



To: Prospective Supplier

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Subject: Request for Proposal #215-36
Advertising Agency for Image/Brand Campaign

Addendum #1: Follow Up Questions and GVSU Responses

- 1. When an agency is invited to participate in Phase I, are they also responsible for the execution of those creative elements? Or, are you planning to take the creative concepts to the in-house GVSU creative team for execution?**

Phase I execution is the concept materials only as outlined in the RFP. Phase II details the things that would require full execution by the agency selected from the Phase I round. Everything else will be handled in-house.
- 2. Do you have a preference for an agency based in Michigan?**

We don't have a specific preference for a Michigan based agency. Familiarity with regional universities of our size or direct familiarity with GVSU certainly helps, but we aren't excluding any great creative team at this point.
- 3. Have specific goals been defined for GVSU's student recruitment and fundraising initiatives?**

We'll share goals for recruiting and fundraising with the agencies selected in Phase I during the first download meeting with us.
- 4. Has GVSU established a budget for Phase II? If so, will the University be notifying agencies of the budget prior to the proposal submission deadline?**

No budget has been set. We need to see the estimates with as much specificity as possible for each item. We want to see what the estimates are to get a relative idea of extended costs of working with different agencies.
- 5. Want to confirm that agencies are not expected to provide spec creative prior to Phase 1.**

Correct, the spec work is presented during Phase I and we will pay you for it.

6. **Phase I, Question 1, Item d., Video: section states that video concept MAY be executed down the road. Is agency being asked to provide cost of the final video in its initial response to the RFP?**

Not at this time. Only the things listed in Phase II will be executed by the agency in this time frame based on what we know right now.

7. **In agency's upcoming estimates for Phase II's required elements, please confirm that full-run production costs for printing and photography, for example, are beyond the scope of the estimate -- in other words, not part of the estimate.**

Correct. Those costs will vary based on the concept selected so we didn't think it made sense for you to estimate that up front.

8. **Is it permitted to submit estimated price ranges for both phases as described in the RFP, rather than a specific price estimate?**

We'd like as much detail in the pricing estimates as possible. It's to your advantage to provide as many specifics as possible.

9. **What is the mix of professionals that a selected agency would be working with in Phase 1 and Phase 2? Are these individuals also members of the selection committee for both Phases?**

Primarily Institutional Marketing and Development communications team members. Yes, involved in both phases.

10. **Who are the key decision makers in selection of Phase I and Phase II?**

Key decision makers in the selection of the Phase I agencies will be Rhonda Lubberts, head of Institutional Marketing, and Nancy French. Selection of the concept and Phase II agency will be broader based and will include senior management.

11. **What is the University's satisfaction level with the current campaign "Find"? What brand or image challenges have brought GVSU to seek a new overall image/brand campaign?**

We are currently enjoying a great deal of momentum as a university so we are on the right path.

12. **Is there any aspect of the "Find" campaign that the University wishes to continue in the new campaign, or are you looking for something completely new?**

Something new, but a logical evolution from where we've been.

13. **Is there a graphic standards guideline for the "Find" campaign? If so, what information can be shared about it? Table of contents perhaps?**

The university graphic standards apply to "Find". See at www.gvsu.edu/identity/

14. **What agency assisted GVSU in the development of the "Find" campaign? Is the partner who helped develop "Find" still actively engaged with the University? Are they supporting University Development efforts?**

There is no real incumbent agency, most work done in-house.

15. **Where is the University in its fundraising campaign?**

Just in the planning stages. Strategic direction in place.

16. **Would GVSU be open to an additional, deeper discovery/download period for a campus visit with key stakeholders associated with Phase II?**

Yes, but you will have quite a bit of what you need in the Phase I download. Preference will be given to those who can get up to speed on GVSU quickly due to knowledge of regional universities of our size and/or GVSU specifically.

17. **We noted that there are no enrollment/admissions deliverables for Phase II implementation, despite a deliverable currently noted for Phase 1. Will there be an enrollment/admissions component for Phase II?**

Not at this time.

18. **On page 4, under RFP Proposal Requirements and Considerations, bullet point #7, agency is asked to provide three references for projects comparable to GVSU's. Should the "body of work" affiliated with each reference be included?**

Just the reference contact information is fine.

19. **On page 4, under RFP Proposal Requirements and Considerations, bullet point #8, the evaluation criteria includes "assessment of creative competency." Given that the proposal does not ask agencies to provide samples of existing or spec creative, in what manner will "creative competency" be assessed?**

We can evaluate most creative work based on your website portfolio and you are welcome to provide any additional links that would be helpful to help us assess your work in more depth.

20. **What is the one thing GVSU is really looking for? Are you looking for a change in reputation?**

GVSU is looking for creative horsepower and an evolution, more of an increase in impact leading to awareness of our position/culture versus a radical change.

21. **Does the 5-page limit refer to 5 single-sided or 5 double-sided (essentially 10) pages? Does the page limit need to include the two forms that are included in the RFP, or are those to be included separately?**

Single sided, please. Does not include the forms. Links to information about your agency online can also be provided.