

ADDENDUM I
DATE: October 2, 2020
FOR
FURNISHING AND DELIVERY
OF
BIOTECH DIGITAL MEDIA COMMUNICATION INITIATIVE FOR CHINESE PLATFORMS
FOR
THE CURATORS OF THE UNIVERSITY OF MISSOURI
ON BEHALF OF
UNIVERSITY OF MISSOURI
PROPOSAL REQUEST 21022
DATED: October 7, 2020

The above entitled specifications are modified as follows and except as set forth herein remain unchanged and in full force and effect:

Modification: The RFP deadline is extended to **October 21, 2020**.

Modification: Mandatory Criteria

- a) **Mandatory #12.** No Response Required. Delete this question in its entirety.
- b) **Mandatory #13.** No Response Required. Delete this question in its entirety.
- c) **Mandatory #14.** No Response Required. Delete this question in its entirety.
- d) **Mandatory #15.** No Response Required. Delete this question in its entirety.

Modification: Desirable Criteria

- a) **Desirable #2.** No Response Required. Delete this question in its entirety.
- b) **Desirable #5.** No Response Required. Delete this question in its entirety.
- c) **Desirable #7.** No Response Required. Delete this question in its entirety.
- d) **Desirable #8.** No Response Required. Delete this question in its entirety.
- e) **Desirable #9.** No Response Required. Delete this question in its entirety.
- f) **Desirable #11.** No Response Required. Delete this question in its entirety.
- g) **Desirable #12.** No Response Required. Delete this question in its entirety.
- h) **Desirable #13.** No Response Required. Delete this question in its entirety.
- i) **Desirable #14.** No Response Required. Delete this question in its entirety.
- j) **Desirable #18.** No Response Required. Delete this question in its entirety.
- k) **Desirable #19.** No Response Required. Delete this question in its entirety.

Clarification: Detailed Specifications and Special Conditions: Scope

University of Missouri is seeking proposals from experienced professional firms interested in providing the following: media planning and buying services to disseminate our digital content across Chinese digital and social platforms to reach our target audience. Services include consultation and recommendations for the most efficient use of marketing dollars and follow-up reporting. Our goal is to increase awareness and educate key demographics about the use and safety of agricultural products derived from biotechnology in China.

Awarded vendor will provide the following,

- Analysis of the target audience (demographic and psychographic summary)
- Media (digital) recommendations and ad specs (size, resolution, etc.)
- Media planning
- Media buying
- Evaluation and analytics of ad buy performance for each platform used

Clarification: Desirable Criteria

3. Describe in full detail the vendor's experience in China including how the vendor would approach the MU biotech campaign including tentative timeframes for the following;
 - Analysis of the target audience
 - Development of media recommendations
 - Development of key performance indicators
 - Implementation plan

Clarification: REQUEST FOR PROPOSAL FORM

Identify percent of commission and itemized fee structure and provide specifics for any discounts, etc. (to be held constant over the life of the contract). Fees may be provided as billable hours if preferred to a commission.

1. **Question:** Whether companies from Outside USA can apply for this?

Answer: Yes, vendors from countries outside the United States may submit a response.

2. **Question:** Whether we need to come over there for meetings?

Answer: No, vendors will not have to travel to United States for meetings. Meetings may be conducted virtually.

3. **Question:** Can we perform the tasks (related to RFP) outside USA?

Answer: Yes, vendors may perform the tasks from outside the United States.

4. **Question:** Can we submit the proposals via email?

Answer: Per the RFP, page 9, All proposals must be emailed to crgnn7@umsystem.edu with the subject line to read: Request for Proposal #21022 for Biotech Digital Media Campaign for Chinese Platforms, Attn: Carla Gilzow

5. **Question:** The initial campaign is set to end by Dec 31 2020, by when the contract will be awarded to a supplier, so we understand how long is the initial campaign.
Answer: The initial campaign is to fund media buy activities through December 31, 2020.
6. **Question:** Has UM approach the China market prior to this RFP? If so, what have been done with previous marketing efforts? What were the results and feedbacks?
Answer: No, MU has not approached the China market prior to this RFP.
7. **Question:** What is the budget for this project for this fiscal year, and for next year, separately. We would need at least a range to provide an accurate tailored response to this RFP.
Answer: The initial campaign is to fund media buy activities through December 31, 2020 within a budget range up to \$150,000 to \$200,000.
8. **Question:** What are the supplier selection criteria and each of their weighting for this RFP?
Answer: Respondents must meet the mandatory/limiting criteria to be “qualified” for scoring. If requirements are not met, the respondents are disqualified from further evaluation/award. Qualified remaining respondents will be scored on their ability to meet scored desirable criteria, which includes qualitatively, how specifications are met per page 18 of the RFP. Proposals will be awarded based upon the functional and financial evaluation.
9. **Question:** Payment section: can payment be sent via bank transfer?
Answer: Yes, payment may be sent via bank transfer.
10. **Question:** In section 4: Contract Period, the first paragraph states: "The initial campaign is a sponsored program with an end date of December 31, 2020." Should this be December 31, 2021? If not, what aspects of the project are expected to be completed by December 31, 2020?
Answer: The initial campaign is to fund media buy activities through December 31, 2020.
11. **Question:** Project budget, directional reference will do. It's a key input for us to map platforms and audience groups to target.
Answer: The initial campaign is to fund media buy activities through December 31, 2020 within a budget range up to \$150,000 to \$200,000.
12. **Question:** Do you already have a Chinese partner organization to host the content and information? It's a must for paid digital compliance requirement in China.
Answer: No, MU does not already have a Chinese partner organization to host the content and information.
13. **Question:** Is creative and content development part of the RFP evaluation at this stage? what level of support and reference material you could provide for that?
Answer: No, initial campaign will have creative content provided by MU.
14. **Question:** Proposal submission time, China will be on national day leave from Oct 1-8 this year, it will be challenging for us to submit by Oct 7th. Is it possible to delayed the submission by 7-10 working days to assure quality submission?
Answer: The RFP deadline is extended to **October 21, 2020**.