



**To: All Vendors Bidding on The College of New Jersey
Brand Creative**

**From: Lauren Manning
Finance & Business Services**

Date: December 21, 2022

ADDENDUM NO. 1

ISSUE DATE: January 6, 2023

REFERENCE: The College of New Jersey
Brand Creative
Bid No. AB230008

Date of Original Bidding Documents: December 13, 2022

INTENT: This Addendum forms a part of the Contract Documents and modifies the original Bidding Documents and Prior Addenda if any, as identified above. Acknowledge receipt of this Addendum in the space provided on the Bid Form. Failure to do so may subject Bidder to disqualification.

Vendor Questions:

Question 1: Has a budget been established for this project? If not, can you give a ballpark estimate of what TCNJ expects to spend on this project?

Response: This information is not available at this time.

Question 2: To clarify, when you say you are developing “a creative expression for the existing brand position that will drive a redesign of recruitment and marketing materials,” are you interested in both a re-evaluation of your full visual identity (in line with your current brand position) and the redesign of your recruitment marketing materials? Or is the project solely focused on the redevelopment of the recruitment and marketing materials?

Response: The existing brand position is High Quality; High Touch. The current creative expression is the word Hi paired with descriptors such as Hi Achiever, Hi Performance, and Hi Expectations. The former we are keeping but our admissions team is looking for something to replace Hi. The

scope of work for this project is to develop the messaging/wording to replace Hi and the visuals to go along with that. The project scope is the graphic identity associated with the brand. The college's logos and wordmarks are outside the scope of the project.

Question 3: As you are looking to have the materials in hand by summer 2023, is there a specific month deadline within the summer that is the absolute deadline?

Response: Ideally, we would like to complete the project by July 1 but will look at the timelines laid out by firms in in their proposals to see what is realistic.

Question 4: Can you share the number of firms you are speaking with about this project?

Response: This is a publicly advertised bid – it was advertised in an official newspaper and is posted on the TCNJ's website. Any firm may view this opportunity and submit a bid.

Question 5: Do you have a general budget range in mind in terms of design fees? Even a ballpark figure is fine.

Response: This information is not available at this time.

Question 6: Can you describe the project team to us a little more? Who would be involved in approval processes?

Response: The project team will be led by the Associate Vice President for College Advancement and Communications, Marketing and Brand management, the Director of Marketing Communications, and representatives from the office of admissions. The creative expression will be reviewed and endorsed by the president.

Question 7: Will TCNJ give preference to New Jersey-based companies?

Response: The proposals will be evaluated on the criteria as stated in the RFP.

Question 8: Will TCNJ give preference to minority-owned and woman-owned businesses?

Response: The proposals will be evaluated on the criteria as stated in the RFP.

Question 9: Does TCNJ have an incumbent or preferred vendor in mind for this project?

Response: No.

Question 10: What is the total budget allocated for this project?

Response: This information is not available at this time.

Question 11: Our read is that the final deliverables will all be sample creative executions that your internal team (or someone else) will execute. For example, the viewbook we wouldn't necessarily execute, but we would provide a sample cover and a couple of sample spreads for it. Is this assumption correct?

Response: Yes, assumption is correct.

Question 12: Did you have a prior relationship with an agency or contractor to fulfill these services below? And if so, is the incumbent agency submitting a proposal as well?

Response: A vendor was selected through an RFP process in 2017 to conduct the market research that led to the development of the "high quality-high touch" brand position and the subsequent creative expression of that position, "Hi". That work was completed in 2018. We do not have an ongoing relationship with that vendor and have had no contact with them regarding this RFP, so I can't say whether or not they plan to submit a proposal.

Question 13: We have a national MBE certification pending, would you accept a 58Joralemon certification as proof that we are a minority business in the meantime?

Response: At this time, we consider certification from firms that are registered with the State of New Jersey, Division of Revenue and Enterprise Services. If you would like to register, please visit the New Jersey Division of Revenue and Enterprise Services website at

<https://www.state.nj.us/treasury/revenue/business-cert-program.shtml>. You still may submit a copy of a national MBE certification in case the requirements change in the future.

Question 14: Would we still be able to qualify as a minority business without a certification?

Response: At this time, we consider certification from firms that are registered with the State of New Jersey, Division of Revenue and Enterprise Services. If you would like to register, please visit the New Jersey Division of Revenue and Enterprise Services website at <https://www.state.nj.us/treasury/revenue/business-cert-program.shtml>. You still may submit a copy of a national MBE certification in case the requirements change in the future.

Question 15: What budget range do you have in mind or what budget range do you expect for the project?

Response: This information is not available at this time.

Question 16: What would be considered too high for budget?

Response: This information is not available at this time.

Question 17: We have one very important question, does the agency you hire need to be registered and located in New Jersey? If you are seeking a NJ firm, that is understandable. But if not, there is a bunch of registration we will need to do to qualify. I suppose I should ask this as well, we are not a registered affirmative action LLC, only a small-business certification, will that disqualify us from consideration?

Response: The Agency does not need to be located in New Jersey; however, a New Jersey Business Registration Certificate and Proof of Affirmative Action Compliance will be required of the firm that is awarded the Contract. You will not be disqualified if you are not registered. Please refer to the RFP for all compliance forms required at the time of bid. Failure to complete those forms may disqualify a bidder.

Question 18: Was research conducted after the “High Quality, High Touch” branding was launched? How was the branding received in market?

Response: Research informed the development of the positioning, but the college has not done follow-up market research. The position and the "Hi!" expression of that position has been well received by internal audiences (faculty, students, alumni) and prospective students.

Question 19: You indicate that you are ready to move on from the "High Quality, High Touch" campaign, can you share a bit more detail why this is the case?

Response: To clarify, we're not looking to move on from our brand position, which is that TCNJ delivers a high quality, high touch education. The creative expression of that position ("Hi!") has been in use for five years and in need of a refresh.

Question 20: What is the driving the new brand development? Is there a new 'theme' or brand positioning statement that could be shared?

Response: The brand position was included in the RFP.

Question 21: Can you share a budget or budget range?

Response: This information is not available at this time.

Question 22: Would you consider focus groups and or creative testing for this initiative?

Response: Through the RFP, we are asking firms to recommend the process they would use to produce a creative expression of the brand that will be well received by prospective students and the campus community alike. We are open to all means of achieving that outcome.

Question 23: You referenced attached creative examples of the "Hi" campaign, but we do not see attached. Can you share?

Response: SEE ATTACHMENT

Question 24: Can you share any results from previous campaign efforts? Were there elements/messaging that performed better than other?

Response: The position and the "Hi!" expression of that position has been well received by internal audiences (faculty, students, alumni) and prospective students.

Question 25: What was the impetus for changing the current campaign?

Response: It has been in use now for five years and is in need of a refresh.

Question 26: Can you share the brand positioning or any other primary research, as part of the engagement? Were there elements/messaging that performed better than other?

Response: Not at this stage of the process. Insights will be shared with the selected vendor as part of their discovery process.

Question 27: Are you interested in additional research to uncover insights for new campaign direction?

Response: Through the RFP, we are asking firms to recommend the process they would use to produce a creative expression of the brand that will be well received by prospective students and the campus community alike. We are open to all means of achieving that outcome.

Question 28: Can you share your priority student target demo/geo?

Response: Our target demographic is college-age students with a B or better high school GPA. That puts them in the top 30% of their high school class. Growing diversity is a priority for us. Geographically, 94% of our enrollment is in-state, but we tend to recruit in the Boston to DC corridor, with an emphasis on NY and Pennsylvania. We are also finding success recruiting in California.

Question 29: Can you share a desired budget range for this assignment?

Response: This information is not available at this time.

Creative examples of the TCNJ "Hi" campaign

TCNJ Viewbook

<https://admissions.tcnj.edu/viewbook/>



Advertising

