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January 6, 2017

ADDENDUM ONE TO ALL FIRMS:

Reference: Request for Proposal ([RFP](#)) #MW121616
Commodity: Media Buying and Public Relations Services
Dated: December 16, 2016
Proposal Due: January 24, 2017

Please reference the following for clarifications to the RFP #MW121616 issued on December 16, 2016 for Media Buying and Public Relations Services.

1. What has led to the release of this RFP - is the university undergoing a new marketing/branding initiative? Is recruitment down? Are there new recruitment goals for the university?

The University is not contemplating a new branding or marketing initiative. From time to time, the University seeks to identify firms that provide relevant services, with the intent to have vetted firms available to serve the needs of the University and/or any of its several Schools, as those needs arise.

2. What are the university's key domestic & international markets for

purposes of the media buying campaign?

Markets vary by initiative, campaign or School/Unit need. UVA's Schools operates with distinct business objectives and markets, based on their areas of expertise and the competitive landscape. As a nationally-ranked University with global programs and presence, UVA may from time to time have the need to advertise.

3. Besides the obvious recruiting & awareness objectives, are there specific objectives tied to the media buying initiatives?

See above

4. Has there been prior international media buying or is this the first of this initiative?

Up to this point, UVA has not purchased advertising media outside the U.S. at an institutional level, however individual schools/units may have done so as they deemed necessary.

5. What is your estimated annual media buying budget for domestic and international media?

No target budget – will vary by need, campaign, School or Unit.

6. Is there an incumbent PR agency? How are PR activities currently managed/executed?

While PR firms may have been engaged ad-hoc in the past, the University now seeks to identify a set of vetted firms with competency in the services described, to serve future needs as appropriate.