



Addendum No. 1
to
Brand Renewal and Influence Campaign - Request for Proposals

RFP 2026-BRNDRN

Massachusetts College of Liberal Arts (MCLA)
North Adams, MA

3/27/26

This Addendum forms part of the RFP 2026-BRNDRN documents and modifies the original RFP dated March 23, 2026, as noted below. Bidders must acknowledge receipt of this Addendum within their sealed proposal. Failure to do so may result in disqualification.

This Addendum consists of page 1 of 1.

This Addendum provides clarification to the original RFP. Under the *Deliverables Section*, the item identified as *Audience Perception Reports* is corrected to *Audience Perception Narratives*. This correction addresses a typographical error in the original document.

Extensive market research was conducted during the 2025–26 academic year, and no additional market research is required at this time. The selected agency will be expected to use the existing data to develop visual and content options that deliver subsets of branded, personalized narratives and personas.

Additionally, the term *Longitudinal Comparison* should be interpreted as a review of the brand established in 2019. The selected agency will assess the effectiveness of the current brand in relation to contemporary consumer behaviors and market trends. Based on this assessment, the agency will recommend a new direction and optimal positioning for MCLA and its updated brand narrative.

Please remember to acknowledge this Addendum within your written proposal.

--- End of Addendum No. 1---