



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

From: Lauren Manning
Finance & Business Services

Date: July 17, 2023

ADDENDUM NO. 1

ISSUE DATE: July 20, 2023

REFERENCE: The College of New Jersey
Advertising Agency of Record
Bid No. AB240003

Date of Original Bidding Documents: July 6, 2023

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: Can you provide any documentation detailing your current brand guidelines?

Response: Our brand guidelines are available [online](#).

The college's positioning framework is as follows:

Core Identity: **High Quality, High Touch**

- TCNJ is a destination for high-caliber students, faculty, and staff who seek intellectual challenge. We are self-starters who set goals, pursue them with tenacity, and commit to achieve them by performing at the highest level.
- Personal connections and shared experiences are the driving forces of the distinctive TCNJ culture, which places high value on mentorship, engagement, and leadership to deliver a rich, learner-centered experience.

- As a college and as individuals, TCNJ possesses a restless curiosity for exploring new ideas and conducting work that makes a difference. We see an always-brighter future for ourselves, our community, and our world.

Personality:

Smart sharp, inquisitive, engaged; **Ambitious** confident, hardworking, motivated;

Genuine honest, compassionate, reliable

Foundation:

Public Mission; Signature Experiences; Professional Pathways; Vibrant Campus

Question 2: Will you accept separate documentation submitted alongside our proposal e.g. printed case studies and creative portfolio?

Response: Yes.

Question 3: Are you able to confirm your expected budget or historical annual spend for media buying activities? Do you have an anticipated budget split between digital and traditional media?

Response: This information is not available at this time.

Question 4: Can you please divulge what your recruitment targets are for the next 1-3 years? Would you like to target any particular age or geographic groups?

Response: See answer to question 11.

Question 5: Why have you decided to tender for this opportunity now? Please can you confirm what the trigger was e.g. new budget/marketing initiative or a contract coming to an end with the incumbent agency/agencies?

Response: State purchasing rules require this work to be put to bid every three years.

Question 6: Are you able to confirm who your incumbent agency is, how many agencies you work with and whether they will be tendering for this opportunity? In addition, it would be good to understand if the successful agency in this tender will be working with any of your existing third parties/agencies.

Response: Kivvit is our agency of record for institutional brand and undergraduate recruitment advertising. They are certainly welcome to submit a proposal, but I can't speak for them as to whether or not they will. The college just contracted with EAB to handle graduate recruitment marketing, including advertising. That work is separate from the scope of this proposal. The successful agency will not have any interaction with EAB.

Question 7: Will the agency currently contracted to deliver brand positioning work for TCNJ be involved in the production of creative materials for this contract?

Response: The college is working with VisionPoint, a North Carolina-based higher education marketing agency, to develop a new creative expression of TCNJ's brand. VisionPoint is expected to complete its work in mid-October. Final deliverables may include sample digital ads and billboards, which the college may choose to use in advertising placed as part of the scope of this RFP. Or, we may have the successful agency design ads based on campaign guidelines developed by VisionPoint. The successful agency will not, however, be working with VisionPoint, as their contractual obligation to the college ends with the delivery of creative concepts and guidelines.

Question 8: What CRM do you currently use to manage recruitment activity?

Response: Slate

Question 9: What are your priority DMAs (ranked if possible)? Are there any specific geographies you've identified as opportunities?

Response: New York and Philadelphia

Question 10: Who would you consider your five main competitors?

Response: Rutgers, University of Delaware, Rowan, Seton Hall, and NJIT are the top schools that enroll students who were also admitted at TCNJ.

Question 11: Would you like to increase enrollment across departments equally, or are there any programs or majors you'd like to target specifically?

Response: We'd like to increase applications, but we're not looking to grow enrollment at the undergraduate level. Geographically, we're targeting New Jersey; Rockland, Westchester, Nassau and Suffolk counties in New York; and Bucks County in Pennsylvania.

Question 12: Is there any type of budgetary guidance for the RFP

Response: This information is not available at this time.

Question 13: Did you want us to suggest the marketing plan and share the suggested budget and why and what tactics, but are you willing to be open based on further conversations?

Response: No. We're not looking for a marketing plan or suggested budget as part of a proposal.

Question 14: Will The College of New Jersey give preference to New Jersey-based companies?

Response: No

Question 15: Will The College of New Jersey give preference to minority-owned and woman-owned businesses?

Response: No

Question 16: Does The College of New Jersey have an incumbent or preferred vendor in mind for this project?

Response: See response to question 6.

Question 17: What is prompting this search for a new supplier?

Response: State purchasing rules require this work to be put to bid every three years.

Question 18: In lieu of complete resumes (or completing the provided form/attachment), would narrative bios suffice to demonstrate the qualifications of key personnel?

Response: Yes

Question 19: What is the budget allocated for this project?

Response: This information is not available at this time.

Question 20: What has been The College of New Jersey's media/advertising spend each of the last four years? Can you share with us a ballpark breakdown between traditional and digital media?

Response: In the last three years, our media/advertising spend has grown from \$580,000 per year to over \$1,100,000 per year. In our most recent spend, the split was approximately 60 percent traditional (OOH) and 40 percent digital.

Question 21: How has the ever-changing education landscape impacted your enrollment numbers?

Response: As is the case with most institutions of higher education, it has become increasingly challenging to reach the application numbers of prior years. However, our actual enrollment numbers remain relatively strong.

Question 22: In your opinion, what is your biggest challenge right now?

Response: increasing brand awareness and applications in an incredibly competitive undergraduate marketplace

Question 23: What strengths are important to you from your selected agency partner?

Response: consistent communication, creative thinking and execution, strong knowledge of both appropriate media landscape and competition/challenges within higher-ed arena, ability to maximize budget and adjust strategy as needed, superior attention to detail

Question 24: How current is your existing research? Are you willing to share research, data, and insights with offerors? Will there be any need to conduct new research?

Response: Our most current undergraduate market research is from 2017, and we can share. The need for new research is TBD.

Question 25: What type of goals has The College of New Jersey already set for this project?

Response: Our highest-priority goals are increasing brand awareness and applications.

Question 26: What is the expected timeline? When would The College of New Jersey like to be in market?

Response: We would like to launch in fall 2023.

Question 27: How many campus visits is The College of New Jersey anticipating?

Response: Agencies are asked to recommend a process, including campus visits, as part of their proposal.

Question 28: On page 5 under 'Pricing' it says "All pricing should be provided per the scope of work/attached cost sheet," but there was not cost sheet included. Can you confirm if there is a cost sheet that is missing from the RFP documents?

Response: There is no cost sheet.

Question 29: **IN-HOUSE MARKETING CAPABILITIES** — Within the Office of Communications, Marketing, and Brand Management—we see via <https://communications.tcnj.edu/> that your team spans creative service, media relations, and web. Please provide clarification on in-house team structure and roles by function.

Response: The associate VP for college advancement/chief communications and marketing officer oversees the entire office. Remaining structure/teams:

- Administrative team: director of administrative operations, coordinator of administrative operations, design specialist
- Marketing specialist
- Story team: digital content editor; head media relations officer; editor, TCNJ Magazine
- Creative team: director of marketing communications; associate director, creative services, photographer/videographer
 - Web team: senior web designer, senior web architect, web content manager, front-end web developer

****Primary advertising contacts:** AVP, marketing specialist, director of marketing communications

Question 30: **BRAND + VISUAL IDENTITY** — Was the current visual identity <https://brand.tcnj.edu/> developed internally or by an external partner? Please confirm that all creative campaigns shall work within the existing brand and visual identity.

Response: See response to question 7.

Question 31: **BRAND + VISUAL IDENTITY** — Was the existing visual identity built upon on a brand platform? In other words, does the college have a foundational brand strategy and positioning?

Response: See responses to questions 1 and 7.

Question 32: **CAMPAIGN CONCEPTS** — Does the college anticipate advertising efforts to be primarily targeted campaigns, or are you looking for a new institution-wide brand campaign? If the latter, are you looking to remain rooted in the existing brand or to make a splash with new, bold creative?

Response: See response to question 7.

Question 33: **RESEARCH** — What existing audience or market research has TCNJ conducted to date? Will this be provided to the awarded partner?

Response: See response to question 24.

Question 34: **STAKEHOLDERS + DECISION MAKERS** — Who are key stakeholders and decision makers in this process? Who will be the primary point of contact throughout the duration of the project?

Response: The agency will primarily work with the Offices of Communications, Marketing, and Brand Management and Undergraduate Admissions, but may be called upon to work directly with individual schools on smaller school-based campaigns including but not limited to the School of Engineering and the School of the Arts and Communication.

In all cases, the agency must obtain approval from the Office of Communications, Marketing, and Brand Management for all final layouts, copy, or artwork, regardless of college client, before releasing any final material.

Question 35: **CURRENT + PREVIOUS PARTNERS** — Has the college previously worked with an advertising, media, or creative partner? Why is now the time to prioritize finding a new partner as advertising agency of record

Response: See responses to questions 6 and 5.

Question 36: **TIMELINE** — Aside from general annual enrollment timelines, what key initiatives and associated dates should we be aware of as part of overall institutional advertising planning over the next year or two? (e.g., capital campaign, strategic planning initiatives, etc.)

Response: [TCNJ 2027: Extending Our Excellence](#) is our current strategic plan; we are in year two of the implementation plan. Related marketing goals pertain primarily to enhanced brand awareness and increased applications.

Question 37: **GOALS** — You've provided examples of short-term and long-term goals. Has the college drilled down into more specific goals or metrics as it relates to enrollment or awareness generated by advertising?

Response: Again, increased applications — as well as greater yield success — are primary goals. More specific goals and metrics will be discussed with the selected agency.

Question 38: **BUDGET** — In order to develop an overall project plan aligned with the needs of the College, please share budget requirements including annual breakdown for agency fees, production, and media buying as available.

Response: This information is not available.

Question 39: **ON-CAMPUS VISITS** — How often do you ideally expect the selected partner to be on campus beyond the initial kickoff and discovery?

Response: See answer to question 27.

Question 40: **SUBMISSION FORMAT** — Are vendors permitted to submit additional materials and assets along the proposal submission? (e.g., a link including video materials)

Response: Yes

Question 41: **TERMS** - Will the college permit proposed redlines to the contractual terms?

Response: Please submit proposed redlines with your bid proposal.

Question 42: What precipitated the RFP?

Response: See response to question 5.

Question 43: For this year and year before, what was the percentage split in media spending between digital and traditional?

Response: See response to question 20.

Question 44: What is the overall advertising budget (media + creative) associated with this RFP? Does this budget include agency fees?

Response: See response to question 20; agency fees are not included.

Question 45: What was TCNJ's marketing budget for last year and the current year?

Response: This information is not available at this time.

Question 46: Who is your current agency? Is your current agency participating in this RFP?

Response: See responses to questions 6 and 5.

Question 47: How many agencies are you planning on inviting as finalists?

Response: We do not have a preconceived plan for the number of finalists.

Question 48: CREATIVE – what is level of assistance in creative services, content production, advertising and collateral copywriting you will require?

Response: TCNJ's team has all of the listed capabilities but is not looking to take on this work internally. Ideally, the agency will have the required strength in these areas to execute any such work.

Question 49: Are you looking for the agency to develop new creative concepts for future advertising campaigns?

Response: See response to question 7.

Question 50: Can you approximate how many executions you will need for digital display, video, banner ads, social media graphics?

Response: TBD

Question 51: What is the estimated start date for the agency awarded this contract?

Response: Estimated date is on/about October 1, 2023.

Question 52: Will the selected agency work with multiple contacts and departments representing the various college/campuses or with one central client marketing team and director?

Response: The agency will primarily work with the Offices of Communications, Marketing, and Brand Management and Undergraduate Admissions, but may be called upon to work directly with individual schools on smaller school-based campaigns including but not limited to the School of Engineering and the School of the Arts and Communication.

In all cases, the agency must obtain approval from the Office of Communications, Marketing, and Brand Management for all final layouts, copy, or artwork, regardless of college client, before releasing any final material.

END OF ADDENDUM NO. 1