

ADDENDUM NO. 1
FOR
BRAND DEVELOPMENT AND MARKETING
RFP# 10054530

The University of Tennessee Health Science Center has received the following questions. This addendum will answers the below questions.

1. Can UTHSC provide more details on current communication plan per objective 2.2.2 referencing that chosen agency would leverage work that has been done to date, augment and sustain an integrated communications campaign? Any details regarding what has worked in the past that UTHSC wants to continue would be helpful.

The majority of the work done to date can be reviewed at <http://myutdoc.com/>.

2. Does UTHSC currently have an internal database of contacts to target per objective 2.2.3?
Multiple databases are available for various target audiences. In some cases, those lists need to be updated, revised, etc.

3. Does UTHSC have internal resources to manage any aspect of a social media campaign or is the intention that the agency would execute on all aspects of this work?

Existing internal resources could be leveraged for this purpose but are limited.

4. Can UTHSC provide clarification on the award and key selection criteria as it relates to the technical requirements?

Responses will be evaluated based on the thoroughness and clarity of the response.

Are there any particular deliverables that UTHSC requires within the scope of this project as part of the marketing plan? No.

5. Has UTHSC included a video as part of the marketing and communications plan in the past and does UTHSC feel that the current library of videos would be sufficient for achieving objectives?

Yes, we have included videos, and their sufficiency is undermined at this time.

6. What was the level of investment annually for UTHSC marketing and public relations plan in 2016?

The College invested approximately \$600,000 on these efforts in FY2016.

7. Geographically, is UTHSC only looking at potential vendor partners near University of Tennessee Health Science Center and surrounding areas?

Geographic location of the vendor is not relevant.

Where does UTHSC prefer to have resources allocated?

Uncertain as to the meaning of this question.

8. To be sure Firms deliver an accurate and appropriate cost proposal please give us a sense of the scale of the annual budget the agency will be responsible for:

A. less than \$500K

B. \$500K- \$1M Tentatively, this is the current thinking.

C. \$1-\$2M

D. More than \$2M

9. Is this for the College of Medicine only? Yes

Would there be opportunities to work with other colleges at UTHSC?

Potentially

10. Does this RFP represent a new initiative or is the continuation of an existing effort?

This is a continuation of an existing effort.

11. If it is the continuation of an existing effort, is UTHSC required to re-bid the contract at this time? Yes

12. Under the Qualifications Preferred section UTHSC asked for experience working with UTHSC and an understanding of the dynamics of the UTHSC marketing and IT infrastructure. In relation to that request please answer the following.

A. What Brand Development Marketing Firm is UTHSC currently working with?

Sullivan Branding

B. How would UTHSC describe the status of the relationship: Very Satisfied, Satisfied, Dissatisfied?

It is not clear that this is a pertinent question.

13. What is the budget that has been established for the brand development and marketing services? If one has not been set, historically, what have the budgets been for these type of services?

500K- \$1M Tentatively, this is the current thinking.

14. Who is the incumbent agency for the UT College of Medicine, and will they be participating in this RFP? Sullivan Branding, and we do not know at this time.

15. What is considered a local and a regional student?
The majority of our students are residents of the State of Tennessee.
16. Does UTHSC want to see spec creative?
Responding firms are asked to provide materials sufficient to allow the UT College of Medicine to evaluate their responses.
17. Do the Forms noted as Attachment E and Attachment F both belong in the Cost Proposal envelope? Yes
18. Is it an issue to include a current member of the UT College of Medicine staff as a reference or should Firms refrain and provide an alternate reference from an academic health setting other than UT College of Medicine?
This is not an issue.
19. Does UTHSC currently have an advertising firm they work with? Yes
If so, who?
Sullivan Branding
20. Is UTHSC happy with the current agency?
It is not clear that this is a pertinent question.
21. What is UTHSC current annual budget?
500K- \$1M Tentatively, this is the current thinking.
22. How is the budget allocated?
That is to be determined.
23. Who is UTHSC stakeholders?
Health care consumers, potential donors, business and civic leaders, prospective faculty, staff, and trainees, etc.
24. Can UTHSC provide any research on the most recent campaign and or public awareness or any other research that has been done recently?
Nothing that is readily available at this time.
25. Does UTHSC receive grants and if so how are they utilized?
Not within the scope of services specified in this RFP.
26. For media buys does UTHSC buy all major markets in the State of TN or does UTHSC just concentrate on a few?
Past purchases have focused on the Memphis metropolitan area.
27. What does UTHSC consider their most successful campaign to date?
It is not possible to answer this question at this time.
28. Can UTHSC provide creative samples they like?
Not at this time.