



Addendum # 2

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Marketing Agency of Record RFP 2022

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From: Candace Bingham
Saint Louis Zoo
1 Government Drive
St. Louis, MO 63110
cbingham@stlzoo.org

QUESTIONS | ANSWERS

1. On page 4, section III media planning states that *“The Zoo’s Media budget is in the vicinity of \$1.2M / year (adjusted by year). This includes all advertising buying for the year.”* My questions are:
 - a. The labor hour costs for account management, creative, etc. are above and beyond that media budget, correct? The \$1.2M is just pass through media costs? **This \$1.2M is only working media this is not inclusive of creative production and agency cost.**
 - b. If that is the case, the requirement for 25% MBE participation and 5% WBE participation is just on the labor hour pricing, NOT the total media and labor pricing, correct? **The 25% MBE and 5% WBE participation is a goal and not a requirement for the working media and previously noted.**
 - c. Is there preference given to local St. Louis or Missouri based MBE/WBE, or would a MBE/WBE located in another state, say Illinois, receive the same preference? **The Saint Louis Zoo enjoys the support of the community through the Metropolitan Zoological Park & Museum District. For this reason, the Zoo will factor this in its criteria in order to return that support within the District (comprised of St. Louis and St. Louis County) whenever possible.**
2. Is there a recording of the pre-bid meeting? **No**
3. Is the \$1.2M media budget inclusive of all fees for the development of all planning, creative development and paid media expenditures? **No**
4. Is there an incumbent agency and are they involved in this search? **Yes, there is an incumbent agency. Until formal bids are submitted we don’t know but we assume they are bidding**
5. What's the overarching reason for searching for a new agency partner? **Per policy, the Zoo is required to competitively bid out projects on a scheduled basis. We also want the option to work with more than one partner based on specialties.**

6. Does the selection team desire a firm based in STL or the surrounding area? **See Question 1C**
7. Does the RFP bid need to have specific M/WBE suppliers and dollar amounts provided as part of our response, or can that be determined after the contract award and once specific plans have been made? **Bidders may commit to goals without naming specific partners. The awarded vendor will be required to submit participation on a monthly basis which will be evaluated and reviewed on a regular basis.**
8. Is everything listed in the Addendum 1, Question #5 answer utilized for each of the 1-2 image campaigns & 4-5 event support campaigns? (Essentially how many video spots are produced in a year?) **Not all campaigns include all those assets- only about 1-2 a year are that robust. Per year we do 1-2 video TV spots. We sometimes have digital video needs but that is more on a project basis.**
9. What is the min/max # of case studies you'll consider in a submission? **Minimum 3. Maximum up to you.**
10. For the total cost estimate, do you only want agency fees or should we also include outside production (even though ad concepts haven't been determined)? **Do the best you can in providing an estimate. Yes, we want agency fees and if you send out for a lot of outside production a guess on where that falls is helpful.**
 - a. If we are to include production costs, should pricing assume custom photography and videography or should we plan on only using the Zoo's existing assets? **It depends on the campaign and concept so hard to answer here.**
 - b. If we can shoot new content, is use of the Zoo's photographer/videographer required or optional? **Optional**
11. Can answers to the vendor response sheet be completed in another format that's more friendly for images/longer explanations? We would still provide a response "link" on each line of the excel document (like "See PDF page 8 for this answer") **A simple explanation along with a link for images/longer explanations may be included on the vendor response sheet.**
12. Do you have a timetable of when your cutdown list will be completed? **Mid-August. Presentations for those groups would be in September with the hope of choosing by end of September/beginning of October.**
13. If awarded the RFP, as agency of record, when does the contract go into effect? January 1, 2023? **Yes, that is the current thinking.**
14. When submitting the proposal, do we need to fill out the Vendor Response Sheet per the link on the Zoo's web site? **[Vendor Response Sheet- Marketing Agency of Record RFP 2022](#)**? The RFP also mentions submitting a proposal as a single PDF to the following link: **<https://stlzoopoc.egnyte.com/ul/BXPnAyfYQt>**. We want to make sure we have a clear understanding whether we are to provide our answers to the RFP using the vendor response sheet or otherwise. **The Vendor Response Sheet is a requirement. Using the provided Egnyte link, multiple uploads can be utilized and a single PDF is not required. This folder link will be unique to the associated email.**
15. Finally, would it be possible to understand the agency fees spent annually with the current agency of record from 2019-2021? Given that we do not have all the information,

understanding prior budgets would be helpful as a general point of clarification. **We don't feel comfortable sharing our current agency fees.**

16. We are interested in responding to your RFP, but we're just now finding out about it and we missed the pre-bid meeting on July 20. Could we still participate? There is note on page 7 that says bids will only be accepted from vendors who attended the pre-bid meeting. **You absolutely can participate! Thank you for pointing out the typo on page 7. I will add it to the next addendum. Please see here for updated information about this project. <https://www.stlzoo.org/about/contact/vendoropportunities>**
17. Are the 6 Selection Criteria weighted in any way? Specifically, you mention evolving the Zoo's digital marketing technologies, would responses that focus on digital marketing capabilities be given more weight? **The Zoo's evaluation is based on the most responsive proposal to the RFP.**
18. How big is the data set of first party data that you have? And how may that vary based on data you have? - (ie: households, emails, phone numbers, etc.) **We have a lot of data given our membership program (currently about 55K households) and donors. We also have visitor data for the last two years when we had reservations.**
19. Does event advertising, experiential, zoo promotions, support work for zoo clients and campaign work all come out of the same Creative Development & Production budget as outlined in the required agency work? **No it comes out of their budgets. So it would be in addition to the creative production budget.**
20. What is the yearly budget for Creative Development and Production? Is this a portion of the \$1.2M media budget? **No it is not part of that.**

21. Page 7. Section I, B 1. The Bidding Process

"Failure to include a completed MBE/WBE participation form will result in participation recorded as NONRESPONSIVE/ DISQUALIFIED at bid opening."

The final partners selected to support work completed on behalf of St. Louis Zoo will be determined based upon the final scope of work and creative concepts. When responding to the RFP, in lieu of provided pre-selected partners, may bidders commit to working towards/meeting MBE/WBE goals without naming or committing to specific partner(s) in the response? **Bidders may commit to goals without naming specific partners. The awarded vendor will be required to submit participation on a monthly basis which will be evaluated and reviewed on a regular basis.**

22. Page 7. Section I, B 3. The Bidding Process

"Please submit the Proposal as a single pdf."

May bidders link to other documentation/video/web pages to support or illustrate the content provided in their response? **See #14.**

23. Addendum 1 Questions and Answers

In response to Question 19 you indicated that you were looking to innovate and evolve your special events. Please describe the aspects of your current events, performance metrics, and/or other indicators you are noticing that suggest the need for evolution, growth and/or innovation. 1. We have seen attendance drop on some of our events. 2. We have seen revenue drop on some of our events. 3. We do exit surveys at our events so we can see how guests feel about them and their likelihood to return. We also see

that having more experiences with animals and having more family entertainment/engagement are desired by the community.

24. Addendum 1 Questions and Answers

In response to Question 4 you indicated overall goals that impact advertising include driving attendance. Can you confirm what “driving attendance” encompasses (i.e. does it include zoo visitation, is it specific to event/activity attendance and/or other initiatives?) It is meeting our annual Zoo visitation goal but yes also driving people to buy and attend our ticketed events.

25. Misc. Visitor Data Availability

What is the participation rate for on site and post-visit surveys? Is this the sole way you track local vs. outside market visitor data? Participation rate varies by survey (example: exit survey vs. event survey).

26. We are interested in bidding on the media portion only. That is allowed, correct? Correct.

27. Can you answer a question about that budget? Or should we submit it through the regular channels? Yes, we can answer. See question 5.

28. Why are you looking for a new agency right now? See Question 5.

29. What learnings can you share about your recent partnership with your current AOR? For example, what has worked well and which areas have been more challenging? This type of information would come once an agency partner is selected.

30. What do you think your current agency would say is the best thing about working with the Saint Louis Zoo? We're fun 😊 Who doesn't love animals?

31. What do you appreciate most about your agency relationships? The collaboration and them feeling like an extension of our team.

32. How would you describe the current health of the Saint Louis Zoo brand? What component of your brand's health can be attributed to the advertising efforts? We have strong awareness as a top attraction in St. Louis so it seems advertising as helped keep us top of mind based on our community studies.

33. What other Zoo or attraction campaign do you most admire and why? San Diego Zoo does a nice job of tying being an attraction and driving their mission. They have ads that have called out that every time you visit/pay you help animals while creating memories with your family. Disney parks also do a good job of selling not just a place but a feeling.

34. If you were to prioritize what is MOST important to you in your next agency relationship, which of the following would you pick: creative impact, strategic support/vision, innovation, measurement/access to data, media expertise, team chemistry, a combination of these things or something else entirely? A combination of these but if we could only pick one it would be strategically helping push us on how we bring the brand to life in paid.

35. What would the impact be for the Saint Louis Zoo to work with an agency outside of the Saint Louis area, or even the State of Missouri? Is the team at the Saint Louis Zoo is open to this possibility? Yes, the team would be open.

36. How are conversions measured currently and what is the model you optimize against? Hard to answer given we don't know what type of conversion you are speaking to. We measure digital conversions and have dashboards and have different reports for on-ground conversions.

37. What tracking and attribution model do you employ to evaluate channel performance currently, and with the new website coming online soon, what will the future state of attribution modeling look like from an analytics standpoint? **Currently our agency of record helps with tracking. We are open to how this comes to life in the future.**
38. What technology or tools do you have in-house currently to execute digital media buys, if any? **Don't have any.**
39. What CRM platform do you use for the current database of 250K that you have, and have you built in any API connectors to any ad platforms in those outreaches? **We use active campaign for email. This has plugins. We use TAM for point of sale and Rasier's Edge for philanthropy and membership. Right now TAM and Rasier's Edge are hosted locally but working through future states.**
40. What are the current benchmarks for your advertising? In other words, what are the advertising KPIs that are important and tracked? **It depends on the channel. We get your standard reports based on channel. Addendum 1 also has info on this.**
41. What is your media planning cycle? Are we able to review any media plans? **The Zoo declines to respond. Would like to understand ideas presented by Bidders.**
42. Are you able to share your current creative briefs? **Agencies that make it to round 2 will get a sample.**
43. How extensive is your asset library and what do you feel needs to be added? Are we able to review the current asset library? **Once we award the business the agency would have access to our asset library.**
44. May an agency bid for only a portion of the RFP? Specially, the digital media portion? **Yes.**
45. Is the \$1.2 million budget for digital media spend only? Or for the full scope of all advertising included in the RFP? **\$1.2M is for all paid media channels not just digital.**
46. What do you currently use to track your digital programs?
 - a. Do you have any third-party partnerships such as the Google Marketing Stack (DV360, SA360, Campaign Manager) or other partnerships? **Paid media is tracked through our agency of record and they supply a dashboard, in-house for our digital properties we use Google Analytics.**
47. Do you have Google Analytics and are you in the process of transitioning to GA4? **We do have Google Analytics and have not started the transition yet but are aware and are working on when we'll transition.**
48. For Tourism campaigns do you have any key partnerships with restaurants around the hotel partners noted on your website? **No, we have a Sponsorship team that handles partnerships.**
49. Are there other key tourism sites that you partner with? **Yes.**
50. For Teacher campaigns do you have key partnerships with local schools and are there options to connect with out of state school districts for virtual sessions? **Yes, this is all run through our education department.**
51. How is community management handled (internally or part of agency agreement). **For social media it is managed in-house by our PR team.**
52. Are donation campaigns in consideration for support? **Yes.**

53. Are you seeking an agency to manage organic efforts as well? If yes, would that include SEO and Social? **We are not looking for organic management right now. Open to suggestions but don't need management.**
54. Are digital media budgets fluid between months and different campaigns? **Yes.**
55. For reporting and analytics, can you provide additional information on the types of services that may be required? **We are open how reporting comes to life. We currently enjoy the dashboards we have access to.**
56. Do you have a report template already created? Do you leverage digital dashboards? **We have both but are open to evolving.**
57. Are you looking for the agency to identify the MBE/WBE partners we might work with to bring selected campaigns to life (Directors, production partners, photographers, etc.)? Generally we align with clients on the creative approach first, and then identify the right partners to bring the selected idea to life. We understand the value of working with diverse partners and will present the best Director/production talent for the selected campaign idea(s). We believe the right talent brought together to execute an idea matters. **The Zoo works the same way.**
58. On the July 20th call it was requested the Bid Form be sent back prior to the RFP response. The Bid Form has a space for the total dollars we are estimating for the year, based on current understanding of the desired working relationship and deliverables. We're working on our resource plan now. If that estimate will be ready for August 8th submission (not before) should we hold on submitting the Bid Form? **Question unclear. An estimate should be submitted along with the Bid Form.**
59. Is it more important to steer partner dollars to MBE/WBEs (who may be outside of the STL-market) vs. keeping the spend local? Would the Zoo rather see \$1 put back into the community, or to WMBEs? **The Zoo is interested in the most responsive bidder to the Scope of Work and the Zoo's goals towards working with the community and diverse businesses.**
60. Does Egnyte have any file size limitations when submitting the proposal PDF? **Egnyte's file limit is 25GB in size (or plan limit, whichever is smaller).**
61. Can the agency offer input for on-premise ideas that enrich experiences, merchandising and better connect the marketing campaigns to the realities of the visit? **Yes.**
62. Who were/are the incumbent's subcontractors, if any? **Decline to share.**
63. What factors determined the reissuing of the RFP? **See question 5**
64. Is there a preference given to a minority-owned agency? Points provided? The Zoo does consider diverse supplier participation in the evaluation criteria.
65. Has the current campaign met goals/objectives? **We have multiple campaigns with multiple results.**
66. What is wrong/right with the current campaigns? **This is a bigger discussion to be had once we award the business.**
67. Who is the current media buyer? % ad commission? **The media buyer is contracted through our agency of record.**
68. Who is the current PR agency? **PR is not a part of this RFP.**
69. How is the total annual budget broken down between media buy, production, printing costs, web development, and professional fees?

- a. Paid media = \$1.2M
 - b. Out of house production and agency fees have historically been grouped. It varies by year and need.
 - c. Web development and printing costs have all varied by year and need but also have their own lines.
70. Are there specific digital or traditional channels that have proven to be most successful in the past? See addendum 1.
71. What is the current split between digital and traditional? We skew traditional. With less than \$150,000 spent on paid digital at this time. Looking to expand in this space.
72. What is the current budget split between traditional channels? It depends on the campaign. We adjust based on campaign need.
73. What is the current budget split between digital channels? It depends on the campaign. We adjust based on campaign need.
74. Is increased usage of the Zoo app a priority or goal? Our App is no longer live. We are working through our thoughts on an app or just more mobile responsive opportunities.
75. Is social media management handled in-house or by an agency? In-House
76. Will the Zoo need assistance with social media management as a part of "digital media"? Not currently.
77. Are you okay with our agency's official opening date of January 2022? While we have not technically been open for longer than 5 years, I personally have over 20 years of experience and my team 10+ years. Yes, we are ok and comfortable.