

2025 Advertising Media Planning & Buying Agency of Record RFP
AND
2025 Advertising Creative Agency of Record RFP
Addenda #1 re: Questions/Answers

1	The RFP documents shows Friday Sept 24th, but the 24th is a Wednesday and Friday is the 26th. Can you confirm the closing date/time?
	This is a typo, the due date is Wednesday, September 24 th , 2025 at 2pm EST.
2	Our agency has extensive experience working with the core target group and the government/not-for-profit sectors, via our work for several universities across Canada. Would this be considered an asset in your evaluation, or could it be viewed as a potential conflict of interest?
	This would be considered an asset.
3	At the top of ANNEX E, it states: "Please answer all of the questions below." The section immediately following—1. General Request for Proposal (RFP) Guidelines—appears to outline requirements to be incorporated into our responses rather than direct questions. Would it be correct to interpret this instruction as applying specifically to section 2. Credentials Brief, where explicit questions are listed?
	Correct. Please answer questions in section 2. There are no questions in section 1.
4	We have obtained the RFP documents from King's University College website. The RFP mentions the requirement that the documents should be from BIDDIGO. Can we still submit a response if we obtained the documents from the college website?
	Yes, the documents on Biddingo are the same as those on the King's website. No matter which location you got the documents from, you are able to submit a bid.
5	Can you confirm the page limit and specifications for the Agency Brief and Credentials Brief?
	Page limit is 3 pages.
6	Are there any specific reporting dashboards you currently use or want developed?
	We will be expecting a monthly report on outcomes of the media buy. However you want to present the outcomes will be up to you.
7	The RFP refers to Nielsen expenditure data in the form of the annual summary, which is provided free of charge. Can you clarify whether this means that King's holds a Nielsen subscription and will supply the data, or if respondents are expected to provide it?
	Respondents are expected to provide it
8	<p>We are currently reviewing the RFP documentation for King's University College's Creative AOR (RFP2025B) and Media AOR (RFP2025HA). We noted a potential discrepancy regarding the campaign budget and would like to clarify that.</p> <p>The Creative Brief (RFP2025B) references a total campaign budget (media + creative) of approximately \$800,000.</p> <p>The Media AOR RFP (RFP2025HA) indicates an annual advertising budget of \$1.0M in Year 1 and \$1.4M in Year 2, with an 80:20 split between media and creative expenses.</p> <p>Could you please confirm:</p> <ul style="list-style-type: none"> - Which budget figures should be considered authoritative for the purposes of our proposal? - Should agencies plan based on the \$1.0M–\$1.4M annual advertising budget outlined in the

	Media AOR RFP, with the noted 80:20 split, or on the \$800K total referenced in the Creative Brief?
	Refer to the Media AOR budget. We have a budget of \$1M, with an 80:20 split. 80% will be for the media buy, 20% will be for the creative. So, that means \$800,000 for the media buy in year one, \$200,000 for creative in year one.
9	Can you please confirm the process? Are we correct in our understanding that; <ul style="list-style-type: none"> - Interested agencies respond to this RFP with credentials - 1 or 2 agencies are then selected to do an advertising concept to achieve your set objectives (drive international and domestic enrolment) - These concepts are then tested against existing creative - The winning concept (agency) will ultimately be awarded the business, and if selected to do the creative you will be paid an honorarium of \$5,000
	Interested agencies respond to the RFP with credentials, concepts and proof that concepts will work (some form of measurement). Concepts are expected to be part of the RFP process. Unfortunately, the creative brief that was attached was an older creative brief. There will be no compensation for creative work (or other work) completed that is not successful.
10	In the brief it stipulates that the agency is to develop a single advertising concept but in the RFP it says: Each selected agency will be asked to provide 3-5 advertising concepts based on the creative strategy. Can you please confirm if it is one or more concepts?
	We would prefer 3-5 advertising concepts for the creative strategy
11	How detailed are you expecting the ideas to be? Can you provide more detail on what you are looking for.
	We are looking for you to develop 3-5 advertising concepts based upon the brand positioning highlighted in the creative brief.
12	Are there specific budget allocations for strategy, creative development, production, and media (if applicable)?
	There is a budget once the business has been awarded. We have a budget of \$1M in year one – 80% going towards media buying (includes agency fees), 20% going towards creative, strategy development. There is no budget allocated for any work developed during the RFP.
13	Are there baseline metrics or past campaign benchmarks available?
	Yes, we ran a campaign last year. The media buy produced higher than post-secondary benchmarks. We will continue looking for a “higher than benchmark” performance. The successful buying agency is expected to measure Impressions, Reach, Frequency, CPM, CTR, CPC.
14	Is there an existing brand platform or brand belief that the selected agency will work within?
	Yes.
15	Has King’s recently completed any rebranding, positioning, or messaging exercises?
	Yes, I believe the positioning is described in the creative brief.
16	Will King’s retain full ownership of all developed assets, including raw files, for internal use beyond the contract period?
	Yes
17	Will the selected agency have access to internal stakeholders during the strategic discovery phase?
	The strategic discovery phase has been completed, however, we can arrange for internal stakeholder meetings to further develop your knowledge if necessary.
18	Can you describe the structure and size of the internal marketing/communications team?

	We have a social media person, a marketing co-ordinator and myself, the director of recruitment, marketing and communications.
19	What level of collaboration is expected between the agency and King's staff?
	High level of collaboration.
20	What does the internal approval and sign-off process typically look like?
	The Director of Recruitment, Marketing and Communication must approve and sign off.
21	Who are the primary decision-makers the agency will be working with?
	The Director of Recruitment, Marketing and Communications
22	Are there specific compliance standards (e.g., AODA, bilingualism) the agency must account for in all communications and creative assets?
	Yes, creative must be compliant with AODA standards. We do not need French assets, however, we will be promoting internationally, so there may be a need to translate assets in other languages.
23	Is this RFP only open to approved vendors of Western?
	No
24	What format of the eventual test will be tested? Polished finished work vs conceptual?
	Conceptual in multiple formats (social, OOH expected), However, it is expected that you will provide us with proof that the concept will work.
25	What is the current work that is being tested?
	There is no current work being tested.
26	Does working with other Ontario universities constitute a conflict?
	Yes, but historical experience working in the post-education space is welcomed.
27	Could you clarify whether the "strategic planning" support mentioned includes brand strategy or is solely focused on individual campaign planning?
	We feel we have a solid strategy moving forward for the next 2-3 years. However, if the relationship continues beyond this timeframe, we may want to explore strategy further. Our short term, immediate needs are concept development based on positioning work already completed, development of campaign and execution of campaign.
28	Should our proposal include examples of prior creative concepts and execution, or is a credentials-based submission sufficient?
	Your proposal should include creative concepts (3-5) for King's University.
29	What degree of ongoing involvement is expected from internal King's staff (e.g., marketing, admissions, leadership) during campaign development?
	Highly involved with Director of recruitment, marketing and communications. Somewhat involved with the marketing/comms staff. We are a small team that is looking for an agency as an extension of this team.
30	How frequently do you envision campaigns being launched throughout the year, and should the proposal reflect capacity to support multiple concurrent campaigns?
	There are four key parts to the campaign: Attract (learn about King's and all it has to offer), Apply (King's becomes part of the consideration set – student applies to King's as well as other post-secondary institutions), Convert – King's is selected, Retain – those who select King's remain confident in their decision. We are looking at an agency to help us develop a plan that will effectively tell the King's story to attract students, encourage applications from students, encourage conversions from students and retain students (ensure students remain confident in their decision).
31	Will the agency be expected to directly manage The King's University social media accounts or just supply content?

	No, we will manage our own channels. We are looking for the agency to do a social media buy. There may be some overlap in content. This year, we are hiring student ambassadors to organically tell the King's story through the lens of the student. Content can be shared if necessary, but we won't need the agency to develop content for our social media channels.
32	Are you open to creative production being led by a virtual team within Canada?
	Yes. If you are asking whether or not they have to live in London, the answer is "no". However, it would be helpful to meet each other in person at some point.
33	For international recruitment, which countries or regions are the top priority for the next two years? Will you provide market-specific insights or should the agency propose new markets?
	We will provide market insights. Agency will not propose new markets. Key countries/regions: Hong Kong, China, Vietnam, Middle East (Oman, UAE), Philippines (although not sure if we will invest in advertising in Philippines).
34	Could you please confirm that the \$5,000 honorarium, as referenced in the creative brief, will be paid to every agency that submits creative concepts for the concept testing stage of the RFP process, regardless of whether their submission is ultimately selected as the winning campaign?
	Unfortunately, this was an old brief that was attached. There will be no honorarium paid through the RFP process. The expectation of the RFP is to answer the questions within the RFP, develop 3-5 concepts for King's to consider, provide some evidence of the concept's viability (that the concept will lead to an increase in applications)
35	Can you please advise, based on previous media buys, how has King's historically split their media spend across digital and social verses broadcast, OOH and other channels?
	We have heavily focused on digital (social, programmatic, search), with approximately ¾ of the spend on OOH.
36	Do you have specific enrollment targets each for domestic and international for the next 5 years that you can share?
	Domestic targets for next year – 1,000 students with YOY growth between 5-10% after that. International targets – we are limited by the number of Provincial Attestation Letters we get. Last year, we received 121 letters, so it is imperative to fill at least 121 international seats. We are striving for 150 international students with half being recruited internationally (offshore) and half being recruited domestically (onshore international students studying at either private schools or public schools within Canada)
37	In terms of goals, what is the split between local (Ontario) domestic (Canada) and international (Global)?
	Explained above
38	With an international focus, is the priority on English speaking countries or do you anticipate ads needing to be translated/transliterated?
	We anticipate some translation being needed. Although most students speak English, their parents are the decision makers. Parents don't always speak English.
39	Beyond enrollment, are there other strategic goals the media should support?
	Build reputation of King's as a place where students can experience a highly personalized and holistic education.
40	You've identified 18–24 year-olds as the core. What segmentation insights do you already have (domestic vs. international, psychographics, parental influencers)?
	This was provided in the creative brief.
41	Are there specific programs or faculties that need to be promoted with priority or are unique to King's that set you apart from the competition?

	Internationally, it's important to highlight our business programs. We most recently launched a new Analytics and Decision Sciences program. We are the only university within the Western complex that offers Criminology. Our specialized programs like Childhood and Youth Studies, Social Justice and Peace, Disability Studies, Thanatology and Human Rights are popular. Psychology is very popular. Catholic Studies for Teachers is another popular program.
42	Who are your main competitors?
	Huron, Western, and other ON universities (in brief). However, on an international scale, our competitors are vast.
43	How important are secondary audiences (parents, alumni)?
	Parents are very important – especially internationally. They are typically the decision-makers. Alumni, not as important for the campaign. We reach alumni in other ways.
44	What are the non-negotiables of the brand message?
	I'm not sure what you mean by this question. Please follow the brief for guidance.
45	The RFP mentions a Year 1 budget of \$1M. Is this inclusive of agency fees or purely media spend?
	Total spend including agency fees.
46	Knowing enrolment happens via 3rd party (OUAC), what KPIs measure success. Can you share any reference points as examples?
	I'm not sure how OUAC affects KPIs? OUAC provides us with application data (vs. ON universities), as well as conversion stats so we are aware of our application and conversion statistics. We will also monitor click through rates, impressions, reach (this has been answered in a previous question)
47	How important is King's Catholic intellectual tradition today in targeting and messaging?
	It's important and it speaks to our identity. However, we attract a vast array of students who are not Catholic.
48	What about King's attracts your current study body?
	This should be in the brief (see reasons to believe)
49	What activations have been most successful in your marketing to prospective students (open houses, billboards, radio, digital media?)
	Digital, OOH. Events are always successful (open houses)
50	The dates between rfp response and decision are quite close, do you anticipate in person/virtual meetings with select respondents?
	No
51	Is there an incumbent, and if so, is this a decision to move away from said incumbent or is this a standard process of renewing contract work?
	No, there is no incumbent
52	Your Advertising Creative Brief indicates that you are asking agencies to submit creative, however there are uncertainties around the timelines and formats for this submission. Please clarify – Will submission of Creative occur at Stage II of the process, after confirmation of passing Stage I? Will that occur after your decisions on September 29 and October 3? Or are you asking agencies to submit creative by September 24? Thanks for any clarity you are able to provide!
	We are asking for creative submissions to be submitted along with the RFP answers.
53	Please provide clarity on the timelines for campaign development, production, media planning, and roll-out. Your Creative Brief indicates the commencement date of the project October 5, however you "are aiming to launch the final creative in market mid-October" (page 6). Please clarify. Are you referring to launching <i>testing</i> of creative by mid-October, followed

	by a final decision on which agency and creative to proceed with? If so, what subsequent date are you targeting for full campaign launch?
	We are hoping to be in market by late October.
54	Your Advertising Creative Brief states that “quantitative testing” will be conducted on the creative provided by 1-2 agencies. Quantitative testing includes a wide variety of tools. Can you provide further details about what type of testing tools or methods you will employ to help make your decision?
	Unfortunately, the creative brief attached to the RFP is an old one. It is expected that responding agencies show proof that the concept will be viable in market.
55	Reliable testing requires an “apples-to-apples” comparison between different creative ideas in the same mediums. (For instance, best practice requires that a video not be tested against a billboard, to ensure that participants respond to the creative message not the medium). What format / medium of creative will you ask your selected agencies to submit for testing?
	Concepts should be provided in OOH and digital format (social)
56	Page 16 of your Media RFP states “plus the Agency Profile length of 3 pages in total, plus one page for the Agency Profile.” Page 40 states “3 pages plus bios, exhibits.” Please clarify.
	Please submit a maximum of three pages.
57	Page 47 of the Creative RFP indicates that the Experience and Qualifications Questionnaire should be a “maximum of 6 pages,” however page 17 indicates that the Questionnaire should be 3 pages in total. Page 17 also indicates that the Agency Profile should be one page, but page 45 indicates that it should be 3 pages.
	Please clarify. Experience and Qualifications Questionnaire should be a maximum of 3 pages; Agency profile should be 1-3 pages (3 pages maximum).