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FAILURE TO RETURN THIS ADDENDUM IN ACCORDANCE WITH THE INSTRUCTIONS MAY SUBJECT YOUR PROPOSAL TO REJECTION.

To: Prospective Offerors

Subj: UNC-CH Proposal Number: **65-3000011905**
            Proposal Opening Date/Time: 09-17-2024
            Addendum Date: 09-06-2024
            Addendum Number: 01

This addendum is being issued to subject RFP to answer questions raised during the time for questions allowed for in the RFP. Please note that the proposal opening date has been changed to read 09-17-2024 vice 09-09-2024. All responses are to be submitted accordingly. All other information contained in the RFP remains the same.

Question 01: Section 1.01, Page 5, Can the University expand on the scope involved with the "implementation of a refreshed brand strategy"? For example, does it include campaign development, creative development, ad buying, campaign measurement, etc.?

Answer: The answer is open to interpretation so the agencies may offer their best approaches to the proposal. If necessary, vendors can propose tiered options for the implementation. More specifically to this question, all of the examples listed are ones we would expect to see in options.

Question 02: Section 1.1, Page 7, Can the University provide more detail on how long they anticipate this work requiring, or do they prefer the vendor to propose the duration?

Answer: The vendor may propose the duration. The University is open to multiple paths.

Question 03: Section 4.1, Page 14, Does the University require pricing and estimated levels-of-effort for the menu of other proposed services?

Answer: Yes, beyond the request for this initial engagement, we would like pricing for potential second-tier work with schools and units across campus.

Question 04: Section 4.1, Page 12, Can the University provide its proposed budget for this work?

Answer: The University prefers not to share that information at this time to allow for bidders to present their best option to fulfill the needs of the University. If submissions are beyond current funding, this will allow the department to consider requesting additional funding.

Question 05: Section 3.3, Page 13, What specific details of vendor's cost and price become publicly available? Is there a process to redact proprietary information regarding vendor's pricing or fee structures?

Answer: The full contract will be publicly available.

Question 06: IFB Section 1.01 Purpose, Page Number 5, Is UNC-CH aiming for a revolution, evolution, or refinement?

Answer: The University does not currently have a permanent, centralized marketing team or concrete marketing plan, so this would be a revolution. However, there are certain elements related to the University's brand and identity that would remain in place.

Question 07: IFB Section 1.01 Purpose, Page Number 5, What pages are you looking to develop further from your existing, publicly shared set of brand guidelines, found here? https://identity.unc.edu/wp-content/uploads/sites/885/2022/11/UNCCH_BrandingIdentityGuidlines.pdf

Answer: We are not seeking to change the University marks or logos used for schools, departments and units. We are open to proposed marketing brands that can either utilize or complement the current University branding.

Question 08: IFB Section 1.01 Purpose, Page Number 5, Do you have an existing messaging framework that we should align with, or should we develop all new messaging from scratch? Same with visuals?

Answer: identity.unc.edu contains the existing framework for University branding.

Question 09: IFB Section 1.01 Purpose, Page Number 5, What are the top 3 things UNC-CH's brand is doing well?

Answer: The brand is recognizable to a wide array of audiences and it is easily connected to the University. The brand is consistent and correctly supports the University's reputation as a leading global university. It is also easy to adapt.

Question 10: IFB Section 1.01 Purpose, Page Number 5, What are the top 3 things UNC-CH's brand is not doing well?

Answer: The current brand doesn't tell the University's story or demonstrate its excellence in research and teaching as well as the impact to the state of North Carolina. We would like the new brand to utilize our existing logo and wrap around it to modernize and deepen what audiences think of when they hear Carolina.

Question 11: IFB Section 1.01 Purpose, Page Number 5, Are there preferred formats or platforms for the creative assets (e.g., Adobe Creative Suite files, Canva templates)?

Answer: Adobe Creative Suite files are preferred.

Question 12: IFB Section 1.01 Purpose, Page Number 5, Are there specific channels where you see the brand having the most impact?

Answer: This would depend on the marketing strategy proposed by the selected vendor.

Question 13: IFB Section 1.01 Purpose, Page Number 5, Are there any existing templates or creative assets that should be considered for reuse, adaptation, or retirement? If so, would you all be willing to share an example or two?

Answer: identity.unc.edu contains the existing framework for University branding, much of which will not be changed, but incorporated into new strategies.

Question 14: IFB Section 1.01 Purpose, Page Number 5, How important is experiential branding (e.g., campus signage, virtual tours, student experiences) in this project? Should we consider creative approaches to storytelling that go beyond traditional media?

Answer: The vendor can make its best recommendations for these tactics, but we expect the marketing to focus more on external audiences primarily. Yes, tactics should focus on all facets of owned storytelling.

Question 15: IFB Section 1.01 Purpose, Page Number 5, Should the refreshed brand include sub-branding or secondary logos for different departments or initiatives?

Answer: Not at this time.

Question 16: IFB Section 1.01 Purpose, Page Number 5, What is the overlap and/or involvement with Development, Athletics, and Health?

Answer: UNC Health is a separate entity with its own branding and marketing, as is UNC Athletics. UNC Development has their own marketing strategies but will likely collaborate on this project.

Question 17: IFB Section 1.01 Purpose, Page Number 5,

Answer: No question asked.

Question 18: Is there any recent research that has been conducted about the brand, for example a brand tracking study, that can help to inform this work?

Answer: We will share any previous research that is relevant with the chosen vendor.

Question 19: IFB Section 1.01 Purpose, Page Number 5, Who do you consider to be the target audiences for the brand and how would you prioritize them at this stage in UNC-CH's tenure?

Answer: Constituents would include prospective students and their families, prospective faculty and staff, alumni, board members, and legislators.

Question 20: IFB Section 1.01 Purpose, Page Number 5, Do you have an expectation for the number of interviews? Number of stakeholder groups? For a partnership like this, we may do upwards of 60-100 interviews, but we've done as low as 20-25 interviews.

Answer: We are open to the recommendations from the vendor. If easier, you may present tiered options since increasing the number of interviews would increase the cost.

Question 21: IFB Section 1.01 Purpose, Page Number 5, What internal and external stakeholder groups does your team feel are essential to be included in this research?

Answer: Internal: Students, faculty staff; External: Prospective students and their parents; Alumni; Donors and prospective donors, North Carolina citizens, legislators.

Question 22: IFB Section 1.01 Purpose, Page Number 5, What % of your undergraduate students are from NC? Also, for undergraduates, what areas of the country do out of state students tend to be from?

Answer: 82% of undergraduate students must be from North Carolina. Out of state students tend to be from states with larger populations, such as New York, California, Texas and New Jersey, as well as neighboring states like Virginia, although we have students from all 50 states and 79 foreign countries.

Question 23: IFB Section 1.01 Purpose, Page Number 5, What % of your graduate students are from NC? Also, for graduates, what areas of the country do out of state students tend to be from?

Answer: Approximately 40-45% of graduate students are from North Carolina. Out of state graduate students also tend to come from states with higher populations. 15-20% of graduate students are international students from countries such as China, India, South Korea and Canada.

Question 24: IFB Section 1.01 Purpose, Page Number 5, Will UNC-CH be able to share contact lists for students, alumni, faculty, and staff as part of this effort?

Answer: The University will work with the selected firm to determine and facilitate stakeholder interviews.

Question 25: IFB Section 1.01 Purpose, Page Number 5, Is there a specific strategic brand planning framework you are comfortable using or would you like us to recommend one?

Answer: We would like the vendor to recommend one.

Question 26: IFB Section 1.01 Purpose, Page Number 5, Are there particular universities or brands you view as competitors or benchmarks for your desired brand evolution? Are there specific elements you admire in their branding efforts?

Answer: We respect many of our peer institutions and their work and suggest you look at the branding efforts on other top public universities.

Question 27: IFB Section 1.01 Purpose, Page Number 5, Is there potential for cross-pollination and collaboration with these units? If so, which have the most potential for collaboration and potential overlap?

Answer: There will be collaboration between UNC units on this project.

Question 28: IFB Section 1.01 Purpose, Page Number 5, More specifically, we know that UNC-CH is ramping up for its next fundraising campaign. Is there potential to share a similar brand?

Answer: Yes, there may be an opportunity for collaboration with University Development, but that is not the primary goal of this engagement.

Question 29: IFB Section 1.01 Purpose, Page Number 5, Is there a ballpark or not-to-exceed budget for this work? If not, an expected breakdown between each of the core offerings being requested?

Answer: The University prefers not to share that information at this time to allow for bidders to present their best option to fulfill the needs of the University. If submissions are beyond current funding, this will allow the department to consider requesting additional funding.

Question 30: IFB Section 1.01 Purpose, Page Number 5,
Are there specific deadlines for creative deliverables, such as upcoming events, marketing campaigns, or academic milestones that the branding needs to align with? If not, is there an ideal timeline by which you'd like to have this project finished?

Answer: We are open to a proposed timeline. Ideally, the research phase would be completed in the first three months with a proposal for the execution to follow shortly thereafter.

Question 31: IFB Section 1.01 Purpose, Page Number 5, Who will be the key decision-makers or stakeholders involved in reviewing and approving creative work? Will there be a designated committee or a primary point of contact?

Answer: There will be a committee of stakeholders from across campus. University Communications leadership will be key decision-makers.

Question 32: IFB Section 1.01 Purpose, Page Number 5, How will feedback be provided during the creative development process? Are there established review cycles or deadlines we should be aware of?

Answer: Regular meetings via Zoom or in person would be expected for feedback and check-ins, to make sure all parties are aligned.

Question 33: IFB Section 1.01 Purpose, Page Number 5, Are there specific cultural or inclusivity considerations that should inform the brand's creative direction (e.g., representation of diversity, accessibility standards)?

Answer: Yes, we would like the diversity of our campus to be represented in all work.

Question 34: IFB Section 1.01 Purpose, Page Number 5, How does the university want its commitment to diversity, equity, and inclusion reflected in its brand and creative elements?

Answer: We would like the diversity of our campus to be represented in all work.

Question 35: When was the most recent time UNC completed this type of work?

Answer: UNC's University Communications department has not had designated marketing personnel in over five years and marketing efforts on campus have been largely decentralized.

Question 36: What about existing brand positioning and messaging no longer serving the university?

Answer: The brand positioning and messaging can be updated to the current needs of the University's audiences.

Question 37: Which are the most critical audiences with whom UNC wants to conduct research?

Answer: North Carolina residents. Prospective students and families. Prospective staff and faculty. Alumni. Citizens of NC and legislators

Question 38: What existing research on brand awareness, perceptions, key audiences, etc. if any, does the University have?

Answer: We will share that with the chosen vendor during the research phase.

Question 39: Who will the decision-making team consist of? How many people and/or groups will we need to secure approval from?

Answer: The decision making team will consist of University leaders and a team from University Communications. We do not have a set number of people for approvals at this time.

Question 40: How many stakeholders will need to be interviewed and/or involved in the project ?

Answer: The vendor can make a recommendation on a preferred number.

Question 41: Should we assume that the bid needs to include the cost to produce any creative assets, or is it just development of the creative concepts at this stage ?

Answer: Please include the cost to produce creative assets in the bid.

Question 42: Are there peer branding efforts that you find compelling? If so, please let us know which schools.

Answer: We respect many of our peer institutions and their work and suggest you look at the branding efforts on other top public universities.

Question 43: What is the budget allocated for this project?

Answer: The University prefers not to share that information at this time to allow for bidders to present their best option to fulfill the needs of the University. If submissions are beyond current funding, this will allow the department to consider requesting additional funding.

Question 44: On pg. 14 of the RFP, under section 4.6.4 "Documents Required," it mentions a list of full names matching a required government-issued photo ID, along with addresses and birth dates for each person representing the contracting company. This seems like a lot of personal information to share. Could you please confirm if this is non-negotiable, or if there is an alternative to this request?

Answer: This is a new requirement by the State but is only required if and when the University asks you to show proof because you are handling sensitive data or are coming into contact with people on campus.

Question 45: On pg. 18 of the RFP, under section 4.6.5 "Vendor Background Check Agreement," could you please clarify when this would be required? For example, would background checks be necessary only for those who travel to campus, or would they be required for everyone?

Answer: Background checks are required for anyone working for UNC-Chapel Hill who interacts with sensitive data or sensitive populations (e.g. underage students).

Question 46: Are you looking for general direction for future creative work, such as campaigns and videos, or are they looking for specific deliverables like a campaign concept, video scripts, and ideas for social media posts?

Answer: For the proposal phase, we expect more general creative direction and recommendations on how that direction would come to life through assets and example tactics. The look and feel of these assets and how the vendor would work with us to create them is more important.

Question 47: It appears that your expectations for the vendor-partner include in-depth research, brand strategy, and development of a brand platform and messaging. However, you also mention that the vendor will be responsible for "creative direction and production." Could you please clarify the specific elements you expect the awarded vendor to produce? Are you seeking a partner to create market-ready materials, such as campus signage, light pole banners, digital ads, videos (including production costs and on-site crews), and so forth? Or, are you looking for the vendor-partner to provide only guidelines and examples of market-ready materials for your Office of University Communications to implement?

Answer: We expect the vendor to produce and field the market research and the resulting report. From that, we expect the creative direction for an external marketing campaign. This may include market-ready material design and production, but we are open to collaborating with our content creators for some items.

Question 48: Additionally, in the RFP, you mention "themes for digital marketing" as part of the scope of work. Does this entail the creation of a brand and/or enrollment marketing ad campaign, including concepts, headlines, visual executions, and marketing content?

Answer: This refers to the digital pieces of the campaign. We expect the campaign to be brand reputation and not focused on enrollment.

Question 49: Within this scope, are you also seeking a redesign of the university's visual brand (logos, colors, typography, etc.)?

Answer: The University's visual brand (identity.unc.edu) is set, in terms of logo, typography and color palette.

Question 50: Should we include scope and pricing for photography and/or videography?

Answer: Yes.

Question 51: When was the last incumbent agency awarded, and has there been a period of time without an agency partner of this kind for the university?

Answer: This department has never had an agency partner of this type.

Question 52: Is the expectation that an incumbent agency will respond to this RFP?

Answer: This department has never had an agency partner of this type.

Question 53: Is the goal to evaluate and evolve the brand the entire university – inclusive of graduate, undergraduate, advancement, and athletics audiences? Is there a subset of these groups that is a primary, secondary, tertiary, etc. priority for this work?

Answer: This would evaluate and evolve the brand of the University, not including UNC Athletics or UNC Health.

Question 54: In the past, you've worked with large and long-tenured agencies to fulfill your needs. What is your appetite for a scrappy, younger agency with copious experience in the higher education space, particularly that involving significantly matrixed, multi-audience large public universities?

Answer: All agencies will be considered, based on the quality of the proposal and its alignment with the University's goals.

Question 55: What is the expected budget range for this work, and has said amount been reserved in the university's fiscal planning for the year ?

Answer: The University prefers not to share that information at this time to allow for bidders to present their best option to fulfill the needs of the University. If submissions are beyond current funding, this will allow the department to consider requesting additional funding. Yes

Question 56: What is the desired contract term? Evolving a brand of this kind can go many different directions, is the goal to create a foundation and pass to an internal team for rollout, or should a more collaborative, longer-term/multiyear relationship be explored?

Answer: At this time, the vendor engagement would be to create a foundation and the first round of execution. However, there is an option to create a more long-term relationship if the first phase is well received and budget is available.

Question 57: The scope of services with respect to the brand design and supporting content/elements/assets isn't fully defined. Can you elaborate on the expectations of the content output for the new branding? This will be important for what case examples we share as well as budgeting response. For example, new logo, tagline, and suite of identity elements – or revising and updating existing materials with new look and feel but no changes to logo?

Answer: The University of North Carolina logo and color scheme will remain the same. See identity.unc.edu for the branding elements.

Question 58: Can you offer some budget parameters or guidance planned for this work? Having a sense for how much qualitative and quantitative research, as well as design and content creation will be informed by a budget range.

Answer: The University prefers not to share that information at this time to allow for bidders to present their best option to fulfill the needs of the University. If submissions are beyond current funding, this will allow the department to consider requesting additional funding.

Question 59: Is there a requirement or strong preference to select a North Carolina partner vs out of state?

Answer: There is no preference between an in state or out of state partner.

Question 60: 1.01 PURPOSE, page 5, Is there a list of mandatory deliverables?

Answer: The market research survey, its execution and resulting report are mandatory deliverables. The campaign concepts and recommended materials are mandatory as well. We would like for the vendor to produce the materials for that campaign, but we are open to collaborating with the vendor on the execution.

Question 61: 1.01 PURPOSE, page 5, What are your pain points that instigated this IFB?

Answer: The University has not had a central marketing initiative. Schools and admissions have had marketing efforts, but we are now building a central marking effort for the University.

Question 62: 1.01 PURPOSE, page 5, What marketing initiatives have worked before?

Answer: The University has not had a central marketing initiative previously. Schools and admissions have had marketing efforts, but we are now building a central marking effort for the University.

Question 63: 4.1 PRICING, page 12, What is the budget or budget range?

Answer: The University prefers not to share that information at this time to allow for bidders to present their best option to fulfill the needs of the University. If submissions are beyond current funding, this will allow the department to consider requesting additional funding.

Question 64: 5.01 SPECS & SCOPE OF WORK, page 16, Who are the key stakeholders from the institution?

Answer: Constituents would include prospective students and their families, prospective faculty and staff, alumni, board members and legislators.

Question 65: 5.02 DUTIES AND RESPONSIBILITIES OF CONTRACTOR, page 17, What do you consider success to look like for the vendor agency?

Answer: Success at the end of the first engagement will be a campaign that had measurable success with the target audiences and helped support the efforts of the University's Communications. Success will also be a vendor team who works well with the University Communications team and is able to collaborate seamlessly.

Question 66: 5.02 DUTIES AND RESPONSIBILITIES OF CONTRACTOR, page 17, Are there deadlines that we need to meet?

Answer: Deadlines would be negotiated based on the proposed plan.

Question 67: 1.0 Page 5, Do you have an anticipated budget range for the project?

Answer: The University prefers not to share that information at this time to allow for bidders to present their best option to fulfill the needs of the University. If submissions are beyond current funding, this will allow the department to consider requesting additional funding.

Question 68: 1.0 Page 5, `Why is now the right time for this project?`

Answer: University Communications is a strong team that is building out its marketing capabilities, which makes this the right time to start the project.

Question 69: 1.0 Page 5, Who from the Office of University Communications is leading the RFP process?

Answer: Beth Keith, Associate Vice Chancellor for University Communications.

Question 70: 1.0 Page 5, Have you done similar brand perception research in the past? If so, any learnings to keep in mind for this next effort?

Answer: We do not have any data to share at this point.

Question 71: 1.0 Page 5, Are you open to both Quantitative and Qualitative research?

Answer: Yes.

Question 72: 1.0 Page 5, Do you have a ballpark range of agency fees?

Answer: The University prefers not to share that information at this time to allow for bidders to present their best option to fulfill the needs of the University. If submissions are beyond current funding, this will allow the department to consider requesting additional funding.

Question 73: 1.0 Page 5, Do you have a sense of how UNC Chapel Hill is currently perceived among your audiences? What do audiences get right? What might they not know about UNC Chapel Hill?

Answer: We do not have any data to share at this point.

Question 74: 1.0 Page 5, How would you define and prioritize your audiences for this project?

Answer: Constituents would include prospective students and their families, prospective faculty and staff, alumni, board members and legislators.

Question 75: 1.0 Page 5, When was the last time the University underwent a brand strategy refresh?

Answer: Eight years ago.

Question 76: 1.0 Page 5, How will you measure success?

Answer: Success at the end of the first engagement will be a campaign that had measurable success with the target audiences and helped support the efforts of the University's Communications. Success will also be a vendor team who works well with the University Communications team and is able to collaborate seamlessly.

Question 77: 1.0 Page 5, What is the main goal of refining the Brand strategy (e.g. increasing admissions, increasing reputation, connecting with donors, etc.)?

Answer: The main goal to support and increase the reputation and brand sentiment of the University. A secondary goal is a prepare for the next development campaign.

Question 78: 1.0 Page 5, What challenges are you currently facing with your current brand platform?

Answer: The University has a strong brand recognition, but would we would like for key audiences to know more about the University's excellence in research and teaching, as well as its impact on the state of North Carolina.

Question 79: 1.0 Page 5, Are there certain milestones or dates to be aware of as we develop a proposed project schedule?

Answer: Not at this time.

Question 80: 1.0 Page 5, What is the excepted outcome/output of this project?

Answer: The market research survey, its execution and resulting report are mandatory deliverables. The campaign concepts and recommended materials are mandatory as well. We would like for the vendor to produce the materials for that campaign, but we are open to collaborating with the vendor on the execution.

Question 81: 1.0 Page 5, How much of an evolution to UNC Chapel Hill's existing Brand strategy & Creative expression do you expect to come from this project?

Answer: We would like to keep the brand identity and logos at this time. This would be a brand that utilizes the existing materials and wraps around it.

Question 82: 1.0 Page 5, Will this Brand Strategy operate across the entire University (e.g. schools/colleges, admissions, advancement, athletics, etc)?

Answer: This would evaluate and evolve the brand of the University, not including UNC Athletics or UNC Health.

Question 83: 1.0 Page 5, How much of a creative evolution do you expect to see from UNC Chapel Hill's current look and feel?

Answer: Some elements of UNC Chapel Hill are set in stone (i.e. the logo; Carolina Blue) but some evolution would be expected and preferred.

Question 84: 1.0 Page 5, Can you provide more detail on how you would define a "strategic brand plan" and how that differs from a Brand Strategy?

Answer: We expect the strategic brand plan to be the recommended approach to the brand strategy, meaning the document you present to our team with the recommended campaign after the market research.

Question 85: 1.0 Page 5, When do you want the new brand to launch in market?

Answer: We are flexible on timing, but by next fall would be ideal.

Question 86: 1.0 Page 5, For the Homepage redesign what CMS is your website built on? Would you expect the agency to handle the full process from concept through development?

Answer: Homepage redesign is not the primary goal of this project.

Question 87: 1.0 Page 5, How would you define your current brand? Where is the opportunity for evolution?

Answer: The brand is recognizable to a wide array of audiences and it is easily connected to the University. The brand is consistent and correctly supports the University's reputation as a leading global university. It is also easy to adapt. The current brand doesn't tell the University's story or demonstrate its excellence in research and teaching as well as the impact on the state of North Carolina. We would like the new brand to utilize our existing logo and wrap around it to modernize and deepen what audiences think of when they hear Carolina.

Question 88: 1.0 Page 5, Can you share historical budgets for video productions?

Answer: Video production is not the primary goal of this project.

Question 89: 2.7 Page 9, Can you clarify what this means, "Completed and signed version of all EXECUTION PAGES, along with the body of the IFB" what are execution pages and what is the body of the IFB?

Answer: Execution Pages are any pages that are required to be filled out and returned. And yes, the entire RFP that we sent out needs to be returned to ensure that you properly received and had an opportunity to review each and every page.

Question 90: 2.7 Page 9, Can you clarify the 5-page limit? Is our entire proposal limited to 5 pages plus links to case studies?

Answer: No, just that one section.

Question 91: 2.7 Page 9, Does the "About Us" and "Team Bios" count toward the 5-page limit?

Answer: No.

Question 92: 2.7 Page 9, Does the proposal need to exactly follow the organization of bid contents as laid out in section 2.7?

Answer: Yes.

Question 93: 3.3 Page 11, Can you share what level of detail will be released for costs and price at the time of award? Are these distributed to all participating bidders or are they only available upon request?

Answer: The fully executed contract will be publicly available.

Question 94: 3.3 Page 11, Do you expect finalist presentations to be virtual or in-person?

Answer: Virtual.

Question 95: 3.3 Page 11, Can you share who will be part of the committee evaluating bids and selecting finalists?

Answer: There will be a committee of stakeholders from across campus. University Communications leadership will be key decision-makers.

Question 96: 3.3 Page 11, When will the tabulation be created and shared with the bidding companies? Will costs be shared in this tabulation or only after the award?

Answer: Only the determination for each entry will be shared.

Question 97: 3.3 Page 11, When do you expect the finalist presentations to occur?

Answer: Fall 2024.

Question 98: Do you envision this as a long-term partnership? Or a project-based assignment?

Answer: A project-based assignment, with potential for extension based on needs.

Question 99: Is there an incumbent agency invited to the process? If so, who?

Answer: No.

Question 100: Does UNC Chapel Hill currently have relationships with creative/research/consulting agencies? If so, who?

Answer: University Communications does not.

Question 101: What is the composition of UNC's internal capabilities and personnel (e.g., graphic designers, copywriters, developers, etc.)? What is the anticipated division of labor between UNC and the selected agency partner(s)?

Answer: There are some in-house creative resources, but the mix is to be determined based on the capabilities/cost of the selected firm.

Question 102: 4.6.4 Page 14 – 15, ? Can you clarify if these document requirements are applicable for the scope of work? We would not expect that this scope of work qualifies as performing services on University property.

Answer: But it may, and if so then this would apply.

Question 103: 7.0 Page 19, Is there a pricing form/document we need to complete?

Answer: Not at this time.

Question 104: 7.0 Page 19, Are we required to submit comments to the Terms & Conditions? Or can we assume contract term negotiations would take place upon award?

Answer: You need to mark up the Terms and Conditions that you take exception to and return them with your proposal for consideration.

Question 105: 7.0 Page 19, HUB Supplemental Vendor Information: subcontracting with a HUB vendor required? What if we are able to complete the entire scope of work using our own agency services as a non-HUB certified vendor, will that negatively impact our score?

Answer: No, but, if at all possible, we would encourage the use of HUB Certified Vendors if at all practical.

Question 106: When was the last time that UNC-CH did a branding update?

Answer: Eight years ago.

Question 107: What's not working today with the UNC-CH brand?

Answer: The brand is recognizable to a wide array of audiences and it is easily connected to the University. The brand is consistent and correctly supports the University's reputation as a leading global university. It is also easy to adapt. The current brand doesn't tell the University's story or demonstrate its excellence in research and teaching as well as the impact to the state of North Carolina. We would like the new brand to utilize our existing logo and wrap around it to modernize and deepen what audiences think of when they hear Carolina.

Question 108: What is the motivation to rebrand the university? What is the desired outcome of the rebrand? (Ex: Increased Enrollment, Better Perception, etc)

Answer: The main goal to support and increase the reputation and brand sentiment of the University. A secondary goal is to prepare for the next development campaign.

Question 109: Are there institutions who you feel are doing branding well / who the communications team admires?

Answer: We respect many of our peer institutions and their work and suggest you look at the branding efforts on other top public universities.

Question 110: Is there any existing brand research / audience research that the university has recently completed?

Answer: We do not have any data to share at this point.

Question 111: Section 1, page 7 - Is there a list of required deliverables you are seeking as part of this scope?

Answer: Deliverables would depend on the selected vendor and their plan.

Question 112: Section 1, page 7 - Are you seeking a physical (PDF) brand guide deliverable or a digital brand guide deliverable?

Answer: We can discuss deliverable options with the selected firm.

Question 113: Section 1 page 7 - Is there a desired timeline to start the work as well as completion?

Answer: ASAP.

Question 114: Section 1, page 7 - What is the make-up of the internal team the vendor will be working with?

Answer: Communicators from across campus, some with marketing background.

Question 115: Section 1, page 7 - Would you be interested in conducting preference testing on visual designs?

Answer: Yes.

Question 116: 1.0 Page 5, Has UNC Chapel Hill conducted market research in the past? If so, is there anything that hasn't been answered in past research that UNC Chapel Hill hopes to uncover now?

Answer: We do not have any data to share at this point.

Question 117: 1.0 Page 5, Can UNC Chapel Hill share more detail on priority internal and external audiences for the market research?

Answer: Constituents would include prospective students and their families, prospective faculty and staff, alumni, board members and legislators.

Question 118: 1.0 Page 5, Does UNC Chapel Hill have existing opt-in contacts lists (including email addresses) for the priority audiences for this market research? If so, what size is the available list for each audience?

Answer: No.

Question 119: 1.0 Page 5, Are there specific milestones/timing considerations we should be aware of for the market research?

Answer: Not at this time.

Question 120: 1.0 Page 5, Who at UNC Chapel Hill will be the primary users of the research?

Answer: Communications professionals.

Question 121: 1.0 Page 5, What are UNC Chapel Hill's specific objectives for the market research?

Answer: We would like to have up to date data on how target audiences feel about Carolina, what comes to mind when they see/hear about the University and any gaps between our expected outcomes and the impact on target audiences.

Question 122: 1.0 Page 5, At this time, Is UNC Chapel Hill looking to track metrics from this study over time? Or just to complete a single study?

Answer: Studies may be conducted at intervals to track changes.

Question 123: 1.0 Page 5, Can you share more detail on desired target markets or geos?

Answer: We are open to national market research with an emphasis on North Carolina.

Question 124: 1.0 Page 5, What decisions will the market research help inform?

Answer: The market research will inform the campaign recommendation from the vendor.

1. Check ONE of the following options for this addendum:

☐   Proposal has not been mailed. Any changes resulting from this addendum are included in our Proposal.

☐   Proposal has already been mailed. No changes resulted from this addendum.

☐   Proposal has already been mailed. Changes resulting from this addendum are as follows.

2. This addendum must be signed below and submitted with your:

a. <u>Proposal</u> if this is not a two-step RFP.
b. <u>Technical Proposal</u> if this is a two-step RFP.
c. <u>Separate correspondence</u> if you have already sent in your proposal.

Execute Addendum

Company Name: _____

Authorized Signature: _____

Name and Title (Typed): _____

Date: _____