



REQUEST FOR PROPOSALS

Digital and Social Media Buying Services

January 22, 2019

Table of Contents

1.0	RFP Overview	3
2.0	VISIT FLORIDA Overview	3
2.1	VISIT FLORIDA's Major Campaigns	4
2.2	VISIT FLORIDA's Cooperative Programs	4
2.3	VISIT FLORIDA's Agencies	4
3.0	Scope of Work.....	5
4.0	RFP Schedule and Process	6
4.1	Questions from Agencies	6
4.2	Webinar.....	7
4.3	Proposal Submission Process.....	7
4.4	Initial Evaluation, Presentations, Negotiations, Award and Contracting	7
5.0	Proposal Format.....	8
5.1	Agency Information	8
5.2	Agency Capabilities	9
5.3	Agency Experience	10
5.4	Pricing Information	10
6.0	Evaluation Criteria	10
7.0	RFP Terms	11

1.0 RFP Overview

VISIT FLORIDA (“VF”) is seeking agency services for digital and social media buying services (China social media is not within the scope of this RFP). Interested agencies may submit proposals addressing digital media services, social media services, or both in a combined proposal. The digital media and social media business may be awarded separately. The resulting agency relationship is expected to last three to five years.

Only U.S. agencies will be considered and it is strongly preferred that the selected agency have an office in Florida and perform the majority of account services from the Florida office. The selected agency must have the capability to carry approximately ten million dollars of media for VF's account at one time and must be able to service all aspects of the business with in-house capabilities (e.g., the agency must have its own ad server (preferred) or a dedicated third-party ad server).

VF's objective is to hire an agency (or agencies) that will seamlessly integrate with VF's current team and campaign building process and provide strategic leadership that maximizes the effectiveness of VF's digital and social media buys and partner placements.

The RFP process shall consist of two phases. Phase one consists of written proposals in response to this RFP detailing agency capabilities and experience. Phase two will consist of more detailed submissions and in-person presentations by selected agencies.

2.0 VISIT FLORIDA Overview

VF is a public-private partnership established by the State of Florida that provides services to more than 12,000 Florida tourism industry partners (“partners”). It receives funding from the state each year which is matched dollar-for-dollar by partners through a combination of contributions, membership and service fees, and cooperative advertising participation. The state has invested \$76 million in VF in each of the past two fiscal years. The digital and social media budget (including fees and partner placements) for the current year is approximately \$20,000,000. Approximately \$16,000,000 is budgeted for digital and approximately \$4,000,000 is budgeted for social.

To review our 2017-2018 Annual Report, please click [here](#).

To review our 2018-2019 Marketing Plan, please click [here](#).

To review our 2020 Strategic Plan, please click [here](#).

To view our consumer website, please click [here](#).

To view our business to business website, please click [here](#).

VF's priorities include:

- Keeping Florida top of mind among target audiences;
- Protecting and growing visitor volume to Florida;
- Extending visitor length of stay and increasing visitor spend;
- Increasing visit frequency and visitor retention;
- Increasing travel to emerging Florida destinations;
- Growing brand awareness and engagement; and
- Promoting Florida tourism industry alignment.

2.1 VISIT FLORIDA's Major Campaigns

VF's major campaigns are:

1. Winter – Travelers who come to Florida to escape the oppressive cold during the winter season. They come to warm up both physically and emotionally. In market timing: October – March
2. Families – Busy families (with kids living in the household) tend to take vacation when they can (spring and summer). In market timing: March – August
3. Adventure – Travelers who love nature and outdoor experiences. In market timing: April - June.
4. Experience – Young travelers who are seeking local and cultural experiences. In market timing: August – November.
5. Impulse – Impulse Getaway travelers decide within a short timeframe to make a trip. In market timing: Year-round with periodic peaks.
6. International – Digital and social campaigns for audiences within our major international markets – United Kingdom, Brazil, Germany, Mexico and other LATAM countries.

2.2 VISIT FLORIDA's Cooperative Programs

VF places media for itself and for its partners. The agency will provide strategic direction, planning, and placement for both dedicated VF buys and partner placements. Placing partner media is an important activity that VF may seek to grow in the future. The agency will be expected to assist VF with growing its partner media placement services.

For more information on VF's cooperative programs please visit the [Marketing Planner](#).

2.3 VISIT FLORIDA's Agencies

VF utilizes the services of several agencies for different purposes and views each of them as an extension of its internal team. Collaboration between VF's team and other agency partners is the key to successful campaign planning and execution. The agency will be required to work directly with VF's agency partners to service the account. This occurs at an annual "Brand Camp" hosted by VF, at "agency summits" corresponding with each major campaign, and routinely throughout campaign execution.

VF's current agency roster is:

Agency	Role/Subject
SPARK Branding House	Brand Strategy and Creative
M8*	Digital Media Strategy, Placement, and SEM
Brand Networks*	Social Media Strategy and Placement
The Rodriguez Group	Domestic Hispanic and Latin America
Blueprint Creative Group	Domestic African American
Beeby Clark + Meyler	Search Engine Optimization
Miles Partnership	Cooperative Advertising
Dan Klores Communications	U.S. Public Relations
Pulse Communications	Canada Public Relations and Travel Trade
GoshPR	U.K. Public Relations and Travel Trade
Lieb Management	Germany Public Relations and Travel Trade
AviaReps	Brazil, China, India, and Mexico Public Relations and Travel Trade
Dragon Trail Interactive	China Social Media
Markham & Stein	Special Projects
ListenFirst Media	Social Media Listening

*Current providers of services within the scope of this RFP.

NOTE: VF has an internal media team that buys television, print, radio, and out of home media in North America.

3.0 Scope of Work

The agency relationship is expected to last three to five years but the contract will be renewed on an annual basis. The scope will include:

1. **Media Planning Services.** Development of an annual strategic plan as well as a specific media plan for each of VF's six major campaigns. Plans address:
 - a. Digital and social buys for VF and its partners;
 - b. Pitching and planning innovative channel, publisher, platform, device, and programmatic buying initiatives;
 - c. Cost allocations and flight dates by advertising type by publisher; and
 - d. Targeting information and key performance indicators.

2. **Media Buying Services.** Execute the plan. Purchase social, display, native, video, mobile, and other media as necessary. Aggressively negotiate rates and secure added value. Track all insertion orders and manage deadlines. Communicate publisher asset specifications to VF and participating partners as soon as possible.

Collect assets from VF and participating partners and verify assets conform to publisher specifications. Tag, traffic and place all assets. Optimize media buys throughout the campaign.

3. **Reporting Requirements.** Provide bi-weekly performance and analytics reports for all ongoing media activity. Provide campaign wrap-up reports demonstrating results against KPIs and campaign learnings. Provide VF access to any available real-time reporting tools, dashboards, etc. Performance reporting should provide the deepest level of detail and insight into travel intent possible and should go beyond basic metrics such as views/engagements, click-through-rates, bounce rates, time on site, screenshots, etc., wherever possible.
4. **Account and Project Management.** General business oversight and project management services. Lead project kick-off meetings and communication efforts. Coordinate resources and manage the project budget, timelines and milestone delivery. Participate in conference calls, planning and status meetings, Brand Camp and agency summits. Work directly with VF partners and agencies to execute campaigns. Attend and present at VF’s annual tourism conference and board meetings, if requested.

4.0 RFP Schedule and Process

Schedule

Activity	Dates
RFP Issued	January 22, 2019
Deadline for written questions to be submitted	January 28, 2019
Estimated response date to written questions	January 30, 2019
Estimated Webinar Date	February 6, 2019
Proposals Due	February 20, 2019
Estimated date initial evaluations will be concluded	February 27, 2019
Estimated time period for presentations	Week of March 18, 2019

4.1 Questions from Agencies

Agencies may submit written questions up until 5PM EST of the deadline noted in the schedule. Please submit all questions to purchasing@visitflorida.org. Please include “Media Buying” in the subject line and be as clear and specific as possible when wording your question. Additionally, please be sure to include your contact information – Name,

Agency, Title, Telephone, and E-mail address. You may be contacted to ensure clarity in VF's response to your question.

VF will respond to questions received by the deadline listed in the schedule and will post a copy of each question and response on <http://www.visitflorida.org/work-together/submit-a-proposal/rfps-itns/>.

The question and answer process is "blind." The identity of the person and/or agency submitting a question will be kept confidential while the RFP is ongoing (even from VF team members) and will be known only to VF's purchasing coordinator who will work with the VF team to gather information and post answers.

4.2 Webinar

The VF team will host a webinar to present the RFP and assist interested agencies in fully understanding VF's business and digital and social media buying needs and challenges, and to allow for additional questions and answers in a more conversational setting. No confidentiality will be available to interested agencies at this VF stage and will address all participants as a group. VF will not record the webinar so interested agencies are encouraged to attend as there will be no additional opportunity to review the information presented at that time.

Please check <http://www.visitflorida.org/work-together/submit-a-proposal/rfps-itns/> after the written Q&A period closes for more specific details about the webinar.

4.3 Proposal Submission Process

Proposals must be submitted no later than close of business (5 PM EST) on the date specified in the schedule above. Proposals submitted after that deadline may be rejected and not considered. All proposals should be submitted electronically via Box. To access the Box submission folder, click [here](#).

Please note, agencies submitting confidential information should mark the information confidential at the time of submission and should submit two copies, a clean copy and a copy with the confidential information redacted (see RFP terms below).

VF will notify each agency that their proposal has been received via email within two business days. Please be sure to include your email address with your proposal.

4.4 Initial Evaluation, Presentations, Negotiations, Award and Contracting

VF will evaluate written proposals and notify agencies selected for in-person presentations. VISIT FLORIDA's procurement officer may contact agencies during this period to obtain further clarification to assist with the initial evaluation.

Selected agencies will present to the VF team in Tallahassee. The proposed account team lead must attend. VF will provide additional requests for information and a short exercise ahead of the presentation for the agency to complete and discuss at the presentation.

Final negotiations. VF will conduct final negotiations with one or more agencies, select one or more agencies for an award, and execute a contract.

VISIT FLORIDA will notify agencies as to their status and next steps as the process proceeds.

5.0 Proposal Format

Agencies should submit proposals in the format described below and include all of the information requested below. Please limit proposals to no more than thirteen pages in total (excluding sample media plans). As mentioned above, agencies may respond to the social media component of this RFP, the digital media component, or both.

No.	Proposal Section	Content/Deliverables
1.	Authorization Letter and Signature	Include a letter signed by an authorized agency representative with authority to negotiate on behalf of the agency. The letter should include a statement of acceptance of VF's standard terms and conditions or proposed alternative terms.
2.	Executive Summary	Include a summary of your proposal that is no more than one page in length.
3.	Agency Information	Provide the information requested in section 5.1 and limit this section to no more than three pages.
4.	Agency capabilities	Provide the information requested in section 5.2 and limit this section to no more than three pages.
5.	Agency experience	Provide the information requested in section 5.3 and limit this section to no more than five pages (excluding sample media plans).
6.	Pricing	Provide the information requested in section 5.4 and limit this section to no more than one page.

5.1 Agency Information

Agency information must include:

1. **Corporate Information:** Legal name; address; headquarters and Florida office location (if any); office location that will primarily service VF's account; primary contact for RFP purposes; and company history information. Discuss where

(geographically) the in-house staff providing different account services will be based.

2. **Team:** Agency leadership bios. Proposed VF account team leader and any additional information about possible VF account team.
3. **References:** Provide contact information for at least two current clients and two former clients that VF may contact. Please include current or former destination marketing organization clients, if any. For each reference, indicate the following:
 - a. Client Name;
 - b. Contact Name and Title;
 - c. Contact Phone Number;
 - d. Industry of Client;
 - e. Service Description;
 - f. Length of Relationship; and
 - g. Brief explanation regarding the end of the business relationship, if applicable.
4. **Conflict Disclosure:** Disclose any destination marketing organizations that are current clients. Please discuss any conflict mitigation strategies in this section as well.

5.2 Agency Capabilities

1. Discuss the agency's ability to service all aspects of this contract with in-house resources and disclose any expected reliance the agency will have on subcontractors or partner agencies. Please note, VF expects the selected agency to service all aspects of the business with in-house staff and capabilities.
2. Provide sufficient evidence of financial stability, creditworthiness and status with major publishers that demonstrates the agency is capable of carrying ten or more million dollars of media for the VF account at one time.
3. Detail all toolsets that may be used to support VF's account for Research, Planning, Buying, Optimization, Reporting, Reconciliation, Accounting & Display, Video, Mobile, PPC, Native, etc.
4. Discuss agency's approach and ability to provide VF with deep performance and analytics data and interpretive insight to determine the effectiveness of media buys to increase consumer travel intent.
5. Discuss agency's approach and ability to track and validate media and provide VF a high-level of assurance that all purchased media ran as directed and within media guidelines. Please specifically comment on controls applicable to programmatic buying.
6. Discuss the agency's ability to plan and buy media in the EMEA (focus on the UK, Germany and France), LATAM (focus on Brazil), and APAC (Focus on Japan and China), Canada and Mexico on behalf of its clients.
7. Discuss any other capabilities that the agency believes address this RFP (for example, preferred Facebook partner status, etc.).

5.3 Agency Experience

1. Provide at least two case studies that show relevant experience to the scope of work detailed in this RFP. Case studies should highlight instances where the agency pushed a client's media practices beyond what had been done before through creative partnerships with publishers and should be in the following format:
 - a. Client Requirements
 - b. The challenge, budget, goals and objectives
 - c. Strategy developed to achieve goals and objectives
 - d. Value delivered against chosen metrics
 - e. How might these business cases apply to VF?
2. Provide a real media plan and schedule (this may be a part of the case studies above) for any client (client name can be hidden or removed).
3. Discuss agency's history of working with travel and social media publishers.
4. Discuss agency's history of working for clients that required direct collaboration with other advertising agencies.
5. Discuss any additional experience the agency believes address this RFP.

5.4 Pricing Information

Pricing information should assume a total digital and social media annual spend of \$20 million (\$6 million social media and \$14 million digital). All agencies should provide specific pricing information in each of the following formats: (1) potential fixed monthly fee retainer structure covering all agency fees for all work conducted under the scope; (2) potential commission-based pricing as a percentage of media purchased that would cover any and all work conducted under the scope. Agencies are also invited to provide pricing information in the form of labor-based fees, value-based fees, or any other payment structure.

6.0 Evaluation Criteria

Written proposals will be evaluated with the following criteria in mind:

Criteria	Weight
Quality of Reference Feedback	Light
Team Quality and Experience	Heavy
In-House Capabilities	Light
Quality and Depth of Performance Reporting and Insights	Heavy
Ability to Partner With Other VF Agencies and Stakeholders	Moderate
Innovation for Case Histories	Heavy
Pricing Information	Moderate

Additional evaluation criteria will be provided to agencies selected for the presentation stage.

7.0 RFP Terms

VF may adjust the specifications of this RFP throughout the process. This RFP does not constitute an offer by VF to contract, but rather represents a definition of the specific services being sought and invites agencies to submit proposals. Issuance of this RFP, the agencies' preparation and submission of proposals and the subsequent receipt and evaluation of any such proposals by VF does not commit VF to award a contract to any agency. Agencies, by submitting a proposal, agree that any cost incurred by it in responding to this RFP or participating in the RFP process, is to be borne solely by the agency. VF shall incur no obligations or liability whatsoever to anyone by reason of the issuance of this RFP or the actions of anyone relative thereto. Only the execution of a written agreement with an agency related to one or more services described herein will obligate VF and then only in accordance with the terms and conditions contained in such agreement.

Proposals, and any subsequent material submitted, will be considered complete and binding offers by the proposing agencies to contract for a period ending on the earlier of ninety (90) calendar days from their submission and the date the contract(s) is executed with the selected agency relating to the services covered by this RFP. No action or communication of VF other than the execution of a written contract shall constitute acceptance of such offer, and even then shall legally obligate VF only in accordance with the terms and conditions contained in the written contract.

VF reserves the right to enter into discussions and/or negotiations with more than one agency at the same time. VF may contract with one or more agencies at the same time, with no agencies, or with any party who did not submit a proposal, should it determine that such actions are in its best interest. VF reserves the right to reject any or all proposals in response to this RFP, waive any informality or irregularity in any proposal received and to award a contract to the agency or agencies of its choosing without explanation. VF will notify unsuccessful participants upon execution of the contract(s) awarded as a result of this RFP.

Interested respondents must direct any and all communications relating to this RFP to:

Heather Collins
Senior Manager of Procurement and Contracting
purchasing@visitflorida.org
(850) 345 – 9752

Ms. Collins is the sole contact for agencies. All other VF team members, including evaluators, are prohibited from discussing the RFP with agencies outside of the scheduled process.

Proposals must state that the agency will execute a contract containing VF's standard terms and conditions which have been published alongside this RFP (and may be reviewed [here](#)), or include a mark-up of those terms with specific language changes that the agency would require in order to execute a contract. All proposed changes should include explanations of why they are necessary. Requiring substantive changes to the published terms may place a proposal at a significant disadvantage. Many of the terms contained VF's standard terms and conditions are either non-negotiable or are required by special provisions of Florida law that apply to VF (e.g., contingent liability, indemnification, assignment, public records, termination, conflict of interest, non-solicitation, legal requirements, non-discrimination, contract eligibility, record maintenance, E-verify, minority vendors).

Confidentiality: VF adheres to the State of Florida's broad open records law. That means records sent or received by VF in connection with its business must be provided upon request unless specifically made confidential or exempt from such requirement by Florida law. This requirement includes materials you submit to VF in connection with this RFP. Agencies may mark information submitted to VF that qualifies as a trade secret, proprietary confidential business information, or some other exemption under Florida law ([LINK](#)) as "CONFIDENTIAL." Agencies should only mark information "CONFIDENTIAL" if they believe that it satisfies a specific Florida public records exemption and should state the specific legal exemption relied upon. Agencies should ensure confidential information is appropriately marked at the time it is initially delivered to VF, as failure to do so may destroy the confidential nature of the information. Agencies submitting proposals containing confidential information should submit two versions, a clean version for VF review and a version with all the confidential information redacted. Should VF receive a public records request once the RFP has concluded and VF has issued an award it will provide the redacted version and notify the agency (note: VF will not disclose RFP materials while the RFP is ongoing). Should the requestor dispute the applicability of the asserted public records exemption, VF will notify the agency which must then take the appropriate course of legal action if it wishes to continue to assert the claimed exemption. For more information on Florida public records laws generally, see the "Sunshine Manual" at [Sunshine Manual](#) (www.myfloridalegal.com/sun.nsf/sunmanual). Finally, please note that the final contract terms awarded to the winning agency or agencies will be a public record and will be posted on VISIT FLORIDA's .org website as required by law and VISIT FLORIDA's standard contract terms (which must be agreed to upon submission of a proposal).