

## Marketing and Advertising Questions and Answers

1. Can the final soft copy be submitted on a flash drive instead of a CD? **Yes.**
2. Will potential bidders be able to review a brand guide and graphics manual? **DSU's branding guidelines can be provided. However, DSU is requesting that all bidders research the University, therefore, being able to further ascertain our brand, mission, vision, and core values.**
3. Will potential bidders have access to examples of current creative of email and online advertising? **This information will not be provided as we are looking for a fresh, non-templated approach. DSU seeks vendor ideas as to how they foresee the University's email and online advertising strategy to "look."**
4. In the section outlining the Scope of Work you asked for us to cost out Video Assets for use in webisodes, social properties and other venues. Do you have an idea of how much footage you would need to shoot or how many webisodes and length of programming you would like to be produced? **We don't currently have an exact amount that we have targeted. We are looking for the potential vendor to give us their unique strategy/recommendations that would assist DSU in creating a robust digital presence. A tiered strategy/cost approach is acceptable.**
5. In the same section you have Paid Media called out as the last deliverable on your list. Can we assume that this section is referring to the chose agency planning and buying the media for this effort? The selected vendor would handle the planning and buying for social media, Google Adwords, or Facebook advertising. **DSU is requesting planning but is also asking that bidders provide their best estimate of the actual buys based on a plan they suggest.**
6. In the RFP you mention that you will post answers to all of these questions online by Friday. Where would we be able to find this online portal? **Q&A's will be sent to all individuals that submitted questions and will also be posted with the original RFP posting on <http://bids.delaware.gov/>.**
7. When would the contract end? **The contract will end on October 31, 2015.**
8. Would you like a cost estimate? **Yes, we would like a cost estimate.**
9. In the "Scope of Work Details" section, under e-marketing you ask for (3) examples: are these the only examples you are asking to be included in the portfolio? You do not need examples of video work or social media campaigns, etc.? **DSU is requesting three work samples in total.**
10. **Budget:** Can you provide a budget range we should work with for the SOW represented in the RFP? Based on historical precedent, currently available funding, or other factors? **A budget will not be provided at this time and costs will be negotiated with the selected bidder. Please be advised that a monthly retainer is not provided in addition to this contract price.**
11. **Budget:** Costs for media buys in #13 (page 7) could vary greatly depending on time of year, whether buys are national or local and other negotiating factors. Is there any more detail, history or expectation you could provide so we can estimate costs more precisely? Or is this

request that we provide the cost of planning but not the media buys themselves? **DSU is requesting planning but is also asking that bidders provide their best estimate of the actual buys based on a plan they suggest. The University is aware that market conditions might change and is reasonably flexible to responding to such change.**

12. Subcontracting: We have these capabilities in house; however, are you open to subcontractor partners for parts of the SOW? **DSU is open to the use of subcontractor partners who possess the necessary expertise to complete projects.**
13. Hardcopy sample clarification: You mention on page 5 you would like three (3) hardcopy samples of work “in each scope of work” covered by the RFP. Can we assume this means 3 overall for the entire SOW described on page 6-7? Or three samples for each type of marketing services, which would it seems would be cumbersome (3 x 13). We also see that 3 E-Marketing samples are also requested under #1. Is that the same request at the “3 hardcopy samples” requested on page 5? **Yes, three samples of work in total are required.**
14. Existing creative: you mention that this scope will be leveraging existing branding and creative. Is there any specific reason you wanted to scope this separately from those assignments? In other words, are you looking for another vendor for any reason beyond strategic and tactical/executional expertise? **DSU is seeking a new contract as the previous contract is nearing completion. A new contract is required in order to ensure minimal disruption in marketing of DSU@Wilmington. The University will be looking at all bidders as potential partners (not sure if we can say this).**
15. RFP Delivery: You mention the soft copy should be delivered on CD; would a USB drive also be acceptable? **Yes.**