Florida State University
Competitive Solicitation
Addendum Acknowledgement Form

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<th>CS No: ITN 5772-A</th>
<th>Title: Media Marketing Campaign Services for FSU</th>
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<td>Date: July 30, 2015</td>
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INSTRUCTIONS TO RESPONDENTS

Attached is additional information pertaining to the Competitive Solicitation identified above. Please read this information carefully and incorporate it into the terms, conditions and specifications submitted with the original Proposal and any prior addenda.

This cover sheet must be signed by the individual signing the Proposal and returned with the Proposal.

CERTIFICATION

This is to certify that I did receive the referenced addendum and have incorporated the terms, conditions, and specifications listed therein into the attached Proposal.

__________________________
Printed Name/Title

__________________________
Authorized Signature
The purpose of this addendum is to provide the list of questions with answers as per the Calendar of Events listed on page 4 of the ITN.

Is there an incumbent agency? If so, who is the incumbent agency and how long have they been placing media for FSU? No, this is a brand new initiative.

If an incumbent agency exists, is this ITN being issued because the contract with the incumbent agency has expired? No.

If there is no incumbent agency, how has FSU placed media in the past? n/a

Who is responsible for providing creative? Creative Services at Florida State University (housed within the Office of University Communications) is responsible for providing creative.

If FSU has a contract with an agency to provide creative, is it anticipated that this agency will submit a response to this ITN? n/a

What has been the budget for this effort the last three years? n/a

Do you foresee the budget remaining the same for this year? n/a

Will you please provide information about desired outcomes, target audience(s) and markets/geographies? Desired outcomes include increased public awareness, increased sentiment towards the university and to gain visibility in new markets. The target audience is mostly alumni and donors. We’re also interested in prospective students and their families, and the general public to an extent. The markets will include various cities/towns with high levels of alumni/donor concentrations (based on zip-code data).

Can you clarify what you are looking for in the following statement:
“Provide a list of (samples of) internet programming with high pay-per-click campaigns that previous advertising has been placed and indicate price (or best estimate) that programming was placed at as well as client that advertising was bought/placed for.”

Are you looking for campaigns that had high clicks rates versus category average, or campaigns that had a low cost per click? You could have both or each one individually for a campaign. In addition, “pay per Click” is usually associated with a paid search campaign, but the question could also be relevant to a banner campaign. Basically, we’re looking for proven success with online ad placement.

Can you tell us what percentage of the budget is paid versus trade? n/a
What is the budget? n/a

What was the appropriation from the legislature? n/a

Is this ITN for sports promotion only? No, it is for non-sports (academic) promotion only.

Is this a statewide media campaign? Yes, various cities/towns with high levels of alumni/donor concentrations.

Is this a limited to one media market? If so, which market? No.

Are you looking for paid television advertising? Not at this time. Radio and/or television advertising might be considered in the future.

Are you looking for paid radio advertising? Not at this time. Radio and/or television advertising might be considered in the future.

Will there be design work in addition to collaborating with FSU? No, all design work will be handled by Creative Services at Florida State University (housed within the Office of University Communications).

Are you anticipating any TV or radio scripting and/or production? Not at this time.

What percentage of the budget do you anticipate will be digital/social media? Negotiable.

Has FSU previously worked with a vendor on a similar media marketing campaign? If so, who was the incumbent agency? No.

Will there be multiple campaigns promoting various facets of the University (i.e. various schools, sports, etc.)? or will it be one awareness campaign for the University in general? One awareness campaign for the University in general.

What are the target audiences? Mostly alumni and donors. We’re also interested in prospective students and their families, and the general public to an extent.

Is there any seasonality to when the campaigns would run? Not necessarily.

Will the efforts be national or spot market in scope? Spot market.

What is the total budget? n/a

What will the %’s be for cash vs trade for the budget? Negotiable.
What assets will be available for the trade portion? What is the estimated value of each asset? Negoitable.

What is the budget for the RFP? n/a

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What are the success metrics for the campaign? How will you measure an increase in public awareness and sentiment? Still exploring the answer to this question.

What new markets are you looking to gain visibility in? Areas with high concentration of alumni.

Can you provide a budget range? n/a

What is your ideal media mix? (Ex. 50% digital, 25% print, 25% outdoor) How do you define your ideal media mix? (based on what research) Negotiable.

How will you measure success of the agency you choose? Still exploring the answer to this question.

What kind of relationship do you want with your marketing agency? What did you like or dislike about past marketing agencies you have worked with? Have not worked with an agency in the past.

Will you be following a 7/1-6/30 fiscal year similar to some of our other education clients? Yes.

Do you plan on being in market year around or would you like to focus media on certain key time periods throughout the year? Year-round.

Who is your target audience? Are you looking to target only prospective students or would you like to target influencers as well (parents, school counselors etc.)? Mostly alumni and donors. We're also interested in prospective students and their families, and the general public to an extent.

Are there any special circumstances or "hot buttons" of which we should be aware of? No.

Do you have an in-house creative partner or are you looking for your marketing agency to handle creative as well? In-house creative.

What has been the most successful media tactic or campaign to date? n/a

What is currently the biggest obstacle for Florida State's media plans? Currently don't have a media plan.

Who are your biggest competitors? Other Florida schools in the State University System.

Are there any partnerships you're able to leverage for your advertising efforts (associations, organizations, etc.). Yes, alumni clubs.

Will the media agency have integration with SEO and content development efforts? SEO, yes. Content development, negotiable