



U N I V E R S I T Y O F
SOUTH CAROLINA

AMENDMENT #1

TO: ALL BIDDERS

FROM: Mary L. Sims
Procurement Manager

SUBJECT: USC-FPB-1999-MLS

DATE: July 26, 2011

Amendment #1 modifies the Fixed Price Bid (FPB) only in the manner and to the extent as stated herein.

See Attached Response to Questions

BIDDER SHALL SIGN AND RETURN THIS AMENDMENT WITH YOUR BID RESPONSE.
FAILURE TO DO SO MAY RESULT IN REJECTION OF BID.

Authorized Signature

Firm

Date

Response to Questions – Solicitation USC-IFB-1999-MLS

VENDOR #1

- Question:** Does the University actually anticipate awarding a project contract based on this RFP or are we responding to be put on a list of approved vendors?
Response: **Bidders will be responding to be put on a list of approved vendors. Refer to Page 35, Section VI Award Criteria.**
- Question:** Do you intend to award pieces of the scope to different vendors (i.e. one firm gets to do Item 1 Marketing Strategy and another firm gets to do Item 2 Media Buying)?
Response: **Yes, refer to Page 35, Section VI Award Criteria.**
- Question:** Can vendors only respond to certain items in the scope and not others?
Response: **Vendors may respond to any areas of services in which they qualify.**
- Question:** Has the University developed a brand platform with another vendor or are those services included in the request for Item 1 Marketing Strategy Services?
Response: **The brand platform is completed. All contractors will be trained in the Brand prior to their first University assignment. Refer to Page 16, Background/Introduction, third paragraph.**
- Question:** Can you provide an annual budget range for the projects included in this RFP?
Response: **No specific budget has been established for this contract. Services performed under this contract will be provided on an as needed basis.**

VENDOR #2

- Question:** Is consideration being given to best of class talent for each discipline as outlined in the scope of the RFP or is the University requesting one firm provide all services? Specifically, may we submit a response to one component, such as Section IV. 1-Marketing Strategy Services, and be considered as a qualified applicant? If the answer is yes, is "qualified marketing strategy service background" limited to branding experience with colleges and universities or would companies with extensive and significant commercial corporate branding experience be considered (branding assignments and success stories with Fortune 500 companies)?
Response: **Yes, you may submit a response to one component. Multiple awards will be made to all qualified vendors as described in the solicitation document. Fortune 500 companies may not have parallel marketing strategy challenges to a college, or a department, or a specific program.**
- Question:** Under Marketing Strategy Services, please define the term "internal clients."
Response: **Internal clients include University faculty and staff.**
- Question:** Is it the University's desire to have the selected company or companies develop a new brand positioning/platform for the University or has USC already developed the strategic marketing plan?
Response: **The University has already developed the strategic marketing plan.**
- Question:** If a marketing plan has been developed, would you envision contractors having the responsibility of providing input into how it is executed?
Response: **Yes. Refer to page 16 under Marketing Strategy. As the University moves into implementation of the plan, it is seeking the support of agencies and/or experienced marketing consultants that can serve as marketing strategy support teams and extensions of**

the Division of Communications to assist individual colleges, schools, campuses and units with consistent execution of the brand.

5. **Question:** If a new brand positioning is complete, does it include a theme line, a design look and tone with specifically defined parameters?
Response: **Currently the brand positioning includes a message platform and branding messages for key audiences. The next step in the process after testing these messages is to enter the creative/design process including the development of a theme line, look and tone.**
6. **Question:** Has research been performed with students, parents, business professionals, alumni, administrative staff, community leaders, etc? If not, would the selected firm(s) be able to provide input?
Response: **Yes.**
7. **Question:** Who were (are) the Target Audiences?
Response: **Target audiences included prospective students and their families, alumni and donors, legislators, media, industry leaders, current students, faculty and staff.**
8. **Question:** What role did other campuses play (or will play) in the research and definition of an enterprise wide brand platform?
Response: **Research is specific to Columbia and about the system. Individual campus integrated marketing plans will be developed and completed through the Division of Communication over the next several months. The selected bidders will be trained in the new brand and will be required to execute strategies with the context of the University's overarching brand.**

Question: Do you know what your perceived image is now and what you prefer it to be, and why?
Response: **Yes. This information has been defined in the pending Integrated Marketing Plan.**
9. **Question:** Is there a pre-set timeline for execution of program elements or will the agency (contractor) assist in that decision?
Response: **The resulting contract as described in the solicitation will require a variety of campaigns during the course of the established contract period.**
10. **Question:** We noted that public relations was not identified as a distinct discipline in the RFP, is there support needed in this communication area as it would play a major role in the effective execution of an integrated marketing plan?
Response: **No. Public Relations is staffed in-house through the Division.**

VENDOR #3

1. **Question:** We have a question for a question under Section IV Information for Offerors to Submit, Point 1 Marketing Strategy Services. Specifically, on page 31, Point "g" the RFP asks for a Proposed Solution, Methodology / Management Plan, including a narrative of the offeror's assessment of the work to be performed. We are struggling with this because the RFP does not include specific information on a project, an assignment, or a campaign for which we would need to make a suggestion. Can you clarify with criteria or any other additional information to help us dimensionalize our response?
Response: **Bidders may describe how their strategy manifested in the execution of a campaign by a college, nonprofit, educational institution or like organization. The marketing strategies required under the scope of work will vary depending on University department user's needs. Services may range from a graduate program seeking to increase enrollment to a college trying**

to build its brand reputation and everything and anything in between.

VENDOR #4

1. **Question:** Is a copy of the USC Integrated Marketing Communication Plan and Strategy referenced in the Scope of Services on page 3 of the solicitation available for review prior to the submission deadline?

Response: No. Successful bidders will be trained on the University's Integrated Marketing Communication prior to their first contract assignment.

VENDOR #5

1. **Question:** The cover of the RFP requests that one original hardcopy and five copies marked "copy" plus one electronic copy be provided. The areas of Graphic Design Services and Web Design and Development Services both say to include one set of samples, portfolio, etc. So, would the correct items to include be the 1 original and 5 copies of the history, references, etc., but only 1 copy of each portfolio?

Response: Your bid response should include one set of samples, portfolio, etc (as required in Section IV of the solicitation) in your original bid response and in each of the copies you provide. That means five complete sets that include the solicitation response and the portfolio materials.

VENDOR #6

1. **Question:** Is there any way you can tell me how much work I will be getting from the University. I need to know how much work this contract is worth. Will there be other photographers over me or will be the only one? I have fixed cost that are requiring and I need to know the value that is budgeted for this contract.

Response: Multiply awards will be made for each service as described in the solicitation. On an as needed basis, University personnel will select from the list of approved bidders/contractors. The University has in-house photographers who will provide training to each qualified vendor prior to their first contract assignment.

VENDOR #7

1. **Question:** I think it would be good to gain a better understanding of what assistance it is you are looking for in terms of executing the University's brand within individual units. What units need help? And aside from the types of services listed in the RFP, what do these units need help with specifically?

Response: The resulting contract will be used by the USC Columbia and its seven campuses. The services required are limited to those outlined in Section III. of the solicitation.

2. **Question:** Are you looking for help with developing "sub-brands" within the overall university brand?

Response: No.

3. **Question:** Are you looking for individual marketing plans for these units to execute aside from the overall university plan?

Response: No.

4. **Question:** Also, can you provide any current regional/demographic information on your app pool? What is your current media buying strategy?

Response: Once vendors are selected, University Communications will work with them to provide all necessary information such as regional/demographic data. Through the integrated marketing communications approach we will be focusing on brand development for the entire university. In addition, we will partner with groups such as admissions to assist them in their

brand integration. As part of the Integrated Marketing Communications plan we will be looking to develop a new approach to media buying.

VENDOR #8

1. **Question:** Is this going to be "let" as a single package project, or will various services, like photography, be "let" separately.

Response: **Various services. Refer to Page 35, Section VI Award Criteria of the solicitation.**

2. **Question:** Another question: Section VIII page 49, under Lot 6 Photography Services. A maximum hourly rate for photography services of \$100.00. Does this cover both on-site photography time and off-site post processing time, like the creation of on-line proof galleries, keywording, cataloging, final file prep, dvds and electronic uploading services, courier or delivery services, too. A possible example might look like this: 2 hours on-site photography and 3 hours off-site processing files from the shoot, and delivery, for a total of 5 hours.

Response: **Your rate must include all costs expected to be incurred by the University, i.e include all costs for staff labor, travel, profit, etc. Please refer to bottom of Page 33-34 under Contract Rate.**