

Request for Services - Advertising and Marketing Services

I. General Information

Oklahoma State University is accepting proposals for a number of integral marketing services to increase brand awareness, conduct and measure brand perception, execute and deliver creative work, among other items detailed below. Each service below will serve to positively impact the institution's recruitment and retention as well as the brand's overall visibility and perception. An organization can bid on one service, multiple services or all services, if they have the capabilities and experience to do so. OSU is looking to contract for marketing services that include:

- Digital advertising
- Copywriting
- Brand research and measurement
- Communications and marketing organizational audits
- Media buying and consulting
- Marketing strategy
- Graphic design and motion graphics
- Video and audio production

About Oklahoma State University

Oklahoma State University is a modern land-grant university that prepares students for success. OSU's goal is to become the preeminent land-grant institution in the country through a recently released bold new university strategy. Through leadership and service, OSU is preparing students for a bright future and building a brighter world for all. OSU improves the lives of people in Oklahoma, the nation and the world through integrated, high-quality teaching, research and outreach. OSU has more than 33,500 students across its five-campus system and more than 25,000 on its combined Stillwater and Tulsa campuses, with students from all 50 states and more than 100 nations. Established in 1890, OSU has graduated more than 260,000 students.

OSU's main campus is located in the heart of Stillwater, Oklahoma. It enrolls 25,000 students and hosts upwards of 80,000 visitors each year for America's Greatest Homecoming and is home to the most comprehensive student union in the country, as well as Edmon Low Library — one of the nation's top research libraries.

Founded in 1999 and located in Tulsa's Greenwood District, OSU-Tulsa offers Oklahoma State University's world-class academic programs in an urban setting, including undergraduate and graduate degree programs in areas such as business, education, engineering and technology, human services and liberal arts.

The Oklahoma State University Center for Health Sciences (OSU-CHS), founded in 1972 was established as an academic health center in 1997 to extend OSU's reach and capabilities in the health sciences. Today, OSU-CHS is a premier academic health center and includes the College of Osteopathic Medicine, the School of Biomedical Sciences, the School of Forensic Sciences, the School of Health Care Administration, the School of Allied Health and a Physician Assistant Program.

With more than 1,000 students enrolled in its academic programs, OSU CHS educates osteopathic physicians, scientists, allied health professionals, health care administrators and more, offering both graduate and professional degrees.

OSU-OKC came into being in 1961 as educators and civic leaders realized the need for vocational programs in Oklahoma's largest city. Starting with an enrollment of 92 students in 1961, OSU-OKC now serves thousands of students each semester through in-person, hybrid classes and online classes.

Founded in 1946, Oklahoma State University Institute of Technology (OSUIT) is a leader in applied technology education and is known for world-class teaching facilities, partnerships with industry and a nearly 90% career placement rate. Located in Muskogee, Oklahoma, OSUIT offers 38 degree programs that are consistent with emerging market trends and geared toward a seamless classroom to career transition.

In addition to academics, two state agencies are part of OSU Agriculture: OSU Extension and OSU Ag Research. Founded in 1914, OSU Extension educators serve all 77 counties, tailoring programs and offerings to solve problems Oklahomans are facing right now, with information backed by the latest scientific research. At our Stillwater campus and experiment stations throughout the state, faculty members conduct research on agriculture, natural resources, rural economies, and social issues to address the needs of Oklahomans.

II. Contract Terms

The contract term shall be for a one-year period following the date of award, with the option to renew annually for up to 4 additional one-year periods upon mutual agreement.

III. Requirements (to be answered by all bidders)

- a. Provide your organization's name, a brief description of your services, your staff size, and years of experience for the services in which you are bidding.
- b. Please indicate and specify which services you wish to offer to OSU, your expertise in this area and how you would best serve OSU. You may be considered for all services or one individually. These contracts may or may not replace current OSU contracts for similar services.
- c. Provide samples of relevant work to each of the services you are bidding in case study format (no more than three samples per service area).
- d. Keep responses to two pages per service at maximum. Additional case study and samples of work are not included in this two-page maximum.
- e. Please provide three key references who can speak to the service you are bidding on. References should include, name, title, services rendered, email and phone number. Higher education institutions or entities are preferred.
- f. All campus-specific contact data including email addresses or identities of students, alumni, research and industry partner, volunteers, 4-H members, and Extension clientele remain the property of OSU. This information remains confidential and is subject to the Family Educational Rights and Privacy Act (FERPA) guidelines as specified at: <http://www.okstate.edu/registrar/FERPA/FERPA.html>. Vendor shall indemnify and hold OSU harmless from and against any claims arising from disclosure of information.

- g. If/when multiple vendors are awarded this bid, the vendors may be asked to create a proposal for specific projects so that OSU may determine the appropriate and most competitive vendor for a given project.
- h. All creative work created and produced as a part of this contract will be the property of OSU and may be used in any way that OSU requests.
- i. A secure FTP service must be used to transfer both final and working files.
- j. **Deadlines** that are not met as specified may disqualify vendor(s) from future orders.

IV. Scope of work | Services

These services seek to assist the central Brand Management team, as well marketing and communication teams across the university system to improve brand perception, drive engagement and influence action with high quality deliverables. A vendor has the choice to bid on one of the eight services or any combination, or all services which include: (1) Digital advertising, (2) Copywriting, (3) Brand research and measurement, (4) Communications and marketing organizational audits, (5) Media buying and consulting, (6) Marketing strategy, (7) Graphic design and motion graphics, (8) Video production. Your proposal should include your response to all section(s) below (1-8) on which you would like to be considered.

1. Digital Marketing and Advertising

OSU seeks a qualified vendor(s) that can develop digital marketing and advertising strategies to support key university objectives. Digital efforts must adhere to OSU's brand standards, comply with OSU's digital accessibility policy, and coordinate with the university's ongoing marketing and communications efforts. The vendor(s) should have a proven track record of making data-informed decisions and have the ability to manage many university digital ad campaigns simultaneously. Additionally, the firm(s) is expected to craft strategies that meet the needs of OSU's target audiences and select ad placement and strategies based on those personas and locations.

Support includes:

- a) Project management — Ongoing oversight of active campaigns ensuring deadlines and overall objectives are met.
- b) Content development and creative feedback — Ability to create digital advertising content, landing pages, creative elements a plus. Provide counsel on internally developed materials to support campaigns based on industry experience and analytics.
- c) Must track analytics and conversions, optimize and target campaigns appropriately — Optimize campaigns based on objectives, ensure proper list targeting, target audience fit, provide feedback when campaigns need to be adjusted. Ability to integrate with Technolutions Slate and Banner by Ellucian a plus.
- d) Professional development — Ability to train university personnel on digital advertising best practices.

SERVICES INCLUDED

- Social media advertising including Facebook, Instagram, Twitter, Snapchat, LinkedIn, YouTube, Pandora, Spotify, and others.
- Google Ads
- Search ads
- Display advertising
- Retargeting
- Mobile targeting and footprinting

- Geotargeting
- IP targeting
- SEO
- Audience matching
- Additional digital technologies
- If the vendor provides additional services that should be considered as a part of this contract, please include them as a part of the bidding process.

2. Copywriting services

OSU seeks a qualified vendor(s) that can craft engaging and influential content to capture target audiences' attention, drive action and/or educate. Both short-form and long-form content writing is required. Writing efforts must follow AP style and/or OSU brand guidelines and adhere to OSU's tone and voice. Must show a track record of meeting writing goals effectively and efficiently, meeting deadlines with limited revisions needed. It is also important to have the ability to manage many university writing projects simultaneously.

Support includes:

- a) Project management — Oversight of deliverables from scope of work to final deliverable, which should include editing in OSU's preferred style, collecting feedback and revisions.
- b) Content development — Leverage OSU's Tone and Voice guide for consistency and be expert at OSU's target audience set to match content approach with persona.
- c) Creative feedback — Collaboration will be key to creation and approval. A system and workflow will be needed where others can quickly identify areas that need to be corrected and to provide timely feedback.

SERVICES INCLUDED

- Website content
- Advertising landing pages
- Display ad copy
- Text-based ads
- Billboard copy
- Social media content
- Video scripts
- Radio scripts
- Email copy

3. Brand research and measurement

OSU seeks a qualified vendor(s) for ongoing brand research and measurement to track and monitor awareness, preference and overall reputation among key DMAs and key competitors. Data analysis with this research will be used to determine the overall impact of marketing results. Consistent methodology and best practices will need to be implemented to successfully measure results quarter-to-quarter and year-over-year.

Support includes:

- a) Clear understanding of university, department and institute level goals and objectives.
- b) Survey creation — Ability to clearly craft questions that will drive transparent feedback.
- c) Ability to target specific audience and DMA to measure focus efforts.

- d) Collection and repository of data for university access. Preference to have both dashboard executive level views as well as the ability to pull the raw granular data in a CSV, EXCEL, or SPSS format.
- e) Analyze data and solution-oriented recommendation to how to shift key metrics — whether those are preference, recognition, or retention.

SERVICES INCLUDED

- Qualitative surveying
- Quantitative surveying
- Competitive analysis
- DMA location analysis
- Demographic breakdown
- Raw data files and dashboard style presentation of findings
- Brand research analysis
- In-person finding presentations
- Online and in-person focus groups

4. Communications and marketing organizational audits

OSU seeks a qualified vendor(s) that has proven experience in auditing processes and team infrastructure to optimize communications and marketing work efficiency and effectiveness. Firm(s) need to have proven results in increasing ROI related metrics. The ability to track and monitor effectiveness of adjustments are essential, as well as the ability to communicate and successfully advocate for recommendations on the executive level.

Support includes:

- a) Strategic analysis — Leverage best practices to maximize efficiencies and effectiveness, which would include both a cost and process audit.
- b) Must be able to report and present initial findings, proposed solutions, as well as measure the initial impact of changes for long term success.

SERVICES INCLUDED

- Resource allocation
- Process auditing and workflow optimization
- Software auditing and recommendations
- Project priority methodologies — including request intake and deliverables
- Change management planning

5. Media buying and consulting

OSU seeks a qualified vendor(s) that can develop and execute media buying strategies, target audience development, provide contract negotiation, oversight of deadlines and agreements, and comprehensive campaign reporting to support key university objectives on an “as-needed” basis. Contracts could include print, TV, cable, radio, outdoor and environmental advertising platforms, among others.

- a) Advertising efforts must adhere to OSU's brand standards and complement the university's ongoing marketing and communications efforts.
- b) The firm(s) should have a proven track record of making data-informed decisions and have the ability to manage many university advertising campaigns simultaneously.
- c) Additionally, the firm(s) is expected to craft strategies that meet the needs of OSU's target audiences and select ad placement based on those personas and locations, on a local, regional and national basis.
- d) Digital advertising offerings, including streaming and OTT opportunities, should be included in a separate response for the digital marketing and advertising services (item #1 in this bid).

Support includes:

- a) Strategy development — Provide strategic insight and data analysis on reaching target audiences for university advertising campaigns.
- b) Contract negotiation — Negotiate advertising contracts on behalf of the university and secure key placements in partnership with OSU.
- c) Project management — Ongoing oversight of active campaigns ensuring deadlines and overall objectives are met.
- d) Content development and creative feedback — Provide counsel on internally developed materials to support campaigns based on industry experience and analytics.
- e) Must track, optimize, and target campaigns appropriately — Optimize campaigns based on objectives, ensure proper audience targeting, provide timely recommendations when campaigns need to be adjusted.
- f) Provide comprehensive reporting and tear sheets — On a regular basis (at least once a month) provide robust reporting that tracks impressions, ROI and other key metrics. Reporting should include spot invoice audits, which match spot time, dates, costs, and commercial numbers with original buy schedule; post-buy analysis/estimate; and reach/frequency estimates. Tear sheets will be required for print advertising before payment.
- g) Professional development — Ability to train university personnel on media buying best practices.

SERVICES INCLUDED

- Local TV and cable
- Local radio
- Billboards
- Print and digital publications including industry and special interest
- Environmental
- Higher education platforms

6. Marketing strategy

OSU seeks qualified vendor(s) that can provide direction and vision utilizing best practices and experience to guide marketing campaigns, as well as brand and student recruitment initiatives. Work should optimize goals and aspirations of the university, including recruitment, retention, and reputation, by providing leadership in branding and influencing key target audiences with marketing, advertising and communication strategies and effective communications. Experience in higher education marketing and communication is preferred. The successful bidder would need to leverage strategic insight, research, and data analysis to inform strategy in order to reach target audiences and meet university objectives.

Support includes:

- a) Strategy development — Provide strategic insight and data analysis on reaching target audiences for university advertising campaigns.
- b) Project management — Ongoing oversight of active campaigns ensuring deadlines and overall objectives are met.

SERVICES INCLUDED

- Creative ideas that achieve various marketing objectives
- Unique methodologies to drive brand recognition and affinity and drive action
- Use data analysis to uncover key insights needed to problem solve and provide creative solutions or recommendations
- Recommend and implement best practices for campaigns/initiatives
- Present and communicate ideas in a way that is clear and actionable to team
- Track strategies to measure and improve results

7. Graphic design and motion graphics

OSU seeks a qualified vendor(s) that can provide both superior conceptual-level design creativity, as well as error-free polished files that meet university brand standards. The creative artwork will have a variety of use cases ranging from digital and print. Must show a track record of forward-thinking designs, meeting goals effectively and efficiently, and meeting deadlines with limited revisions needed. It is also important to have the ability to manage many university design deliverables simultaneously.

Support includes:

- a) The firm(s) should have a proven track record, understanding scope and goal, and providing design strategy to achieve intended results.
- b) Creative feedback — Collaboration will be key to creation and approval. A system and workflow will be needed where others can quickly identify areas that need to be corrected and to provide timely feedback.

SERVICES INCLUDED

- Digital banner ads
- Email templates
- Signage and physical space design
- Newspaper and magazine advertisements
- Print collateral, such as flyers, trifold, postcards etc.
- Social graphics
- T-shirt design
- Billboard design
- Illustrations
- Trade show displays and materials

8. Video and Audio Production

OSU seeks a qualified vendor(s) that can shoot and produce engaging and highly produced turnkey videos and audio, including podcasts. Videos and podcasts will showcase the university, its various colleges and campuses, institutes, and initiatives. Videos may include the university's

annual public service announcement, additional university commercials, campus tour videos, event highlight videos, and others. The selected vendor(s) may be asked to collect a-roll, b-roll and interviews for videos they do not produce.

Support includes:

- a) Travel required to OSU campuses, institutes, or Extension locations across the state for on-location casting, pre-production meetings and on-location shoots. Locations will be determined on a project basis.
- b) All support levels related to video creation would be needed: including concepting, scripting, filming, editing, and casting.

Submitted samples of work — Bidder MUST include a sample of videos and/or podcasts produced in the last year for a client that includes cinematic, graphic, interview and voice-over work.

Video specifications include:

- a) OSU will provide voice-over talent or approve hired talent.
- b) OSU will use students, faculty, and staff talent rather than external talent in most cases.
- c) Video graphics must align with OSU brand and accessibility standards and receive final approval by University Brand Management.
- d) **Delivery** — Video and audio should be delivered electronically, and in some rare instances, in-person or by mail on a high-quality storage device.

V. Timeline

- Q&A Board Closes: May 30, 2023, at 4:00 PM CST.
- Bid Closes: June 8, 2023, at 4:00 PM CST.

VI. Proposal Format

- A. All proposals must provide information for all items addressed in Section III (Requirements).
- B. Provide a response for each section(s) which you desire to submit a proposal, according to service or products outlined in each section.
- C. Proposal should follow the same numbering sequence of the Specifications.
- D. Pricing: You should prepare a document detailing your pricing for each section you are submitting a response. The pricing should be a BLENDED HOURLY RATE and should be submitted for each section to which you are submitting a proposal. Label your pricing for which section it applies. The PRICE document should be the LAST page of your proposal.
- E. Proposal submission: The proposal should be uploaded to the Supplier Attachments section of the e-bid system and labeled "Proposal."

VII. Questions

- A. Questions directly related to the specifications should be submitted using the Q&A Board located in the "Tools" section of this e-bid. Questions must be submitted prior to the question's deadline. Bidders are encouraged to continuously monitor the Q&A Board for all questions and answers

related to this solicitation.

- B. Any attempt to contact any end user or department other than The Office of Central Procurement during the solicitation and evaluation process may result in the disqualification of your bid.

VIII. Evaluation of Proposal

You will only be evaluated for the sections to which you submit a proposal. You will not be penalized for not submitting to all services included in the Specifications.

The evaluation methodology for this RFP will be “Best Value” as defined in the terms and conditions.

Following are the evaluation criteria that will be used for bids received in response to this solicitation:

- 1) Overall responsiveness and elements of the proposed tactics
- 2) Other areas as determined through independent evaluation
- 3) Price — Include break out of consulting fees, pricing structure, external vendor markup and media commissions/fees
- 4) Experience as determined by examples and case studies/References

The university may require oral and visual presentations from the highest ranked respondents. During these presentations, providers may be asked to provide additional data, including equipment and product demonstration.

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