



Addendum # 1
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Marketing Agency of Record RFP 2022
Project Number: 2022-01-044

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QUESTIONS | ANSWERS

1. As I look at the MBE and WBE forms as well as some of the financial questions, you are asking for \$\$ amounts for the opportunity. However, in the “Proposal Package” section on page 4 of the PDF, you ask only for billing rates for account and creative – not a total project cost. I want to make sure we are providing everything you need, but with the detail of this RFP at this moment being more about case studies and collaboration/process, we don’t have a full scope of work with spelled out deliverables to understand completely what a yearly agency fee and OOP costs would be. So I just wanted to clarify for August 8th submission, you are only looking for rate card of titles that would work on your business?
Yes, we are looking for the rate card as well as your best estimate knowing about how many campaigns and the number of assets involved. We know everyone does not have all information and that there will be fluidity once more details are shared. Overall, we are looking for your best guess on what being our agency of record would like on an annual basis.
2. In reading the RFP, it seems you are open to using several different agencies to assemble the best team to get the job done. Our agency is a full service agency, but we feel our creative development and production services would be best suited for this project. Can you confirm that is accurate? **Yes, correct we are open to using different agencies to get the job done.**
3. Will agencies in St. Louis or Missouri be given preference over others not located in the area? **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.

4. What are the core marketing goals and associated KPIs for the next year? Given all the teams that are a part of Marketing there are various goals but the overall goals that impact advertising are 1. Drive attendance 2. Find stronger ways across Marketing to incorporate our mission. We are currently in the 2023 planning process so do not have all the final attendance and revenue number goals finalized yet.
5. The RFP outlined the type of deliverables within a typical year, in order to provide an accurate bid, will you be sharing the quantity of assets? For example, what assets are needed for “Summer Events” or “Educational Programs.” Here is an example of a typical campaign to help provide a more accurate bid – (excluding internal client programs that may be more digital/print only) Some of our bigger campaigns consist of the following:
 - a. 2-3 concepts in the initial planning to then version out depending on select.
 - b. 1 TV commercial (length varies) – In the future, want to explore more digital video.
 - c. 1 radio spot plus 1-2 traffic reads and 1-2 digital banners for streaming audio
 - d. OOH – 2-3 billboard concepts that go on 7-10 billboard placements
 - e. Transit – Pieces vary by buy
 - f. Print – 1 print concept versioned for each publication in the buy.
 - g. Paid social – varies by buy but usually 2-3 pieces per channel
 - h. Digital Display – 2-3 banner ads versioned by size.
 - i. Creative for any new opportunities that may come up with that campaign buy
 - j. Asset hand-off to internal teams to they can version for email, the website and all on-ground needs.
 - k. Overall measurement for the campaign
6. We’re familiar with the current strategy and campaign of “Animals Always”, would initial scope aim to evolve this work or offer the opportunity to develop a fully new campaign? We are not currently looking to change our tagline/logo from Animals Always but as far as our image and how it shows up in paid brand campaigns, we are looking to evolve. Off the bat, we would need to focus on 2023 campaign needs but this type of work would be in parallel or follow.
7. Can you provide more context as to how you have arrived at your target audiences? Historic first-party data? Formalized segmentation study? Historic first-party data
8. What is the geographic focus for the media budget? Local, Midwest, National? International? Current state we are focused on local with an out-of-market buy in the Midwest. In the future, we want to explore where national makes sense with some of our broader conservation efforts.
9. What media channels have proven to be most successful for you? It depends on the campaign and overall having a cross-channel media mix has shown us success in the past. Want to explore defining success more going forward.
10. What is the current traditional vs. digital media mix? We skew more towards traditional channels as far as spend right now. The mix depends also on the campaign. Some of our internal client campaigns are digital only.

11. Do you have an existing partnership program to bolster the Zoo's working media budget?
Can you rephrase this question and resend as we are not clear if we understand? Current state there is no entity that supplements are media budget.
12. The RFP mentions a desire to evolve digital marketing technologies, can you help us understand where you are today in terms of digital infrastructure, platform integration, and capability? We are working on the plumbing of all this now. Our internal teams are really working on how data flows/connects across our platforms, etc. Externally, we are looking to have a more robust paid digital plan. Historically, the Zoo has used budget on high reach vehicles like TV/Radio more. We are also looking for new ways we can connect with guests (e.g. SMS)
13. What is the role of email within your marketing programs? Other than on the website, do you have other programs in place to collect visitor information? Email is our biggest channel for connecting with members. We also have quite a few guests (non-members) opted in. We use that to communicate all the Zoo news. Outside of email and the website we collect visitor information through our on grounds surveys and signing up for the free wifi.
14. Is the new website a relaunch/redo or a total makeover? And what vendor is the Zoo working with? The new website is a tech and design makeover. Rodgers Townsend won that RFP a few years ago. Due to Covid, we had paused some of the work but will launch in Q4 2022.
15. Are market research partners already in place or is there room there? What are the parameters? We have an internal research team we call the CARE team. They do a lot of our surveys, community studies, and first party data research, etc. There is room for more research partners specific to Marketing/Advertising/Communication research.
16. How has the Zoo historically measured advertising? It depends on the channel but we get back your standard channel reports. We also have dashboards that update live for our digital campaigns.
17. Where is the Zoo looking to improve marketing moving forward? 1. Looking to expand our digital presence in paid, 2. Evolving how our mission shows up in messaging. 3. Pushing the institution on how and where we innovate.
18. What percentage of visitors purchase tickets online vs walkup? Overall, since we are a free Zoo there is no ticket purchase. We are currently looking at ways to connect our channels stronger to see how we can connect dots on what drove a person to visit. We do have exit surveys overall and surveys after events. There are a few purchases that we can track if you bought online or on grounds.
19. What are the Zoo's business goals in the next 1-3 years? We have a full overall Zoo strategic plan that has nine main pillars but some quick answers here that impact the Zoo and Marketing are: 1. Drive attendance. 2. Grow Revenue 3. Innovate and Evolve our Special Events. 4. Find efficiencies on where some of our publications/invitations and traditionally printed materials live online.
20. How does the Zoo prefer to work? What does the relationship look like? We are very collaborative. We like to look at the agency as an extension of our team. We like having status meetings and currently connect an hour each week with our agency. We will brief projects and look for the agency to provide variety when bringing back concepts. We help provide assets, organize photo shoots and generally are the brand stewards.

21. Is there an annual marketing plan at the beginning of the year or are all projects individual?
We have an overview we provide at the beginning of the year. We brief each campaign then as we go through the year. We also have internal client projects that can pop up as the year goes on depending on business needs.
22. Will the upcoming website have new features/tools/technology that marketing will need to tie into? We are chunking the site into three phases. The first phase is really about the form and function of the site. Phase 2 and Phase 3 will have more opportunity to explore innovation that could connect to Marketing. Those phases are planned for later in 2023/2024. We are also looking for the agency to partner on exploring potential connections more.
23. How does the Zoo view visitors and their value? Is there a difference between local and out of town (tourist) marketing? We are looking at the best ways to look at the lifetime value of guests from an advertising perspective. We do similar advertising around new habitats or exhibits at the Zoo to both audiences but when it comes to things like Membership or the causal visit yes there is nuance. We put more focus currently on the local guest.
24. What are the starts/stops of lines with the creative development/internal team? How will the selected vendor engage with internal teams? The creative team and the agency often work in tandem with each other sharing all assets. Image campaigns are initiated by the agency and then the internal team will help gather and/or arrange the creating of needed assets for photography and branding. Other items such as event support may start with internal creative developing a visual for the event id and then sharing that with the agency to create the advertising. (The agency still comes up with the look and the feel of the campaign based on branding guidelines.) The Zoo has a cloud-based asset system that the winning agency will have access to. Internal creative is present at status meetings and agency presentations. There is an open communication between them.
25. With MBE / WBE requirement, does the 30% total need to be overall contract value or can we use that for OOPs (Object-Oriented Programming) only? The MBE/WBE call out is a goal not a requirement. Overall, we are asking people be as accurate as they feel they can be with the information provided.
26. Is the incumbent agency bidding on this project as well Until formal bids are submitted we don't know but we assume they are bidding?
We obviously missed the pre-bid meeting and would like to know if we can still submit a proposal even though we missed the meeting. Yes!
27. Whether it is the Sum Bid Form, Diversity Utilization Statement, Project Declaration, etc. there is always a space for "Total Bid". Obviously we won't have a single rollup number, as we are only providing rate cards – not a total estimate for Year 1 of work. Do we just put "NA" in that space? The Zoo would like you to submit your rate card but also provide your best guess on an estimate knowing there is fluidity as you get more details.

PRE-BID MEETING ATTENDEES | JULY 20, 2022 | 10:00 AM CST

Organization	First Name	Last Name	Job Title	Email	Phone
Advertising Savants, Inc.	Kevin	Reardon	Founder/CEO	kevin@adsavants.com	13146507318
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Amplified Digital-- Lee En	Kevin	Hart	Vice President of Sales	khart@stlpostmedia.com	3143408508
Bailey & Co	Terry	Hurley	Managing Partner	Terry@bailey-and-co.com	3145037314
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Bliss Collaborative	McKenna	Sawchak	Project Manager	mckenna@blisscollaborative.com	5733186048
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Eagle Productions LLC	ANGELIA	BILLS	President & CEO	abills@eagleproductionsgroup.com	13147046971
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Jump Company	John	Weller	Director of Business Solutions	john.weller@jumpcompany.com	3109943631
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Magnetize	Rob	Kessler	Operations Director	rkessler@magnetizeagency.com	314-696-2727
Momentum	Jay	Williams	Vice President, Group Director, Business Leadership	jay.williams@momentumww.com	314-646-6649
New Honor Society	Tracee	Champa	VP, Management Director	tchampa@newhonzociety.com	6189725246
New Honor Society	Jennifer	Rowland	EVP, Executive Director, Integration & Operations	jennifer.rowland@fcb.com	3124255000
New Honor Society	Ryan	Brown	Chief Strategy Officer	rbrown@newhonzociety.com	3148794332
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OBP	Jody	Sadler	VP Media Strategy Director	jody.sadler@obpagency.com	954-405-3116
OBP	Jason	Wynne	Director of Marketing Technology	jason.wynne@obpagency.com	6514915774
OBP	Ben	Bohling	SVP, Executive Creative Director	ben.bohling@obpagency.com	3142253161
OBP	Dan	Brindley	Group Creative Director	dan.brindley@obpagency.com	314.803.1906
OBP Agency	Alex	Menz	Strategist	alex.menz@obpagency.com	3147572332
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The Spining Group	Jackie	Spining	Owner	jackie@thespininggroup.com	865-740-5775
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