



**To: All Vendors Bidding on The College of New Jersey
Advertising Agency of Record**

**From: Anup Kapur
Finance & Business Services**

Date: June 29, 2020

ADDENDUM NO. 1

ISSUE DATE: July 8, 2020

REFERENCE: The College of New Jersey
Advertising Agency of Record
Bid No. AB200039

Date of Original Bidding Documents: June 21, 2020

INTENT: This Addendum forms a part of the Contract Documents and modifies the original Bidding Documents and Prior Addenda if any, as identified above.

VIRTUAL BID OPENING:

Under the provisions of the State College Contracts Law, Chapter 64 of Title 18-A, The College of New Jersey is notifying all contractors planning on submitting proposals for the **Advertising Agency of Record (AB200039)** that due to COVID-19, an announcement is posted on The College's website at <http://bids.pages.tcnj.edu/> providing information to bidders of the bid submission and opening process.

VENDOR QUESTIONS:

1. What spurred the need for this RFP? Why is now the time to find a new advertising partner? Who was TCNJ's previous advertising agency of record?

College purchasing processes require all contracts of this size be rebid after three years. Our previous agency was Furman Roth Advertising.

2. How has COVID-19 impacted Fall 2020 enrollment and recruiting efforts for TCNJ?

It is too early to say. Overall demographics led to a drop-in application this year. After five straight years record applications and enroll both are off slightly this year but much less so than at other colleges.

3. The scope of work identifies multiple advertising segments. Will each of these segments have its own campaign, or will it be one comprehensive campaign?

These will be separate campaigns.

4. What are the respective media budgets for each of these segments? If a budget hasn't been defined, can you share historical media budgets for reference?

Ballpark of spend for fiscal years 19 and 20 was approximately \$580,000 per year.

5. For the institutional brand building segment, who is the identified target audiences?

Target audience for institutional brand building will be in-state parents of high school aged students.

6. How will each of these advertising segments be measured, and how will TCNJ determine success?

Primarily by leads generated.

7. What are the results of TCNJ's previous paid media campaigns? What channels performed well, and which ones did not?

Facebook and Instagram generated the most leads. Keyword searches yielded the highest clickthrough rate.

8. What CRM does TCNJ use? Will the selected agency have access to TCNJ's CRM for either look-a-like targeting, or accepted students targeting during Yield?

TCNJ uses Slate. Agency access is TBD.

9. Will TCNJ provide any additional lists to be used during these campaigns (e.g., feeder high school lists, SAT, GMAT, etc.)?

In all likelihood, yes.

10. The scope of work indicates collaboration with multiple units across the institution. Will the Office of Communications, Marketing & Brand Management have final approval on media plans?

No, each unit will approve its own plan. The Office of Communications, Marketing and Brand Management will approve all creative to ensure compliance to graphic standards.

11. What is the overall project timing for the new campaign(s)? Will these campaigns be launching in Sept for the '20-'21 school year?

Launching in the Fall 2020.

12. Is there a peer reputation component to this campaign?

No

13. We have read and understand the submissions guidelines based on COVID-19, but would like additional clarification on the need to notarize pages as part of the response. Can you please confirm whether or not responses still need to be notarized?

Yes

14. Are agencies able to provide redlines or exceptions to the General Terms & Conditions?

Yes, include with proposal

15. If the agency does not intend to recommend the use of any products, can we exclude pricing for Energy Star products within our response? Please confirm if the need for Energy Star products is relevant for this bid.

Not relevant.

16. Is there preference for a single agency partner to do all work as part of this engagement, or is TCNJ interested in partnering with multiple partners?

Preference is for a single agency. Subcontracting pieces of work is acceptable but should be spelled out in agency's proposal.

17. Page 5 of the RFP states that "no bidder is allowed to offer more than one price on each item". Can you please elaborate on what this means for the scope of work?

Only submit one price per cost sheet

18. Who are the key decision makers for this RFP process? Who will be involved in the review process?

Dave Muha, Associate Vice President of Communications, Marketing, and Brand Management; Catherine Leidemer, Director of Marketing Communications; Chanelle Lester, MBA Director, Michael Ellard, Director of Graduate Studies; Jacqui Milara, Assistant Director of Graduate Studies; representatives from Academic Affairs and Undergraduate admissions may also participate in RFP review.

19. What internal marketing capabilities does TCNJ possess internally? (e.g., graphic designers, copywriters, content creators, web developers, etc.).

TCNJ has all of the listed capabilities, however, we are not looking to take on the work internally, other than web development. Ideally, the agency will have the strength in these areas to handle the associated work.

20. What is the intended division of labor between TCNJ and agency for media buying? Will the agency run campaigns, or just provide strategy and placement recommendations?

Agency will provide strategy and media buying and then will execute campaigns once college has given approval.

21. Is there an incumbent marketing/communications firm participating in this RFP process?

Unknown

22. How would you describe the current TCNJ brand platform? Do you have brand messaging and a narrative/story in place for advertising purposes? Or are you interested in revamping/refreshing the TCNJ brand as part of this RFP process?

We have a brand narrative, but the degree to which that influences the messaging of this campaign is TBD.

23. Will any future creative production be based on an enhanced TCNJ brand, or TCNJ's current brand standards?

We are not looking define or redefine TCNJ's brand as part of the scope of this work.

24. What is the anticipated RFP timeline? When do you anticipate short-listing finalists and having follow-up discussions? When will the bid be awarded?

TBD

25. What are your expectations for finalist interviews? Will these meetings be held remotely/virtually due to the COVID-19 situation?

TBD

26. Knowing that many RFP respondents may be affected by the current state of affairs due to the COVID-19 global pandemic, is it required to print, sign in ink, and ship hard copy responses as stated within the RFP? In an effort to further support your sustainability efforts, can we submit separate technical and cost responses electronically via email?

TCNJ will only accept bid proposals submitted prior to the due date by email in PDF format to purchase@tcnj.edu. Bids Hard copy submissions will be requested prior to contract.

27. Will the selected agency partner have an opportunity to conduct an initial Discovery phase to become onboarded in all things TCNJ, review any existing brand assets and research, speak/meet with key stakeholders/target audiences (remotely), etc.?

We will not be going through discovery process akin to what we went through to define brand. We will spend the time necessary to bring a new agency up to speed with the college's positioning framework and relevant information related to past campaigns and outcomes

28. Who are TCNJ's primary peer and aspirant competitors?

It depends on the program. For graduate, competitors tend to be regional as programs are primarily in-person or have an in-person component. For undergraduate, our competitors range from Rowan University to Rutgers University and to smaller private elite out of state colleges.

29. For scoping/estimating purposes, can you confirm specific deliverables/marketing tactics for Creative Production that should be included in this RFP response? For example: print advertising, web banners, billboards, # of campaign landing pages, video, radio, etc.

In the past, campaigns generally involved search engine marketing, Facebook and Instagram ads, and other geotargeted ads, creation of designated landing page, tracking reports, billboards, radio, and out of

home placements. The exact mix of future campaigns will be part of the strategy to be developed by this contract.

30. What existing brand assets does TCNJ have in place for this RFP? (e.g., brand guidelines, photography, video, etc.).

The college has established brand standards (brand.tcnj.edu) and photo and video assets.

31. When was the last time TCNJ conducted any market research on the institution's awareness/reputation? Do you have any existing research against prospective students, etc.?

2017

32. What are your typical target markets/geographies for undergrad and graduate advertising?

Undergraduate is primarily New Jersey but also includes Westchester, Long Island, Fairfield County Connecticut, Bucks County, and the Philadelphia metro area. Graduate is within a thirty-mile radius of campus.

33. What is your typical annual media spend either in total or between audience segments?

Ballpark of spend for fiscal years 19 and 20 was approximately \$580,000 per year.

34. Do you have a proposed budget or budget range for this proposal and scope of work?

Cannot disclose.

35. Can you provide any additional information on the goals or needs that prompted this RFP? Are there strategies that have been working particularly well for you that you would want to continue?

Goals are to diversify revenue and grow graduate enrollments. TCNJ is not known for graduate programs so campaigns need to market them. Additionally, undergraduate demographics are such that the next several years should prove much more competitive and we need to be more aggressive in marketing those programs as well.

36. What is your CMS?

CMS is Wordpress

37. Are you allowing sub-contractors for this RFP?

Subcontracting pieces of work is acceptable but should be spelled out in agency's proposal.

38. What are the overall budget parameters?

Ballpark of spend for fiscal years 19 and 20 was approximately \$580,000 per year.

39. How many initiatives do you run each Fall / Spring / Summer?

MBA, graduate, and undergraduate.

40. Does the school have MARKET RESEARCH / AUDIENCE RESEARCH / Will they be made available

Yes

41. Do you run both English and Spanish advertisements?

Just English

42. For your OOH campaigns what counties do run in?

Generally, New Jersey, metro New York, metro Philadelphia. We may look more closely at prospect the pool to further refine geography.

43. Does the school have a current / incumbent AOR?

Our previous agency was Furman Roth Advertising.

44. Do you have an all-inclusive budget estimate (media spend and agency services) for the fiscal year?

Ballpark of spend for fiscal years 19 and 20 was approximately \$580,000 per year.

45. What CRM do you currently use?

Slate

46. Will the agency be able to place tracking tags on the TCNJ website for campaign tracking?

Yes

47. What budget guidance can the college provide?

Ballpark of spend for fiscal years 19 and 20 was approximately \$580,000 per year.

48. Can the college share the objectives and outcomes of the High Expectation Campaign?

To diversify revenue and grow graduate enrollments. TCNJ is not known for graduate programs so campaigns need to market them. Additionally, undergraduate demographics are such that the next several years should prove much more competitive and we need to be more aggressive in marketing those programs as well.

49. Can the college share existing brand awareness research?

Will be shared with chosen agency.

50. Does the college plan to be more aggressive in acquiring New Jersey resident students who are currently attending out of state colleges?

No

51. How important is increasing out-of-state student enrollment? If important, what are the priority geographic metro region target areas?

Secondary to New Jersey for undergraduates.

52. Since we are in a Covid-19 world, is the college seeking innovative opportunities to expand student enrollment based on hybrid learning strategies that combine virtual-physical social distancing?

No

53. Will in-person meetings be required? What is the frequency?

In-person meetings will be required once campus is cleared for such visits after reopening. The agency should describe the manner by which it will service this account, including the number of proposed in-person visits per fiscal year.

54. Is there an incumbent firm/vendor who will potentially be responding to this RFP as well?

Unknown

55. Can you clarify the budget available for this scope?

Ballpark of spend for fiscal years 19 and 20 was approximately \$580,000 per year.

56. What are your immediate and long term goals for potential ad campaigns outside of boosting enrollment? More specifically, what is your hierarchy of needs?

Goals are to diversify revenue and grow graduate enrollments. TCNJ is not known for graduate programs so campaigns need to market them. Additionally, undergraduate demographics are such that the next several years should prove much more competitive and we need to be more aggressive in marketing those programs as well.

57. Can the RFP be submitted digitally, or are hard copies required?

Yes, instructions available on our website

58. How many in-person meetings will the client expect while COVID is still a threat? Would primarily virtual meetings suffice?

TBD

59. For our bid to be considered, do we need to be registered to do business in NJ, or can we register after your response to our bid?

NJ Business Registration is required prior to contract, instructions in RFP

60. What is the budget for each of the following initiatives:

- Institutional advertising for brand building
- Undergraduate student recruitment to targeted markets
- Graduate advertisement aimed at promoting TCNJ as a graduate institution and recruitment advertising for its portfolio of graduate programs (Certificate and Master in Nursing; Master in Public Health; Master in Business Administration; Certificate and Master in Education including Master in English and Integrated STEM)
- Potential new programs
- Creative Executions
- Annual media budget

Cannot disclose budget. Ballpark of spend for fiscal years 19 and 20 was approximately \$580,000 per year.

61. Do you want us to provide a budget for the entire year of creative assets for all units? If so, can you provide a baseline of deliverables that you are expecting?

In the past, campaigns generally involved search engine marketing, Facebook and Instagram ads, and other geotargeted ads, creation of designated landing page, tracking reports, billboards, radio, and out of home placements. The exact mix of future campaigns will be part of the strategy to be developed by this contract.

62. Will there be a project manager or point person at TCNJ to help facilitate communication and approvals across different units or will the agency provide that project management?

Agency will provide project management.

63. Can you help us understand the agency's role in relation to the production vendor? *"The agency will develop, design, and produce advertising copy, layouts, designs, web assets, and artwork for advertising placements. Creative is expected to be grammatically correct, error-free and developed in accordance with any agreed-upon direction from the college, including TCNJ's graphic standards and editorial style guide. The agency will deliver such material in a timely manner to the college for approval and then to the vendor for production."*

Agency will send files to vendors and troubleshoot issues with their files as necessary.

64. Will the Q&A be provided to responders via email as well? The RFP states that it will be placed in a newspaper and posted at the Office of Finances & Business Services website.

All vendor responses are included in this addendum.

65. What is your total budget? What is your media budget?

Ballpark of spend for fiscal years 19 and 20 was approximately \$580,000 per year.

66. Is lead nurturing included in this RFP? If so, what is your CRM or marketing automation platform?

CRM is Slate.

67. Does the College have a brand platform?

Yes

68. Does the College have video and photographic assets to support campaigns or are videography and photography part of the RFP?

Video and photo assets are available. However, we are not looking to take on creative work internally. Ideally, the agency will have the strength in these areas to handle the associated work.

69. Who is the incumbent marketing partner? Will this agency be responding to this RFP?

Furman Roth Advertising was past agency. Unknown if they will respond to RFP.

70. How much market research has the College done recently?

Market research was done in 2017.

71. How many campaigns do you anticipate will need to be developed?

TBD

72. Who will be the direct point of contact for the Neff Media Planning and Creative Departments? How many people are on the decision-making team?

Each unit will approve its own plan. The Office of Communications, Marketing and Brand Management will approve all creative to ensure compliance to graphic standards.

Dave Muha, Associate Vice President of Communications, Marketing, and Brand Management; Catherine Leidemer, Director of Marketing Communications; Chanelle Lester, MBA Director, Michael Ellard, Director of Graduate Studies; Jacqui Milara, Assistant Director of Graduate Studies; representatives from Academic Affairs and Undergraduate admissions may also participate in RFP review.

73. How long does it typically take to make final decisions for creative and media planning decisions? (For example, immediately, several days, a couple weeks, etc.)

It depends on circumstances.

74. Detailed analytic reports are presented based off a 4-week time frame after a campaign begins. Do you need additional reporting?

No

75. Do you have existing reporting you can share?

Will be shared with chosen agency.

76. What was your advertising budget the previous two years?

Ballpark of spend for fiscal years 19 and 20 was approximately \$580,000 per year.

77. Please list other higher ed advertising campaigns you've seen that have stuck out to you and why.

Decline to answer

78. Please list what you have been doing in the last two years that you think have worked well and not worked well and why.

Facebook and Instagram generated the most leads. Keyword searches yielded the highest clickthrough rate.

79. What do you foresee as the marketing challenges across your demographics in 2021? (That might be difference per each audience, undergrad, graduate, etc.)

TCNJ is not known for graduate programs so campaigns need to market them. Additionally, undergraduate demographics are such that the next several years should prove much more competitive and we need to be more aggressive in marketing those programs as well.

80. To the best of your knowledge, what is your current brand perception? Does that play in your favor or get in the way of recruitment?

We do not believe there is a negative perception of TCNJ.

81. Are you happy with your existing agency relationship?

The contract term is expiring and the contract needs to be rebid.

82. Does TCNJ have an Incumbent agency you've partnered with?

Our previous agency was Furman Roth Advertising.

83. What is the typical budget range for marketing campaigns?

Ballpark of spend for fiscal years 19 and 20 was approximately \$580,000 per year.

84. Does TCNJ prefer a local or regional vendor?

Interested in evaluating all options.

85. Is TCNJ looking for creative/alternative ways to marketing to audiences during this time?

Interested in evaluating all options.

86. What areas are TCNJ currently reaching successfully through your current medium and what areas do you want to focus on (demographics and geographic)?

TBD by this process

87. Who does The College of New Jersey see as their top 3 peers/competitors?

It depends on the program. For graduate, competitors tend to be regional as programs are primarily in-person or have an in-person component. For undergraduate, our competitors range from Rowan University to Rutgers University and to smaller private elite out of state colleges.

88. What date and time can we expect all question and answers be posted?

88. What is the budget TCNJ is making available for the contracted projects outlined in the RFP? With media purchasing and all creative and production services required, the scope of the assignment is significant and wide ranging, so it is important that we have some kind of idea of what your budget limit or parameters are.

Ballpark of spend for fiscal years 19 and 20 was approximately \$580,000 per year.

89. It appears that there may be a Phase 2 to TCNJ's evaluation of Agencies. After you receive and review all RFP responses, are "oral presentations" to be construed as in-person (or Zoom type) meetings with a select number of Agencies? And, if so, is there an expectation that we present creative work at that meeting?

Type of meeting TBD. Creative (spec) work for this campaign would not be expected.

90. Per the RFP, several departments and Schools at TCNJ will be involved in the review and approval processes when the contract is signed and work is underway. Can you indicate how many different people the Agency will be required to interact with or will there be one key TCNJ point person?

Multiple representatives. Agency can assume at least one point of contact from the Office of Communications, Marketing, and Brand Management, undergraduate admissions, graduate admissions, and each of the graduate programs.

91. Is there an incumbent agency of record?

Our previous agency was Furman Roth Advertising.

92. Will the agency of record have a different point of contact by department or school, or will all communications be funneled through the Office of Communications, Marketing, and Brand Management?

Each unit will have a point of contact and approve its own plan. The Office of Communications, Marketing and Brand Management will approve all creative to ensure compliance to graphic standards.

93. Is there an estimated number of campaigns, both branding and lead generation, that TCNJ anticipates running in FY21?

No

94. Is there a budget range that you can provide for marketing and lead generation campaigns?

Ballpark of spend for fiscal years 19 and 20 was approximately \$580,000 per year.

95. What is your current CRM system?

Slate

96. Does TCNJ regularly conduct any primary research to measure brand building or brand affinity?

Not regularly. Last conducted in 2017.

97. Approach to Budget Allocation:

1. Is there a budget available?

Ballpark of spend for fiscal years 19 and 20 was approximately \$580,000 per year.

2. Is there a seasonality to the way that budget is traditionally spent?
3. What is the average time from inquiry/lead to application?
4. What is the current CPL (cost per lead) and CPE (cost per enrollment)?
5. What is the trend of the last 3 years on Leads, Applicants and Enrollments?
6. What is the goal for growth on Leads, Applicants and Enrollments (%)?
7. What is the current distribution of spending for each institution?
8. What has been the estimated impact from COVID-19? Does this change the marketing strategy in terms of Cost per Enrollment or the radius of students targeted?

Note: Unanswered questions require too much detail to answer at this time.

98. Approach to Media:

1. What are the current main acquisition sources for applicants? Varies by program
2. What's the average drive time for commuters?
3. Are there any media channels or tactics in which you do not want to have a presence?

Media buying will be worked out at time of planning campaign

4. Of the tactics provided in the RFP, what are deemed the most successful? And how is that attributed?

Facebook and Instagram generated the most leads. Keyword searches yielded the highest clickthrough rate.

99. Approach to Creative:

1. What is the ratio of students entering TCNJ who have selected a school or program of interest?
2. What are the largest academic programs offered? What are the most popular majors?
3. Who are the institutions that are considered competitive? Or those whose approach you admire?
4. Do you have any research available that can illuminate the main reasons students ultimately choose TCNJ? Are there any leading indicators of how this may change post-COVID-19?

Note: Unanswered questions require too much detail to answer at this time.

100. Delivery of RFP

1. Please confirm if the submission should still be delivered to the Office of Finance & Business Services, Department of Purchasing or should it be sent via email?

TCNJ will only accept bid proposals submitted prior to the due date by email in PDF format to purchase@tcnj.edu. Bids Hard copy submissions will be requested prior to contract.

End of Addendum No. 1