

**RFP NO: RFP24-049 DATE: OCTOBER 27, 2023**

**BUYER: Kelly Sloan, Purchasing Manager PHONE: (816) 271-4465**

**ADDENDUM #1**

FUNDING DEPARTMENT: MARKETING & COMMUNICATIONS

EQUIPMENT/SERVICES REQUESTED: MARKET RESEARCH & BRAND DEVELOPMENT

**PLEASE NOTE: SEE BELOW FOR CLARIFICATIONS AND ADDITIONAL INFORMATION: PLEASE SUBMIT THIS INITIALED ADDENDUM WITH YOUR BID RESPONSE.**

1. Will you be providing a complete list of Q&A from bidders?

**Yes, this addendum is a compilation of all the questions received and all the answers.**

1. How many agencies were sent the RFP?

**This RFP was sent to seventeen (17) vendors.**

1. What challenges do you anticipate for this engagement?

**Limited staff capacity and uncertainty about the time required of University staff to help manage this engagement.**

1. Is there a preference for a local agency to conduct this work? Or for an agency with experience working with Missouri colleges and universities?

**The Selection Review Committee will review each proposal and determine which proposal will help the University best accomplish its goal of completing market research and brand development with the best use of limited dollars and greatest potential return on investment.**

1. What criteria will you look at when evaluating the proposals?

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1. It is noted that this work will need to be completed by June, 2024. What is driving this timeline?

**We hope to use the market research and brand development findings to guide our recruitment publications, marketing, and web content as we begin the recruitment cycle for the Fall 2025 semester.**

1. What budget or budget range is anticipated for this project? Is there a not to exceed price?

**We are estimating as a cost $80,000. We will need to evaluate the cost to the benefit and review our budget once the Selection Committee has made their recommendation.**

1. Is there an incumbent firm currently handling this type of work? If so, have they been included in this RFP process? If not, why not?

**There is not an incumbent firm currently handling this type of work.**

1. When was the last time the university went through a process like this?

**2018.**

1. Why is now the right time to pursue these activities?

**It's been five years since the University has engaged in this type of work and during that time, we have experienced several changes, including program reduction and leadership changes.**

1. What research, data, and insights exist to inform the development of audience strategies and personas?

**We will work with the vendor to provide the data available for this project. We've been using Slate for three years and data will be available for the past three admissions cycles, plus enrollment/retention data, job placement data, and data from various student surveys.**

1. What messaging guidelines currently exist for the university?

**Please see our Brand Guide here:** <https://www.missouriwestern.edu/brand/brand-guide/>.

1. Will the selected partner have the opportunity to support the ongoing activities once the brand is launched? If not, how will you accomplish them – in-house? With a pre-selected partner?

**We have not decided about ongoing engagement with the selected partner at this time. We plan for our internal Marketing and Communications team to manage ongoing activities.**

1. Who are the key decision makers for this RFP process?

**The Review Selection Committee will be the key decision makers, which will most likely include staff from Marketing and Communications, Enrollment Management, Academic Affairs, and the President's Office.**

1. Are there any specific KPIs and goals outlined for this project?

**No specific KPIs and goals, however, the overarching goal is to increase enrollment.**

1. Is visual identity development / brand concepting included in the scope, or is this limited to market research, positioning and messaging strategies? - In terms of band concepting - we are interested in learning more about our brand identity so we can differentiate ourselves, but we are not planning to change our logo or wordmark, so visual identity development is not in the scope.

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1. Should pricing be included in the proposal as outlined under response requirements with the timeline (page 3 of RFP), or only included on the pricing sheet provided (page 6)?

**Our intent is that in-depth pricing with more detail be included with the requirements on page 3. Page 6 is your submitted price.**

1. Does MWSU have expectation for on-campus meeting or Zoom or both? If possible, clarify number of required on-campus visits to inform travel expenses.

**We are ok with Zoom meetings but would like to have at least one on-campus meeting - this could be the brand positioning workshop or when the vendor presents key findings from discovery and research. Travel costs will need to be negotiated in the contract to ensure all costs are planned for this project.**

1. What is prompting this search for a new supplier? Do you have a specific project in mind?

**We do not have a current supplier and have not had a consultant assist us with market research and brand development since 2018.**

1. You mention "creative application". Could you explain in more detail what your expectations are for the vendor-partner as they pertain to creative application of the brand? For example, are you expecting a logo redesign? Are you expecting the vendor-partner to create branded templates (presentation slides, stationery, signage, digital ads, etc.)? Might you be looking for help with brand activation and events?

**We're not looking for a new logo, but hope that the vendor can help us think through out to apply the messaging and brand development information toward our marketing and creative design efforts. We are not expecting the vendor to create branded templates.**

1. Regarding "brand promise testing and refinement" we are assuming that we would conduct virtual focus groups with students, faculty/staff, and possible other stakeholder groups. Does this approach align with your expectations?

**Yes, we're hoping for some focus groups for qualitative feedback and some surveys for quantitative feedback.**

1. We are assuming you are not looking for a brand campaign (an ad campaign that includes a concept, a set of ads in various formats (digital, traditional, etc.), and a managed campaign with a media budget). Are we correct in this assumption?

**We are hoping to develop messaging that we could use to create a brand campaign, but we're not asking the vendor to create any assets for us or make any media buys for us.**

THIS ADDENDUM IS HEREBY CONSIDERED TO BE A PART OF THE ORIGINAL BID SPECIFICATIONS AND NEEDS TO BE INITIALED AND RETURNED WITH YOUR BID IN ORDER TO BE CONSIDERED.