



GARLAND INDEPENDENT SCHOOL DISTRICT

PURCHASING DEPARTMENT

501 SOUTH JUPITER ROAD

Garland, Texas 75042

June 26, 2024

ADDENDUM 2, RFP #14-24-02

Advertising Services (133582)

This addendum modifies the original document as listed below and is hereby incorporated to the contract documents. Acknowledge receipt of this addendum by returning the completed and signed form with the solicitation response. Failure to submit the addendum may be used as an evaluated factor.

ANSWERS TO QUESTIONS:

1. Question:

Do you anticipate awarding work to multiple vendors under this RFP?

Answer:

Yes, this will be a multiple award contract.

2. Question:

Would you contract with advertising agencies for this work (or portion of this work), or are you prioritizing bids only from media outlets?

Answer:

We are looking for either advertising agencies, media vendor or both

3. Question:

If an incumbent is delivering these services, may we know their name and whether they are participating in this response?

Answer:

We do not know who will be responding to this solicitation. For more information on previously awarded supplies/vendor/firms please follow our Public Information Request process:

<https://garlandisd.net/connect/public-information-requests>

4. Question:

Regarding hourly and daily rates in the Lines section of the Pricing Window, are you expecting vendors to input labor rates for such services as Broadcast TV or Radio spots?

Answer:

Yes, but if your firms pricing differs please attach your firms pricing as an attachment.

5. Question:

For the campaigns you anticipate launching in the term of this contract, who are your target audiences?

Answer:

The demographic information the district is targeting are as follows:

Generation of students in Gen Alpha (2010-2024), and Gen Z (1997-2012).

Generation of parent in Gen Z (1997-2012), Millennials (1981-1996), Gen X (1965-1980), and

Generation of Community in Generation of Boomers (1946-1964)

6. Question:

During the term of this contract, how many campaigns do you expect to launch?

Answer:

The expected frequency and duration will depend on initiatives, campaigns and events taking place during the year.

7. Question:

What kinds of campaigns do you anticipate launching?

Answer:

The goal/objectives are to increase brand awareness, engage target audiences, increase teacher applications, increase student enrollment.

8. Question:

Are there any specific media platforms or channels that the district prefers or has found particularly effective in the past for reaching their target audience?

Answer:

We have been successful with social media, influencer, certain print media.

9. Question:

How does the district intend to allocate the estimated annual contract value of \$400,000 across different media types and campaign initiatives?

Answer:

The allocation will depend on initiatives, campaigns and events taking place during the year.

10. Question:

In addition to the comprehensive research our company will conduct on the target audience, are there any specific demographic groups or communities within Garland ISD that the district particularly wants to emphasize or highlight in the advertising campaign??

Answer:

See answer to question 5.

11. Question:

Would it be beneficial and appropriate to include a comprehensive audit of Garland ISD's current recruitment practices as part of the overall media strategy? If so, could you specify what key areas or elements should be included in this audit to enhance the effectiveness of the advertising campaign?

Answer:

The scope for this RFP is for Advertising Services.

12. Question:

What are the differences in the previously closed RFP 14-24 and 14-24-02?

Answer:

We had technical issues that occurred at the beginning of the evaluation process. It was decided to reject all bids and resolicit for these services.

Mayte R. Martinez
Mayte R. Martinez
Assistant Director of Purchasing

Company Name

Address

City State Zip

Signature

Title