



Written Questions and Answers
 Marketing and Creative Services
 RFP UK-2419-24
 Closing Date: 03/20/2024
 Today's Date: 03/04/2024

No.	Question	Answer
1	How many projects does the University have slated for 2024?	Unknow at this time.
2	What types of projects are they planning?	Our projects are diverse and broad, encompassing the creation of annual reports, graphic design initiatives, and digital content development. These endeavors are linked to, but not limited to, various initiatives such as program expansion, seamless grant implementation, and other strategic initiatives.
3	What is the projected mix of traditional print projects versus digital campaigns and video production?	The majority the campus spend is digital with traditional tied to our athletics programming. The UKHC spend is a blend of both of both digital and traditional.
4	What percentage of the projects are for UK HealthCare and UK Athletics, respectively?	UK Healthcare is the majority spend, followed by Main Campus, then Athletics.
5	Will the contractor work on projects for both UK HealthCare and UK Athletics?	Yes, the vendors we are seeking would be invited to work on projects for main campus, health care and athletics.
6	Will priority be given to contractors in Kentucky?	See section #5

7	<p>Executing a media plan is mentioned with your agency of record but in the financial section, there's a line item for media buying.</p> <p>a. Is this media placement?</p>	Yes. Media placement for ad hoc projects; the agency of record will handle student recruitment and institutional campaign media placement.
8	<p>Is there a photographer on staff, a library of existing images and previously purchased stock?</p> <p>b. Will new partners be responsible for shooting new photography</p>	The university employs several photographers. We also have an extensive photo library. The agency is not expected to shoot new photography unless requested by the client.
9	Will preference be given to firms in Kentucky?	See section #5
10	For video production, are you looking for firms to provide videography (strictly documenting an event) or services related to concept/story development in addition to production and post-production?	We are seeking the latter; produced pieces that ladder up to the brand. We are not seeking vendors to document an event. Those will be hired in one-off instances.
11	Please explain what you expect to go onto the flash drive for Technical Proposal and Financial proposal.	Your response
12	Please explain what a fixed price is. It is very hard to quote a fixed price without knowing what the project is. How long is the video? How far is the travel? Are their graphics and animations in the video? Is this HD or 4K? Is this a live event?	We ask that you provide your agency's best offer on hourly rates by type of work (creative direction, strategy development, graphic design, etc.).
13	If you are wanting an hourly rate why are you asking for a fixed price in 7.0. Wouldn't you just go with the hourly rate for service?	We ask that you provide your agency's best offer on hourly rates by type of work (creative direction, strategy development, graphic design, etc.)
14	What kind of video production services are you looking for (animation, campaign, brand anthem, digital	Typically a video that is shot and edited according to the brand

	series, broadcast TV ad, etc.)? Is there a specific time length that you're looking for the videos to be(ex: up-to-3 minutes)?	standards; under 3 minutes. Perhaps interview, broll.
15	Could you please provide a creative reference that aligns with your vision for these videos?	Typically a video that is shot and edited according to the brand standards; under 3 minutes. Perhaps interview, broll.
16	Are we able to connect on a call to introduce ourselves and learn more about your creative vision for these projects, before submitting our proposal?	No.
17	Have you worked with any video production partners in the past? If so, what has been your experience? Are there any challenges/obstacles that you encountered?	While we agree it is useful to know this type of information, we feel that is more appropriate to share that type of specificity at a later juncture in this process--not at this initial stage. To that end, at this initial juncture, please focus your initial submission on scope outlined in the RFP that showcases work and examples that you have successfully created to date.
18	Do you have a budget range allocated for these video projects and if so, are you able to share that range?	As reference,: A video that is shot and edited according to the brand standards; under 3 minutes. Perhaps interview, broll.
19	Where are you planning on distributing these videos? Do you have specific audience targets or CTA's that you'd like to reach & include?	Typically distributed via our digital channels (email, social, web); often internal employees audiences, students, and prospective students
20	Can you please clarify the contract administration fee? "The fee shall be on a quarterly basis and shall be equivalent to 2% of the aggregate net value of goods/services sold to the	Yes. Administration Fee.

	University” - is the fee applied to all vendors awarded on this contract? What is the purpose of this vendor fee?	
21	How many vendors are you looking to award for the Video Production section of the RFP?	We will be flexible on the number of contracts awarded but intend to select multiple vendors per category.
22	For breaking down the Video Production costs of services per hour, are there specific services/deliverables that you'd like to see pricing for? Pricing for production can vary based on a variety of factors (creative logistics, scripting, style of video, length, number of shoot days, animation & motion graphics, etc.), so it's difficult to accurately price out cost, without having the context of which specific services are needed.	Typically a video that is shot and edited according to the brand standards; under 3 minutes. Perhaps interview, broll.
23	<p>RFP Statement: <i>UK Athletics and UK HealthCare will take lead roles in coordinating agency activities related to their strategies, respectively, but work with the Office of University Relations to ensure strategic collaboration. To that end, account management and billing services should be scoped accordingly.</i></p> <p>Question: Do you prefer a single point of contact from the agency for account management and billing services or would you prefer (as an example) to have 3 different individuals for (1) Academics, (2) UK HealthCare and (3) UK Athletics.</p> <p>Any preference on structure?</p>	Prefer a single point of contact

24	<p>Question: Are there any geographical or non-compete constraints that would be considered a conflict of interest in education or healthcare?</p>	<p>No geographical constraints; would have to consider the client set to determine if there is a conflict of interest</p>
25	<p>.1 Intent and Scope RFP Statement: <i>The services for this RFP do not include: Major advertising campaign strategy development or execution</i></p> <p><i>But, the RFP states you are looking for these Deliverables in Scope: Digital marketing (SEO, conversion, engagement strategies) and media buy and placement (in coordination with the agency of record and under \$40,000 per project)</i></p> <p>Question: Can you expand on what "major advertising campaign strategy development or execution" is considered internally?</p> <p>Does this mean you are not looking for assistance with the larger overall undergraduate academic enrollment, healthcare brand or athletic brand strategy and execution / <i>media buy and placement</i> and this RFP would ONLY pertain to projects under \$40,000 individually?</p> <p>Meaning: The marketing and creative services RFP is more "project based" needs for individual colleges, programs or clinics - Not the overall athletic or healthcare brands or undergraduate enrollment.</p>	<p>Please bear in mind that this particular RFP is for marketing and creative services with an emphasis on project-based needs tasks, as opposed to major campaigns or strategic institutional branding. If your interest lies in becoming an agency of record (AOR), we encourage you to refer to the concurrently active RFP specifically crafted for that purpose.</p> <p>For the Marketing and Creative Services categories, our intention is to engage multiple vendors within each category.</p> <p>AOR Focus: A comprehensive approach centered around strategy, institutional campaigns, and the sustained development of our brand over the long term.</p> <p>Marketing and Creative Services Focus: Specialized expertise in distinct areas, with collaboration opportunities with the AOR as necessary, including areas such as media buying with a focus on projects.</p>

		<p>While an AOR may offer services outlined in the Marketing and Creative Services RFP. However, failure to submit for those services and not being selected as an AOR will preclude a vendor from receiving a marketing and creative services contract.</p>
26	<p>Mandatory Services</p> <p>Question: Do you prefer an hourly rate, retainer or % of spend for the digital marketing campaign services? Hourly rate was noted on the RFP. Does UK have a preference?</p>	<p>Hourly rate by service please</p>
27	<p>Can one agency submit for the Agency of Record (UK-2420-24) and Marketing and Creative Services (UK-2419-24)?</p> <ul style="list-style-type: none"> ○ Can one agency win both bids? 	<p>Please bear in mind that this particular RFP is for marketing and creative services with an emphasis on project-based needs tasks, as opposed to major campaigns or strategic institutional branding. If your interest lies in becoming an agency of record (AOR), we encourage you to refer to the concurrently active RFP specifically crafted for that purpose.</p> <p>For the Marketing and Creative Services categories, our intention is to engage multiple vendors within each category.</p>

		<p>AOR Focus: A comprehensive approach centered around strategy, institutional campaigns, and the sustained development of our brand over the long term.</p> <p>Marketing and Creative Services Focus: Specialized expertise in distinct areas, with collaboration opportunities with the AOR as necessary, including areas such as media buying with a focus on projects.</p> <p>While an AOR may offer services outlined in the Marketing and Creative Services RFP. However, failure to submit for those services and not being selected as an AOR will preclude a vendor from receiving a marketing and creative services contract.</p>
28	Approximately what are the annual units for production and adaptation work required at UK?	Unsure of question being asked.
29	What is the total budget anticipated for the contract terms?	This is to be determined. Currently, the university spends about \$5million annually across health care, main campus and athletics.
30	Is there a budget priority between the campuses, UK Athletics, and UK HealthCare?	No.
31	What was the marketing budget for UK Athletics and UK HealthCare in 2023?	This is to be determined. Currently, the university spends about \$5million annually across

		health care, main campus and athletics.
32	Other than submitting USB and printed copies, are there any specific requirements on formatting the RFP submission?	No
33	Is UK Healthcare's focus solely on regional and/or national, or also inclusive of international services?	Not focused on international at this time
34	What are the priorities or KPIs of the various colleges within UK?	-Enrollment -Student Retention -4, 5- and 6-Year Graduation Rate
35	What are the KPIs for UK HealthCare, and how are they ranked in order of importance (i.e. patient recruitment, other KPIs)?	-Brand awareness & understanding -Brand perception and reputation -Service line specific patient volume
36	What are the KPIs for UK Athletics, and how are they ranked in order of importance (i.e. viewership, attendance, recruitment, other KPIs)?	-Brand loyalty -Attendance
37	Are there any major events we must dedicate paid media to?	No
38	Can we select more than one Race/Ethnicity to represent all our staff in Page 20?	This should reflect ownership.
39	Is there a preference for race/ethnicity in Page 20 on corporate representation of leadership?	No
40	What is the difference in media buy and placement between agency awarded for this contract vs. AOR?	The media placement/buy within the realm of marketing and creative services RFP will primarily be project based. In contrast, the AOR's media buy will be strategically concentrated on institutional initiatives and student recruitment marketing
41	What would count as "other additional information" as listed in 4.9 Criteria 5?	Any information that the offered feels should be considered in our evaluation process.
42	As it pertains to section 4.8 below, is an implementation schedule required? If so, is there a specific project to begin	Implementation schedule is not required with this RFP.

	with/any timing parameters you can share?	
43	Can you provide an overview of your marketing team structure? Specifically, how integrated or not are the teams and partners of various entities?	All three UK entities have the following on staff: graphic designers, videographers, web teams, social and PR/comms; UK campus and UK Athletics also have photographers; UK main campus has account planners; UK HealthCare and UK main campus do not have marketing copywriting on staff.
44	Are there any specific cost estimates or media spend recommendations that should be provided moreover hourly or project rates?	We ask that you provide your agency's best offer on hourly rates by type of work (creative direction, strategy development, graphic design, etc.)
45	How many digital marketing campaigns do you currently have in market? With your new partner, are you planning to transfer these campaigns or do you want a complete rebuild of campaigns and assets - or combo of both?	While we agree it is useful to know this type of information, we feel that is more appropriate to share that type of specificity at a later juncture in this process--not at this initial stage. To that end, at this initial juncture, please focus your initial submission on scope outlined in the RFP that showcases work and examples that you have successfully created to date.
46	What is the current budget for all that is under scope? Does that budget breakdown in a specific way per service: graphic design, content development, digital marketing etc?	This is to be determined. Currently, the university spends about \$5million annually across health care, main campus and athletics.
47	What do you feel your current partner(s) in each category is not fulfilling? What do you want to see in your new partnership that you are currently not getting?	While we agree it is useful to know this type of information, we feel that is more appropriate to share that type of specificity at a later juncture in this process--not at this initial stage. To that end, at this initial juncture, please

		focus your initial submission on scope outlined in the RFP that showcases work and examples that you have successfully created to date.
48	In light of the recent HHS guidelines regarding HIPAA and use of online tracking technology, has UK Healthcare invested in any privacy tools or technology to protect or limit the data that is being shared with tech platforms (such as Google and Meta)? If so, what are those tools? If you have not invested in any such tools, what are your expectations regarding privacy, security and implementation moving forward?	UK HealthCare is aware of and abides by the retargeting guidelines required to comply with HIPAA regulations.
49	What is your mix today of traditional offline versus digital audio / video advertising?	The majority the campus spend is digital with traditional tied to our athletics programming. The UKHC spend is a blend of both of both digital and traditional.
50	Do you have any recent or active consumer research, or 3rd party data partners, that your partner will be able to leverage for targeting purposes and creative pitch processes?	While we agree it is useful to know this type of information, we feel that is more appropriate to share that type of specificity at a later juncture in this process--not at this initial stage. To that end, at this initial juncture, please focus your initial submission on scope outlined in the RFP that showcases work and examples that you have successfully created to date.
51	Will UK provide us with the current marketing campaign strategy to ensure consistency in design and content development?	Upon award, each vendor will receive a brand book and all current plans and strategies.

52	Can UK provide the number of awardees per category?	We will be flexible on the number of contracts awarded but intend to select multiple vendors per category.
53	Can UK provide the current number of current vendors per category?	While we agree it is useful to know this type of information, we feel that is more appropriate to share that type of specificity at a later juncture in this process--not at this initial stage. To that end, at this initial juncture, please focus your initial submission on scope outlined in the RFP that showcases work and examples that you have successfully created to date.
54	Will this RFP clear the slate of all previous vendors and create your new pool of vendors in totality?	Awards will be based on section #5.
55	Can UK provide specific requirements (scale and scope) for each category to enable us to accurately provide a firm-fixed price bid?	We ask that you provide your agency's best offer on hourly rates by type of work (creative direction, strategy development, graphic design, etc.)
56	Does UK have initiatives ready for execution upon contract award? If not, when do you first anticipate solicitations to your vendors?	None upon award at this time. However, that is subject to change.
57	If Media planning, buying and placement is a strength for us, what is the purpose of coordinating with the agency of record? What value do they provide to the media buying process?	The objective is to align closely with the institution's overall media buying strategy to avoid internal competition. Additionally, collaboration is a key characteristic of a strong vendor partnership
58	How many agencies was the RFP sent to? How many are outside of Kentucky?	Unknown, this RFP was widely shared both in state and out of state.

59	How many agencies do you plan to select to partner with?	We will be flexible on the number of contracts awarded but intend to select multiple vendors per category.
60	4.6 - Is the "Media buy and placement" category inclusive of paid digital media (e.g. paid search, paid social media, programmatic media, etc.)? Or do those paid digital channels fall under the "Digital marketing" category?	We consider digital marketing more about planning, content and SEO; the placement falls under media buying.
61	4.6 /4.8 - As part of your evaluation criteria is to provide details of three current outsourced relationships that are similar in scope, can you be more specific about the types of projects within graphic design (e.g., is the focus more on collateral projects, magazines, ads, all the above?) and digital marketing (e.g., implementing an SEO program? For conversion and engagement strategies, is that for paid media or website engagement?)	Please provide what you feel is your best work; we typically would see graphic design as collateral and annual reports; for SEO it would be website/digital ads
62	4.6 For the digital portfolio of relevant work, can we include work outside of the higher education category?	Yes, please provide any work you feel is reflective of your best work.
63	4.6 Can we provide a link to a website that contains the digital portfolio?	Yes.
64	4.6 The second paragraph of this section, beginning with "The purpose of the Offeror Qualifications section..." is copied	This paragraph can be deleted.

	from section 4.5. Is something else supposed to be in its place?	
65	4.8 – Are we required to provide details of three current outsourced relationships for each category of services we would like to be considered for? Or can an example that is shared cover multiple categories?	You can use an example that is shared over multiple categories; but please reference as such because subcommittees will be comprised of various people with expertise in a category.
66	Can you share 2-3 marketing metrics (key performance indicators) that are very important to the UK HealthCare internal marketing team in 2024?	-Brand awareness & understanding -Brand perception and reputation -Service line specific patient volume
67	Can you share 2-3 marketing impact and/or system growth metrics that you are most focused on reporting about UK HealthCare C-suite leadership in 2024?	-Brand awareness & understanding -Brand perception and reputation -Service line specific patient volume
68	Does the UK HealthCare marketing leadership play any role today in supporting efforts to recruit students for the Colleges of Medicine, Pharmacy, Nursing and Health Sciences?	There is a high level of collaboration among the UK HealthCare leadership, main campus leadership and athletics. We are always seeking opportunities for extended collaboration, including in the recruitment and retention of students, employees and other key audiences.
69	Which UK marketing team (UK HealthCare or another) is responsible for UK's brand presence at national conferences attended by adult and pediatric providers/research-clinicians?	UK HealthCare
70	Does the UK HealthCare marketing team oversee paid media efforts targeted to providers to support physician referral strategies for the Central/Eastern and/or in the broader region?	UK HealthCare
71	Does the UK HealthCare marketing team run paid media campaigns to reach select providers nationally?	While we agree it is useful to know this type of information, we feel that is more appropriate to share that type of specificity at a

		later juncture in this process--not at this initial stage. To that end, at this initial juncture, please focus your initial submission on scope outlined in the RFP that showcases work and examples that you have successfully created to date.
72	Does the UK HealthCare marketing team manage some or all paid media efforts to support physician recruitment?	While we agree it is useful to know this type of information, we feel that is more appropriate to share that type of specificity at a later juncture in this process--not at this initial stage. To that end, at this initial juncture, please focus your initial submission on scope outlined in the RFP that showcases work and examples that you have successfully created to date.
73	Does the UK HealthCare marketing team manage some or all paid media efforts to support regional talent attraction?	While we agree it is useful to know this type of information, we feel that is more appropriate to share that type of specificity at a later juncture in this process--not at this initial stage. To that end, at this initial juncture, please focus your initial submission on scope outlined in the RFP that showcases work and examples that you have successfully created to date.
74	What role does the UK HealthCare team play in internal communications across the health system (owner, collaborator, influence)?	While we agree it is useful to know this type of information, we feel that is more appropriate to share that type of specificity at a

		later juncture in this process--not at this initial stage. To that end, at this initial juncture, please focus your initial submission on scope outlined in the RFP that showcases work and examples that you have successfully created to date.
75	Does the UK HealthCare team have a CRM, and if so can you share which one?	While we agree it is useful to know this type of information, we feel that is more appropriate to share that type of specificity at a later juncture in this process--not at this initial stage. To that end, at this initial juncture, please focus your initial submission on scope outlined in the RFP that showcases work and examples that you have successfully created to date.
76	You referenced the media buy and placement would be in coordination with an agency of record. Can you share more of what you mean by that? (i.e. The scope of work of that agency of record/how they would engage with this selected agency?	The objective is to align closely with the institution's overall media buying strategy to avoid internal competition. Additionally, collaboration is a key characteristic of a strong vendor partnership
77	In the past year, can you share a rough range of the volume of blogs UK HealthCare produces annually via external partners, to help inform team/budgeting considerations?	This is not readily available information.
78	Is there a current agency of record for UK HealthCare? If so, can you share their name, what year they were selected, and if that selection was managed by the procurement team?	While we agree it is useful to know this type of information, we feel that is more appropriate to share that type of specificity at a later juncture in this process--not at this initial stage. To that end, at this initial juncture, please

		focus your initial submission on scope outlined in the RFP that showcases work and examples that you have successfully created to date.
79	Since acquiring King's Daughters Medical Center, have you conducted quantitative consumer research of consumers in Central and Eastern Kentucky?	While we agree it is useful to know this type of information, we feel that is more appropriate to share that type of specificity at a later juncture in this process--not at this initial stage. To that end, at this initial juncture, please focus your initial submission on scope outlined in the RFP that showcases work and examples that you have successfully created to date.
80	What is your typical cadence of qualitative consumer research and when was your last study conducted?	While we agree it is useful to know this type of information, we feel that is more appropriate to share that type of specificity at a later juncture in this process--not at this initial stage. To that end, at this initial juncture, please focus your initial submission on scope outlined in the RFP that showcases work and examples that you have successfully created to date.
81	In addition to brand-building creative/marketing capabilities, is the UK HealthCare marketing team also looking for an agency partner seasoned in service line marketing analysis — determining service lines most	Yes

	in need of marketing support for reputation growth and same/others operationally ready for new patient self-referral and/or referral growth?	
82	Which key service lines does UK HealthCare leadership plan to focus marketing on?	While we agree it is useful to know this type of information, we feel that is more appropriate to share that type of specificity at a later juncture in this process--not at this initial stage. To that end, at this initial juncture, please focus your initial submission on scope outlined in the RFP that showcases work and examples that you have successfully created to date.
83	What is a typical annual marketing budget for UK HealthCare (not including staff salaries)?	<p>Please keep in mind this RFP is for marketing and creative services which is mostly project-based work.</p> <p>While we agree it is useful to know this type of information, we feel that is more appropriate to share that type of specificity at a later juncture in this process--not at this initial stage. To that end, at this initial juncture, please focus your initial submission on scope outlined in the RFP that showcases work and examples that you have successfully created to date.</p>
84	Can you share more information about the capabilities of your internal marketing team and how they typically work in collaboration with agency partners?	All three UK entities have the following on staff: graphic designers, videographers, web teams, social and PR/comms; UK campus and UK Athletics

		also have photographers; UK main campus has account planners; UK HealthCare and UK main campus do not have marketing copywriting on staff. The key staff members work directly with the key agency partners.
85	Because this RFP is focused on having a selection of firms to choose from, can you provide more information and direction about how respondents should provide pricing for their services? In our industry, pricing can vary greatly depending on where services provided have overlap, especially when working with relationships that involve retainer fees. There also may be hard costs that we are unable to provide without further knowledge of scope and even what your internal team may execute on vs. what your external partner may execute.	We are not seeking retainer fee in the marketing and creative services realm; instead focus more on projects or an hourly rate based on discipline (graphic design, art direction, etc.)
86	What other AMCs across the country does UK HealthCare believe are doing a great job of marketing?	
87	Would the select agency also be working with UK Albert B. Chandler Hospital, Kentucky Children's Hospital and UK Good Samaritan Hospital? Or, do they have separate relationships for marketing support?	Those are all entities that fall under the UK HealthCare umbrella. Please bear in mind that this particular RFP is for marketing and creative services with an emphasis on project-based needs tasks, as opposed to major campaigns or strategic institutional branding. If your interest lies in becoming an agency of record (AOR), we encourage you to refer to the concurrently active RFP

		<p>specifically crafted for that purpose.</p> <p>For the Marketing and Creative Services categories, our intention is to engage multiple vendors within each category.</p> <p>AOR Focus: A comprehensive approach centered around strategy, institutional campaigns, and the sustained development of our brand over the long term.</p> <p>Marketing and Creative Services Focus: Specialized expertise in distinct areas, with collaboration opportunities with the AOR as necessary, including areas such as media buying with a focus on projects.</p> <p>While an AOR may offer services outlined in the Marketing and Creative Services RFP. However, failure to submit for those services and not being selected as an AOR will preclude a vendor from receiving a marketing and creative services contract.</p>
88	<p>Will you allow access to any members of the marketing/decision committee prior to the selection process?</p> <p>It is mentioned that oral presentations are a possibility?</p>	<p>We reserve the right to do in-person presentations for various niche marketing services; however, that will be left up to the sub committee members</p>
89	<p>When was the last time UK did a solicitation for agency support for marketing and creative services? How often does procurement mandate reviews?</p>	<p>This the first time for this type of marketing and creative services RFP.</p>

90	<p>The RFP mentions that this scope of work will NOT include brand strategy, major campaign strategy for advertising, or website development. Is that specific to UK as a whole, or does the spill over into UK HealthCare and Athletics? Can you share more as to why these services aren't being requested as part of this RFP? Is those areas considered to be in good share? Or, are they handled internally or with another agency partner?</p>	<p>Please bear in mind that this particular RFP is for marketing and creative services with an emphasis on project-based needs tasks, as opposed to major campaigns or strategic institutional branding. If your interest lies in becoming an agency of record (AOR), we encourage you to refer to the concurrently active RFP specifically crafted for that purpose.</p> <p>For the Marketing and Creative Services categories, our intention is to engage multiple vendors within each category.</p> <p>AOR Focus: A comprehensive approach centered around strategy, institutional campaigns, and the sustained development of our brand over the long term.</p> <p>Marketing and Creative Services Focus: Specialized expertise in distinct areas, with collaboration opportunities with the AOR as necessary, including areas such as media buying with a focus on projects.</p> <p>While an AOR may offer services outlined in the Marketing and Creative Services RFP. However, failure to submit for those services and not being selected as an AOR will preclude a vendor from receiving a</p>
----	--	--

		marketing and creative services contract.
91	<p>When working with other similar 2-year colleges often target audiences include:</p> <ul style="list-style-type: none"> • 16-23 year olds (in High School or recent graduates) • 24+ seeking to advance their careers • Post-Military Service veterans. • Influencers (parents, guardians, counselors, coaches, etc) <p>Are there any additional audience groups that you would like to target?</p>	No.
92	What percentage of your students are virtual vs attend classes on campus?	Please see this link for reference
93	What was the percentage mix of traditional vs digital media in the past?	The majority the campus spend is digital with traditional tied to our athletics programming. The UKHC spend is a blend of both of both digital and traditional.
94	Are you looking for the Agency to take photos and videos as a part of this RFP Proposal?	No.
95	Are you looking for the Agency to take photos and videos (raw footage) as a part of this RFP Proposal?	No
96	How will success be defined for this marketing and communications campaign?	Keep in mind, healthcare, institutional and student recruitment marketing campaigns will be handled at the agency of record level; this RFP is for marketing and creative services that are more focused on projects.
97	What is the Org Chart of your University Marketing Team	The CMO leads the campus/institutional marketing; a director of digital and brand strategy leads UKHC marketing; and UK Athletics has a director of marketing. We all work very collaboratively together and have

		staffs who work collaboratively together.
98	Can you confirm the budget for this RFP?	The budget will vary.
99	How many vendors/suppliers do you normally award with similar RFP's	We will be flexible on the number of contracts awarded but intend to select multiple vendors per category.
100	Are there any restrictions with working with an agency outside of Kentucky?	No restrictions on geography
101	What are your top goals with SEO	--Increase leads --Increase organic traffic --Drive targed traffic
102	Are there any other marketing and creative services that you've seen that give inspiration to UK? Can you share links or any info?	While we agree it is useful to know this type of information, we feel that is more appropriate to share that type of specificity at a later juncture in this process--not at this initial stage. To that end, at this initial juncture, please focus your initial submission on scope outlined in the RFP that showcases work and examples that you have successfully created to date.
103	Could you provide more insight into the budgetary considerations for the projects, especially those under \$40,000? How does the University handle projects that may require budget adjustments due to unforeseen complexities?	Much of the work for the marketing and creative services RFP will be project based not campaign based. The threshold applied to media buying to ensure we have compatible campaigns running and not competing ones.
104	Will you need ongoing support and maintenance after contract end?	We will extend a new RFP when these expire. Will be awarded for up to five years before needing to rebid to market.
105	Will any of the UK project team members require training from the agency/offoror?	We will not require training for our staff. We do expect our

		vendors to learn our brand standards.
106	For digital marketing efforts, how will the selected firms access and integrate with the University's existing digital assets and platforms? What are the guidelines and restrictions in place?	While we agree it is useful to know this type of information, we feel that is more appropriate to share that type of specificity at a later juncture in this process--not at this initial stage. To that end, at this initial juncture, please focus your initial submission on scope outlined in the RFP that showcases work and examples that you have successfully created to date.
107	Are there opportunities for selected firms to collaborate with academic departments or student organizations on projects that align with educational goals or student engagement initiatives?	Yes
108	As we know the KPIs and goals will look likely different for each leg of the business for the University of Kentucky--Academics, Sports, Healthcare. Our agency's specialty and focus is Healthcare. Is there an appetite for awarding the work to a single vendor who specializes in healthcare, for example, or if the vendor should be prepared to work across all entities of the organization?	Keep in mind, this RFP is for marketing and creative services focused more on project work, not campaign work. If you are interested in being an agency of record, please refer to the other RFP that currently is in market as well. Having said that, a category specialist, such as health care, will be entertained for award in a category (copywriting, graphic design, etc). We will have multiple awards per category.
109	Considering there are both an AOR RFP out in tandem with the Marketing and Creative Services RFP for the University of Kentucky, what do you envision differentiates the asks and depth of expertise for each RFP considering their similarities in scope? How will the awarded agency of record be interacting with	AOR focus: Comprehensive focus on strategy, institutional campaigns and long-term brand development Marketing and Creative Services focus: Niche expertise in specific areas; would collaborate with AOR as needed, such as media

	agencies that are awarded work under the Marketing and Creative Services RFP?	<p>buy;</p> <p>The AOR may offers the services outlined in the marketing and creative services RFP; however, if they do not submit for those services and are NOT selected as an AOR, they will not be awarded a marketing and creative services contract.</p>
110	Why did you initiate this RFP process at this time? Is this a standard and necessary procurement issuance timing, or is there a particular need or effort you are looking to better support?	Our current agency of record contracts expire this year necessitating a new RFP. We elected to add marketing and creative services RFP to give more flexibility on project-specific work.
111	What are you looking for most in your agency partner for this effort? What has been missing in your strategy, planning, or buying in past programs and why are you looking for a new agency now?	<p>Keep in mind that this RFP is for marketing and creative services. If you are interested in the agency of record RFP that is a separate RFP. AOR focus: Comprehensive focus on strategy, institutional campaigns and long-term brand development</p> <p>Marketing and Creative Services focus: Niche expertise in specific areas; would collaborate with AOR as needed, such as media buy;</p> <p>The AOR may offers the services outlined in the marketing and creative services RFP; however, if they do not submit for those services and are NOT selected as an AOR, they will not be awarded a marketing and creative services contract.</p>
112	Is your current agency(ies) participating in this review—please share agencies?	Unknown
113	What will success look like for the organization in one year's time?	The University of Kentucky is executing with excellence on

		brand strategy that allows us to deliver on our strategic plan to advance Kentucky
114	What competitors keep you up at night and/or what competitors do you most admire and why?	While we agree it is useful to know this type of information, we feel that is more appropriate to share that type of specificity at a later juncture in this process--not at this initial stage. To that end, at this initial juncture, please focus your initial submission on scope outlined in the RFP that showcases work and examples that you have successfully created to date.
115	Do you have specific goals for the University of Kentucky, UK Athletics, and UK HealthCare you are trying to achieve? Can you share those?	Please review this link to the university's strategic plan
116	What is your current media split/percentage of traditional versus digital? Are you looking to maintain this level or shift one way or the other?	The majority the campus spend is digital with traditional tied to our athletics programming. The UKHC spend is a blend of both of both digital and traditional.
117	What has worked well for media? What hasn't worked as well as you hoped?	While we agree it is useful to know this type of information, we feel that is more appropriate to share that type of specificity at a later juncture in this process--not at this initial stage. To that end, at this initial juncture, please focus your initial submission on scope outlined in the RFP that showcases work and examples that you have successfully created to date.

118	Can you share your agency budgets for staff and production?	While we agree it is useful to know this type of information, we feel that is more appropriate to share that type of specificity at a later juncture in this process--not at this initial stage. To that end, at this initial juncture, please focus your initial submission on scope outlined in the RFP that showcases work and examples that you have successfully created to date.
119	Do you have an internal agency or marketing services department that handles certain levels of projects? If so, how do you collaborate or split the SOW with your agency partner?	<p>Keep in mind that this RFP is for marketing and creative services. If you are interested in the agency of record RFP that is a separate RFP. AOR focus:</p> <p>Comprehensive focus on strategy, institutional campaigns and long-term brand development</p> <p>Marketing and Creative Services focus: Niche expertise in specific areas; would collaborate with AOR as needed, such as media buy;</p> <p>The AOR may offers the services outlined in the marketing and creative services RFP; however, if they do not submit for those services and are NOT selected as an AOR, they will not be awarded a marketing and creative services contract.</p>
120	We are a very collaborative team with strong account management teams. How do you prefer to work with your agency partner in terms of regular status, dialogue, face	A combination of in-person, digital meetings with regularly scheduled check ins.

	to face meetings, etc.? We can customize our approach around your needs and wants.	
121	Can you provide further detail on the specific scope of work (as detailed as possible) so we can deliver an accurate financial proposal?	We ask that you provide your agency's best offer on hourly rates by type of work (creative direction, strategy development, graphic design, etc.)
122	Could you please provide more detail on how the evaluation process will weigh the ability of firms to serve across multiple categories against those with specialized expertise in a specific category, such as Video Production?	There will be subject matter experts who will be on subcommittees to select vendors in each category.
123	Is the plan to limit the award to only two approved vendors, preferred and secondary, per category or could more than two approved vendors be selected and approved?	We will be flexible on the number of contracts awarded but intend to select multiple vendors per category.
124	What channels do you use currently send through your digital marketing platform? a. Email b. SMS	Those are two examples; we also do digital advertising, have robust social channel outreach and leverage search engine marketing
125	How many brands or business units use your marketing automation platform? Does the data (person records, activity data, reports) require separation?	We use Salesforce CRM and Marketing Cloud in main campus, philanthropy and alumni, athletics. We use Sprout Social for our social channels.
126	Do you have systems that need to be integrated with your marketing automation platform? Ex. CRM, BI tools, LinkedIn App, Contact Washing machine, additional apps or 3rd party vendors?	Understanding of how to leverage tools is helpful and if developer integration is needed, that would be led by our teams.
127	Do you require contact level security, ie is there a need to limit who can see what contacts in Eloqua?	We are unable to answer this question without more context.
128	Do you require Lead Scoring? If yes, what are the estimated number of models required?	We use our own predictive modeling on main campus.
129	Do you require a sandbox instance? Does it need to mirror PROD?	Web development is not part of this RFP. If there are other

		needs or instances, the vendor would work with our existing team.
130	Do you have existing forms that require integration or are there requirements to set up Eloqua forms? If so, how many?	See answer #127
131	Do you require HIPAA enablement?	Yes
132	Do you have individual person records that share an email address? If so, how are you managing this today? What data point do you use to identify individuals?	We use Salesforce CRM and Marketing Cloud marketing automation system as an enterprise-level platform
133	Do you have campaign or form migration needs? (creative, template creation, or form build needs)	See answer #127
134	copywriting: We are frequently — but not always -- in need of copy for projects we take on. Sometimes the client provides the copy, and sometimes we have to produce it in house or outsource it. While we provide fine work in that area, I would not attempt to position our firm as a content development agency. With that in mind, how do we address this in our RFP response? Do we... 1) Submit in the Content Development category as well as the Graphic Design category? 2) Line item copywriting on our financial proposal grid? 3) Identify copywriters we work with in the subcontractors / business partners portion of the Offeror Qualifications?	Perhaps you should focus on graphic design, but mention a subcontractor or two who would be partners in the copy development space.
135	Do you have a link to UK's Sustainability Strategic Plan?	Here is a link to UK's strategic plan
136	4.6 digital portfolio - How is this submitted? On the technical proposal USB? You specify digital so no printed version, as with the technical and financial proposal documents — correct?	Submitted on a USB technical and financial proposal other items requested can be on USB a link or website.
137	4.8 outsourced relationships definition - Does this term refer to relationships we have with clients, as in we've had an outsourced relationship with the College of Nursing since 2008? Or, does it refer	Vendors and subcontractors who would be doing work for you on UK projects. As far as the reference to scope, choose projects that are typical

	<p>to relationships we have with vendors that we outsource work to, as in we've had an outsourced relationship with Copy Express for many years?</p> <p>In the same sentence you use the term similar scope? What is the scope? As I understand it, this RFP gets our name on a list — maybe we get work as a result of being on the list, and maybe we don't. How do we determine scope based on that?</p>	<p>for a client like ours—a design project, an annual report, some digital ads, etc.</p>
138	<p>6.17 What kinds of licenses and royalties are you referring to here? For example, in the case of particular software, it makes sense that we'd cover our own license. On the other hand, in the case of something like stock photography, are you saying The Contractor would be responsible for covering those costs? We could use some specific examples.</p>	<p>Anything the awarded contractor would benefit from would be the responsible of the contractor.</p>
139	<p>7.1 What does the financial offer need to look like? Is it simply the grid you've inserted in 7.1? Our financials are pretty simple: a blended hourly rate and a percentage markuup for approved outbuys if we pay for the outbuy.</p> <p>Regarding the grid, can we make our own duplicate version to include or do we need to use the actual one included with the RFP document?</p>	<p>See answer #13. You may create your own.</p>
140	<p>Will awarded agencies work in conjunction with the AOR agency to develop strategies or is the intent of this RFP for execution and production work only?</p>	<p>The Agency of Record RFP is due for renewal; to that end, we elected to come to market with a second RFP that was strictly for marketing and creative services to provide select support for ad hoc projects; the main interface will be with the marketing leads,</p>

		and when appropriate, the agency of record.
141	Why is now the right time for this type of work?	The Agency of Record RFP is due for renewal; to that end, we elected to come to market with a second RFP that was strictly for marketing and creative services to provide select support for ad hoc projects; the main interface will be with the marketing leads, and when appropriate, the agency of record.
142	How does the University of Kentucky define a successful agency partner?	Keep in mind that this RFP is for marketing and creative services. There is a separate agency of record RFP. If you are applying for that RFP, please make note. Having said that, we define success with any vendor partner as one who challenges us to do our best work regardless of the project or budget.