



Purchasing Services

PROPOSAL #P05-068

PROVIDE ADVERTISING/MARKETING SERVICES
FOR UMDNJ, UNIVERSITY AFFAIRS

ADDENDUM #1

June 28, 2005

The University of Medicine and Dentistry of New Jersey is seeking contractors to provide Advertising/Marketing Services for UMDNJ, University Affairs, scheduled to open on July 7, 2005 at 2:00 P.M.:

I. Answers to questions received during the Non-Mandatory Prebid Conference held on June 22, 2005

1. **Question:** The new campaign is being built on the current marketing theme does that mean that there can be no changes allowed or accepted to the theme?

Response: We believe there has been significant enhancement to the UMDNJ brand using the "Resource for Life" and the tag line for research education and healthcare statewide. We would like to see a continuation of that theme for agencies but would also like to see other themes that agencies would like to suggest.

2. **Question:** Do you feel that research, education and healthcare are of equal importance in communicating?

Response: Yes, the University has four main mission areas research, education, healthcare and community services, as part of our strategic plan. Our marketing efforts are geared to support those aspects.

3. **Question:** Where can we get copies of the current advertisement that was done?

Response: The current advertisement is attached and on the Purchasing webpage at: http://www.umdj.edu/purchweb/vendors/vendor_current_bid.htm

4. **Question:** Is it possible to see the creative strategy research and any results associated with this theme line and the creative plan this theme line was formed? Can we get copies of the current theme, strategy research and results?

Response: Yes, see response to question 3.

5. **Question:** Is there any formal research done on the campaign to measure awareness before they started the campaign and after the campaign was done?

Response: Yes, the Eagleton Poll was conducted to measure awareness before and after the campaign and the information is attached and on the Purchasing webpage referred to in the response of question 3.

6. **Question:** What is the object of the engagement to increase awareness? How would you state the objective? How much of that object is derived by previous research? What has been accomplished? What would you like to see accomplished and who exactly is the target for the awareness? (Is the awareness for recruitment requirements?)

Response: We expect the campaign to address more than just broad consumer advertising. The objective is to increase brand awareness of the general population and other specific groups, potential faculty, education, researchers, elected officials and other constituents for the university. In the past we had a broad communications campaign that made impact. We want to reinforce the current brand campaign and go deeper into some very specific audiences and we want the campaign to address those audiences.

7. **Question:** Do you want the campaign to bring in patients?

Response: Healthcare is a piece of the campaign, the University is not just a hospital, we have a hospital but the focus on the hospital is only one part of our mission for this campaign.

8. **Question:** Is increase in student enrollment and faculty part of the agenda?

Response: Yes, both and we are working with the deans to identify which areas particularly need more enrollees not just numbers of enrollees but also quality of applicants.

9. **Question:** In reference to regional awareness for the campaign what is your geographic scope? Do you want to expand just within the state, regional or to the tri-state area and national?

Response: We want to increase the awareness within the state and also to expand to the tri-state area, regional and partly for national awareness in regard to recruitment of faculty.

10. **Question:** In part of the campaign are you looking for collateral materials as well as basic advertising?

Response: No

11. **Question:** If you had to prioritize audiences to talk to, who would be number one?

Response: The general public is our primary focus, but we have so many audiences that we want to do more targeted marketing for professional journals, trade journals and the kinds of publications that the executives of pharmaceutical markets might read. We would like to see that as part of any plan that would be proposed to us in your response.

12. **Question:** In targeting pharmaceutical executives, what is the goal?

Response: The University has a very robust research infrastructure. However, we are not achieving the degree of penetration of attracting research dollars to our researchers and we are finding that the New Jersey pharmaceutical companies are going out of the state directing their research efforts. We are trying to raise our awareness among the decision makers within pharmaceutical and biomedical industries to think of UMDNJ and our research capabilities when they are looking to redirect their efforts.

13. **Question:** In terms of the current marketing theme that you want to keep, would that be incorporated as a tag line to be carried throughout the new campaign or can we come up with a completely different campaign.

Response: Yes, provide how you can integrate it with the current theme and you can provide any new ideas if you decide to submit a new them and give reason explaining why.

14. **Question:** Whom would you regard as a chief competitor of UMDNJ? Where does UMDNJ rate in awareness perception in New Jersey as aided or unaided.

Response: We have no competition; UMDNJ is the largest public health sciences university in the nation. According to the Eagleton poll survey, UMDNJ has a rating of 51% in unaided awareness in New Jersey.

15. **Question:** Are there any negative perceptions that the University needs to overcome?

Response: No, nothing specific.

16. **Question:** Are you looking for any types of advertising templates for the individual schools or just an overall organizational advertising plan?

Response: No, anything that is decided on, we would like to be used in all areas with the main campaign.

17. **Question:** Was the student campaign effective and do you have any hard results of the campaign?

Response: Yes, but we do not have any hard results.

18. **Question:** Is the Eagleton study or any other tracking study to be included in the budget or is this to be funded separately? Do you have an on-going tracking study or just the Eagleton study?

Response: This will be funded separately all research is separate funding. We have used the Eagleton poll over the past 10 years.

19. **Question:** Can you provide what other types of research have been conducted?

Response: Other types of market research that has been conducted was a student survey, an external telephone survey with faculty alumni. The last survey was conducted in 2001; we plan to have more in the future including internal focus groups.

20. **Question:** Will you share prior year media plans? Are there any media buys that you are aware of?

Response: The prior year media plan is included in the original creative strategy campaign and we expect your response to include your media plan to accomplish the goals we are bidding in this request. No.

21. **Question:** What is the timing for the award of this request? When will the project start?

Response: After the opening, evaluations will be conducted of the responses, scheduling of vendor presentations to be completed by the end of July and an award recommendation in early August. The project will commence in September or October of this year.

22. **Question:** What is considered as special projects?

Response: Work that is outside the scope of work outlined in the RFP.

23. **Question:** What is meant by the implementation period versus contract period?

Response: The contract period is the duration of the contract for services and the implementation period begins when the plan is completed and approved by the University.

24. **Question:** Is the media plan part of the budget section or the management overview section?

Response: Your response for the media plan should be included in both sections.

25. **Question:** Is there a preference of what media you would like to work with, radio, TV, etc.?

Response: Bidders are to provide which media is suggested to be the best.

26. **Question:** Is there a set-aside requirement for minority and/or women owned subcontractors?

Response: No

27. **Question:** Do you have weights or percentages on the criteria that you would consider more important than others?

Response: The weights have not been set yet, they will be decided prior to the opening and this information is not given out to the bidders.

28. **Question:** Does fully loaded include all billable rates? Does the commission percentage for media buy include production services? How do the labor rates get evaluated?

Response: Yes, this is for all-inclusive costs. Yes, production should be included in the labor rates. It is used in the evaluation for comparison of the rates from the bidders.

29. **Question:** Are you expecting to see any creative materials in the proposal process?

Response: Yes, see section 5.6.7 of the RFP

30. **Question:** Do we need to provide resumes for photographers that may be used as a subcontractor?

Response: No

31. **Question:** Do documents need to be notarized?

Response: No

32. **Question:** Is there any grievous position regarding hiring a New Jersey company instead of a non New Jersey company?

Response: No, this request is not set-aside for New Jersey vendors only.

II Answers to written questions received prior to the Non-Mandatory Pre-bid Conference.

Connelly Partners Questions:

33. **Question:** What firm handled the advertising over the last few years and developed the current tagline---"Resource for Life. Research, Education, Healthcare, Statewide."

Response: Dana Communications

34. **Question:** Where can we find copies of the advertising associated with this line?

Response: See response to question 3.

35. **Question:** Is it possible to see the creative strategy, research, and any results associated with the line?

Response: See response to question 3.

36. **Question:** Is it possible to see the media plan that brought the line to market?

Response: See response to question 3.

37. **Question:** Is it possible to see the top bid from that last RFP for UMDNJ advertising and marketing, and read the report that rated all the bids---I only ask for this report and bid because the State of New Jersey Purchase Bureau allows companies access to all bids and evaluations after the process.

Response: All Bid files are public information; you must make an appointment with the buyer listed below to review the previous bid file.

The Corporate Communications Group Question:

38. **Question:** What, specifically, is the goal of the campaign? I.e. is it to promote recruitment and academics to students or is it that, plus promoting the breadth and scope of healthcare services to the general public as opposed to appealing to students, etc.?

Response: See response to question 6.

Dana Communications Questions:

39. **Question:** Page 9, section 3.1.3 Please identify the primary targets you want to reach? Are there specific objectives?

Response: See response to question 2.

40. **Question:** Page 17, section 4.20.3, Certification & Disclosure Requirements, Could you confirm that the proposal is to simply contain the completed form(s) in the appendix (Form DPP 134-C&D)? We don't actually submit those forms ourselves to the Executive Order 134-Review Unit until a contract award is made, correct? (The submission form that is on the state site that accompanies the certifications would require an award amount and reads as if the contract has been granted.) When you refer to submitting certificate(s) with the bid proposal, are you referring to the completed forms (Form DPP 134-C&D)?

Response: The mandatory forms that are required to be returned with your bid response are located in section 5.5, Section 1 – Forms. The forms are submitted to the state for approval for the bidder that is selected for award only. The forms are not required to be certified.

Aloysius Butler & Clark Questions:

41. **Question:** Page 2, section 1.1.2 Does the assignment include collateral material? Will any logo work be necessary?

Response: See response to question 10. No, the current UMDNJ logo will be used.

42. **Question:** Page 2, section 1.2 Will advertising templates be necessary for the individual schools? Please provide additional details on the target audience. Primary/secondary, demographics and their geography. History of school's enrollment over the past five years? To what do you attribute your results (good or bad)?

Response: See responses to questions 2, 4, 9 and 16.

43. **Question:** Page 19, section 5.5.6 Executive Order 134, Certification and Disclosure – What should we give as the “Solicitation Number” on the top right of the form?

Response: The Solicitation Number is the Proposal # P05-068.

44. **Question:** Page 21, section 5.6.5 Should a detailed media plan be included as part of the budget? Are there guidelines for how much should be allocated to media, how much to print, etc.?

Response: See response to question 24. There are no guidelines on how much to allocate for media; bidders are to provide what they would spend.

45. **Question:** Page 32, Business Associate Agreement, What should we give as the “Name of Agreement” on the first line?

Response: The Name of Agreement is Proposal #P05-068, Advertising/Marketing Services for UMDNJ, University Affairs.

Grafica Group Questions:

46. **Question:** Section 1.1.2 Intent, It is stated that UMDNJ wants a continuation of an image/branding campaign to support the institution’s strategic objective of increased visibility, name recognition and understanding of the mission among the general public and key audiences. The new campaign is to be built upon the current marketing theme. Resource for life, Research, Education, Healthcare, Statewide. What is meant by the term “marketing theme”? Is it meant that “Resource for life. Research, Education, Healthcare, Statewide.” is to act as a tagline in the advertising? Can UMDNJ share the research that was done during the original branding exercise, which led to this theme?

Response: Marketing theme is the image branding campaign that was used to heighten awareness of UMDNJ. See responses to questions 1 and 3.

47. **Question:** Section 3.0: Scope of Work, Is research a part of the scope of work? Should it be included in the budget? Does UMDNJ have an ongoing tracking study? IF so what is the nature of the study and how often is it administered? Can UMDNJ share the prior year media plans? Can UMDNJ share the target audience information? Are there specific markets of focus, geographic or demographic? Is B-to-B advertising a part of the advertising and media effort?

Response: See responses to questions 9, 18, 19 and 20. B-to-B is not a part of the advertising and media effort.

48. **Question:** Section 4.1.1 Contract Term, The contract will be awarded for one year, commencing from the date of the award. Can UMDNJ approximate when that start will be?

Response: See response to question 21.

49. **Question:** Section 5.7.8 Subcontractors, Is there a set-aside requirement for minority and/or women owned and/or small business (as defined by the New Jersey Department of the Treasury)

Response: See response to question 26.

BIDDERS MUST RETURN THE ENTIRE COMPLETED PROPOSAL RESPONSE INCLUDING ALL FORMS COMPLETED AND NO QUALIFYING STATEMENTS OR EXCEPTIONS WILL BE ACCEPTED.

Please contact Denise Council at (732) 235-9060 if you have any questions regarding this addendum.

ALL OTHER TERMS AND CONDITIONS OF THE ORIGINAL SPECIFICATIONS REMAINS UNCHANGED.

END OF ADDENDUM.

ATTACHMENTS