



UNIVERSITY OF
SOUTH CAROLINA

AMENDMENT NO.1 TO SOLICITATION

TO: ALL VENDORS

FROM: Michelle Robinson, CPPB, Procurement Manager

SUBJECT: SOLICITATION NUMBER: USC-RFQ-2918-MR-(Re-Bid)
To develop messaging architecture that will drive the branding effort for a new facility for USCB's Bachelor of Science Degree in Hospitality Management on Hilton Head Island and associated changes in academic program direction.

DATE: March 16, 2016

This Amendment No.1 modifies the Request for Quote only in the manner and to the extent as stated herein.

Vendor Questions and Answers

**CLOSING DATE CHANGED FROM: March 18, 2016
TO March 21, 2016**

CLOSING TIME REMAINS THE SAME

BIDDER SHALL ACKNOWLEDGE RECEIPT OF AMENDMENT NO.1 IN THE SPACE PROVIDED BELOW AND RETURN IT WITH THEIR BID RESPONSE. FAILURE TO DO SO MAY SUBJECT BID TO REJECTION.

Authorized Signature

Name of Offeror

Date

The following Question was received from Vendor A

Question # 1

What is the anticipated contract award date?

Answer

The anticipated award date will be 3-5 days after the opening date. **(Please see change of Opening Date on Page 1)**

The following Questions were received from Vendor B

Questions about Creative Deliverables

Question #1

Can you please define what “two design looks” means to you? For instance, is it two different logo designs, two different campaign aesthetic treatments, and two different brochures or any combination of these?

Answer

This means two different messages. The contractor would need to come up with two different messages for our target audience – basically two different directions – it could be aesthetic, but it also means two different types of approaches with copy too.

Question # 2

Do you have a number of revisions for creative deliverables in mind?

Answer

No, we will do as many as we need to.

Question # 3

What is your expectation on the length/quality of the brochure/leave behind piece?

Answer

Probably more than a tri-fold brochure, but this will be determined by the discovery process and recommendations from that point on.

Question #4

Regarding the 3 emails targeted to prospective students, will these emails contain embedded images (like an e-zine) that goes out to your content list? Or just text?

Answer

The images need to be embedded.

Question #5

Regarding the photo shot list: is it your expectation that we will shoot the pictures or just develop the shot list? If you would like us to shoot, is there a separate budget for production?

Answer:

The expectation is to develop the shot list and do the art direction. The contractor would need to work closely with the photographer that is hired.

Question #6

How many versions would you expect of the brochure, emails and landing page?

Answer

This depends on discovery. It could be two or four, but we cannot say definitively at this point.

Question #7

Is there a role for video here beyond identifying candidates for testimonials?

Answer

No video at this point; It is undetermined if we will do that in the future.

Timing Questions**Question #8**

What is driving the specific deadlines mentioned in the RFQ for analysis and the landing page?

Answer

Spring and Summer constitute the majority of the recruitment season for the year. We hope to have messaging available before these opportunities occur.

Question #9

Given the very tight timing on this project, how and when will you make a vendor decision?

Answer

The anticipated award date will be 3-5 days after the opening date. **(Please see change of Opening Date on Page 1)**