



1) Are there specific goals DPS is looking to achieve through marketing for the next school year, such as increased student enrollment or brand awareness?

A. Both increased student enrollment and positive brand awareness are essential goals of the proposed DPSD marketing campaign.

2) Will the costs of buying media placement be in addition to the proposal figures?

A. Respondents should propose best offer for comprehensive media services including any and all personnel, services and media campaigns. An itemization of proposed cost should be included as Attachment 1A "Fee Schedule" indicating all associated covered cost, and a proposed budget for cost that are not included

3) Will a proposed schedule of media buying be required or estimates of cost?

A. Yes, both.

4) Is DPS looking for a new or adjusted direction with the proposed marketing campaign or consistency with the established brand and voice?

A. DPSD is seeking new, adjusted direction.

5) Will DPS consider a monthly retainer approach with a marketing firm?

A. Yes, however, the firm fixed price should be based on estimated cost for one (1)

6) Can DPS provide the marketing plan/schedule used in the past or an example of the mix to be included to help better estimate the amount of creative needed for next year?

No. DPSD is seeking the assistance of the selected firm to recommend, design, and implement a comprehensive marketing strategy for this engagement..