholders that will be leveraging reporting?
a. *Reporting varies by tactic, channel and partner. Our core team will work with the selected agency on the right combination of reporting deliverables.*
b. *Reporting may be shared with other stakeholders and senior leadership, however, it will primarily be used by the core team to inform future planning, decision making and optimization.*
50. Is cross-domain tracking currently employed across OSU domains?
a. *Yes*
51. Are you looking for a prospective agency to standardize cross-domain measurement?
a. *No, this is not a primary goal with this contract.*
52. Do you manage website development in-house?
a. *Yes*
53. Which type(s) of conversions will need to be measured across domains (RFI Submits, Downloads, Application Submits, Donations, etc.)?

- a. *For goals, see Question #9.*
- b. *Enrollment marketing is out of scope. See Question #10.*
- c. *Conversions may be relevant for some campaigns and will vary based on the initiative. They may include: ticket sales, event/webinar registrations, clicks to articles, downloads, donations, newsletter signups, etc.*

54. How many domains will conversions need to be measured across?

- a. *To be determined with selected agency.*

55. Please clarify what is meant by quarterly business review reporting. Are you looking for a consolidated report of all campaigns, a more brand-health centric report, or both?

- a. *Both. Plus future planning.*

56. What percentage of your marketing and media budget is focused on undergrad prospects versus those interested in graduate programs?

- a. *Enrollment Marketing is out of scope. See Question #10.*

57. Do you currently have an incumbent agency? What is their name?

- a. *See Question #4.*

58. Is the incumbent agency participating in this RFP?

- a. *See Question #4.*

59. What was your media and marketing budget for the past two years?

- a. *See Question #37*

60. What is your media and marketing budget for this RFP?

- a. *See Question #6*

61. Does your working budget include agency fees?

- a. *See Question #6*

62. Is creative work (concepts and executions) part of the separate budget?

- a. *The majority of creative production is done in house (see Question #63).*
- b. *On occasion, the agency may need to do creative work or consult on creative development.*

63. Do you have an in-house creative department? If so, to what extent does your creative in-house department get involved with various campaigns and executions? Photo shoots and video?

- a. *Yes, we have an in-house creative department managing copywriting, graphic design, motion graphics, photography, videography and web design/development.*

64. Does your creative department provide the selected agency with creative assets, such as photo images and stock footage for digital, print and video campaigns?

- a. *Yes, see Question #63*

65. To what extent does your creative department get involved in shooting video on campus?

- a. *Our creative department can shoot video on campus. See Question #63.*

66. Can you approximate how many executions you will need for digital display, video, banner ads, social media graphics?
- a. *See Question #63*
67. Does the HECVAT 4 form need to be submitted with the RFP or wait until the agency is awarded?
- a. *Please see instructions in the RFP, under Security Assessment. One of the listed security assessment options must be submitted with the Proposal.*
68. Do you use a CRM system? If so, which one?
- a. *See Question #11*
69. When will answers to RFP questions be sent out to the Proposers?
- a. *Questions and answers will be posted as an Addendum to the RFP at the OSU Bid Opportunities site as soon as possible after the Question Deadline close date.*
70. Proprietary Ownership: can we send in a separate “redacted” version of our response in order to protect our proprietary information? If so, can we send it in at a later date after submitting our RFP response?
- a. *Please see RFP Section II. 5. Public Record for instructions on how to submit confidential information or trade secrets.*
71. Can you confirm that you are not looking for any creative campaign development, branding, or creative execution? Will that be managed in-house at OSU or is there another agency that will be handling the creative work?
- a. *See Question #63*
72. Can you confirm that you have budgeted up to \$25,000,000 in media spend over 5 years, and the service fees are outside of this media spend but should align to it?
- a. *See Question #6*
73. Can you describe the current level of reporting you’re receiving on media campaigns and if that differs from what you’re looking for under this proposal?
- a. *As for feedback on current reporting, please see Question #4.*
 - b. *As for the type of reporting we are looking for with this contract, please see RFP, Scope of Work and Qualifications and Question #21.*
74. How is media and brand work currently being managed for OSU? Is this work being done by a third-party today and will that third-party be responding to this RFP as well?
- a. *See Question #4.*
75. What would you like to see done differently from what you are currently receiving with your existing media buyer?
- a. *See Question #4.*
76. What cadence of reporting and meetings do you prefer?
- a. *See Question #7*
77. Will we have access to CRM or enrollment data to help track down-funnel conversions and optimize campaigns based on actual outcomes?

- a. *Enrollment Marketing is out of scope. See Question #10.*
- b. *However, relevant data will be made available to the selected agency as needed.*

78. Should campaigns run continuously or in specific flights?

- a. *See Question #7 and #29*

79. Are there certain high-performance periods we should plan around?

- a. *See Question #7 and #29*
- b. *Based on data we have, high-performance periods include:*
 - i. *Back-to-school + football: August – November*
 - ii. *Other shorter windows when 'college' is top of mind, such as during the NCAA Men's and Women's Basketball Tournaments, Commencement, etc.*

80. When should ads start/end?

- a. *See Question #29*

81. What are the primary goals? Is it just building brand awareness, shaping public perception, or increasing reputation?

- a. *See Question #9*

82. Are there specific numerical goals?

- a. *See Question #9*

83. Are there secondary goals like event attendance or lead nurturing?

- a. *Some initiatives may have secondary goals, such as attendance.*

84. Is there a priority among campaign focus?

- a. *See Question #29*

85. Is there flexibility to shift budget across programs/channels?

- a. *Yes, see Question #6 and #7*

86. Does the \$25,000,000 in media spend over five years include the agency management budget?

- a. *See Question #6*

87. Will OSU provide assets or should we create them?

- a. *See Question #63*

88. What types of assets will be provided?

- a. *See Question #63*

89. Are brand guidelines available?

- a. *Yes, OSU has brand guidelines that will be shared with the selected agency. We're working with an agency on brand strategy which will lead to development of updated brand creative, targeting summer 2026.*

90. What are your content/creative approval timelines?

- a. *See Question #63*

91. Describe the asset library – housing, update cadence, types of media?
- We are in the process of establishing a new digital asset management system. More information will be shared with the selected agency.*
 - For types of media, see Question #63.*
92. Do you have any existing or successful creative assets you'd like refreshed or repurposed?
- All creative assets will be produced in house. We will work with the selected agency to conduct testing, plan creative refreshes and discuss how assets could be used through new/different channels.*
93. What systems do you have in place to collect UGC assets? How frequently are you receiving new assets?
- UGC assets have been used sparingly, primarily sourced and used through the university's social channels.*
94. Do you have designated staff members for taking photos and videos on campus/at events?
- See Question #63*
95. Do you have an in-house copywriter or are you looking for writing support?
- See Question #63*
96. What do turnaround times look like for content approvals?
- See Question #63*
97. Do you have a brand tone of voice guidelines we should be mindful of?
- See Question #89*
98. Are specific pages being created for campaigns in-house? Do you need them to be created and hosted if not in-house?
- Yes, all campaign landing pages are created in-house. The selected agency will be expected to consult on landing page design and optimization.*
99. Are there priority keywords/phrases already identified?
- Yes*
100. Are there restricted phrases or brand rules for messaging?
- See Question #89*
101. Do you have audience personas or demographic data?
- Yes, relevant research and data will be shared with the selected agency.*
102. Do you have international student targeting?
- Enrollment Marketing is out of scope. See Question #10*
103. Do you have a national vs. regional focus?
- See Question #46*
104. Should we exclude any regions from consideration?
- See Question #46*

105. Can you provide any CRM lists for custom audiences? If so, how broken down is that data. By general or educational path?
- a. *See Question #11*
106. Who are your competitors?
- a. *Please see Question #107*
107. Should we benchmark against specific institutions?
- a. *OSU currently benchmarks against:*
- i. Michigan State University*
 - ii. University of Oregon*
 - iii. UC Davis*
 - iv. Ohio State University*
 - v. University of Wisconsin-Madison*
 - vi. Arizona State University*
 - vii. University of Washington*
 - viii. Washington State University*
 - ix. Purdue University*
 - x. NC State*
 - xi. Iowa State University*
108. Does OSU have competitive research to share?
- a. *Yes, competitive research will be shared with the selected agency.*
109. Will we take over existing ad accounts or create new ones?
- a. *OSU has existing ad accounts but there may be needs to develop additional accounts.*
110. What CRM is being used, and will we get access? Slate, Salesforce, etc.?
- a. *See Question #11*
111. What platforms are you currently running paid campaigns on?
- a. *We run campaigns across multiple channels: Google properties, Meta, LinkedIn, TikTok, X, display networks, native advertising, radio/audio streaming, print, linear and nonlinear TV, OOH and others.*
112. Can you clarify what pieces other agencies own per: "Work as a strategic thought partner with a track record of successful collaboration with other agencies and with the client's multichannel integrated marketing and communications teams?"
- a. *OSU has contracted through other agencies to manage enrollment marketing, brand strategy, brand creative and reporting/analytics.*
- b. *OSU expects its agencies to collaborate with each other.*
113. Are there any restrictions on platforms, ad formats, or use of third-party data?
- a. *Please see OSU's Security Policies and Rules: <https://security.oregonstate.edu/policies-and-rules>*
114. Does OSU anticipate that the selected contractor will focus media buying efforts on in-state, regional, national, or global audiences?

a. See Question #46

115. Will OSU be rolling out the current brand creative in conjunction with this scope, or is a new campaign expected to be in market during the contract term?

a. *A new brand campaign is expected to be in market during the contract term.*

116. Since the campaign is primarily brand-focused, what types of conversions does OSU intend to measure (e.g., PRAX ticket sales, clicks to OSU news content, donations, "Support Our Work" actions)?

a. See Question #53

117. What target audiences is OSU most interested in reaching through this brand media initiative?

a. See Question #31

118. Does OSU have baseline figures for brand awareness and perception, both in-state and out-of-state?

a. *Yes, this data will be shared with the selected agency.*

119. Does OSU have specific lift goals for brand awareness and perception, in-state and out-of-state?

a. *Yes, this data will be shared with the selected agency.*

120. Are there any formatting mandates outside of max file size listed, such as page orientation, max number of pages, font size, margins, file type, etc.?

a. *There are no formatting mandatory requirements outside of max file size listed in the RFP.*

121. How are you measuring success today? What are the primary KPIs?

a. *This may vary based on campaign, however, one metric used is OSU's brand strength, awareness, ad recall and perception (measured through a third-party) relevant to our peers.*

122. What are your key audience segments related to business goals?

a. See Question #31

123. What audience targeting parameters are being utilized for primary and secondary audiences currently?

a. See Question #31

124. Does OSU have any existing reporting or analytics programs in use?

a. *Google Analytics (GA4), Brandwatch, Cision, Harris Poll*

125. Re: Spanish language marketing, does OSU have community management resourced in house to respond to comments in Spanish?

a. *Yes and access to third-party resources and freelancers.*

126. Does the response have to follow the exact content outline as stated, or can sections be in a different order as long as they're properly labeled and all content is addressed?

a. *Proposals do not have to follow specific order or outline, but should contain all information requested in the RFP to be considered responsive.*

127. To confirm, should the instructions in the RFP for the HECVAT file supersede the instructions within the file? For instance, the RFP says to start on the "Institution Evaluation" tab, whereas the HECVAT says to start with the "Start Here" tab.
- a. *Please follow the HECVAT instructions listed in the RFP and fill out the HECVAT evaluation as completely as possible.*
128. For the HECVAT, is it correct that we can select a compliance override for any asterisked question that is not applicable to this specific RFP? If there is a question that OSU would consider applicable that we have overridden, will OSU follow up with applicants?
- a. *Please fill out the HECVAT evaluation as completely as possible. OSU will confirm the HECVAT response with the winning proposer only.*
129. Can you please provide more detail regarding needs/expectations for the quarterly business review? We currently do an 'enhanced' report each quarter that provides an additional layer of detail/analytics around geographic delivery and top sites for example. Is this what you're envisioning? Would these quarterly business reviews be per campaign? Or overall for the full scope?
- a. *See Question #55*

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.