VISIT FLORIDA
ANNUAL MEDIA PLAN RFP

OVERVIEW
VISIT FLORIDA is seeking to develop relationships with a select group of strategic media partners that can deliver a comprehensive Omni-Channel strategy to reach consumers throughout the traveler journey. The goal is to build annual media plans with each vendor that enable VISIT FLORIDA to target various audience segments throughout the year, according to specific audience behavior insights.

VISIT FLORIDA OVERVIEW
VISIT FLORIDA is a public-private partnership established by the State of Florida that markets the State’s tourism products to millions of travelers and provides services to more than 12,000 Florida tourism industry partners. The organization 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. VISIT FLORIDA’s fiscal year runs from July 1st - June 30th, so all plans must be final and approved prior to the start of FY 20-21.

OPPORTUNITY
VISIT FLORIDA is looking for media vendors to submit thoughtful proposals that include some or all of the following features.

Paid: Paid media opportunities (primarily digital) that will drive the largest measurable reach, drive engagement with our brand, and encourage consumers to choose Florida for their next vacation. We are open to all media product ideas, but especially like utilizing episodic video, OTT, native, display, mobile rich media, audio and DOOH.

Promotion: We are looking to leverage our paid media relationships to drive high impact promotional opportunities across our selected vendors media outlets. Our media investment is a critical component of large integrated marketing campaigns and we are seeking innovative, one-of-a-kind promotional partnerships with media brands that can help drive awareness of our marketing message. These promotional opportunities could include contesting or access to technology tools that will enable VISIT FLORIDA to meaningfully engage with consumers.
Value-Add: All paid media programs must include a minimum $1-to-$1 match of added-value. We are open to suggestions of how to make this work for each vendor specifically, but historically, this has come in the form of editorial coverage, additional impressions, extended run time, brand lift studies, and additional media placement opportunities. Programs that deliver higher than the 1:1 added-value will be prioritized over those that submit the minimum.

Cooperative Marketing: VISIT FLORIDA also develops cooperative marketing programs for Florida Tourism Industry Partners with media vendors. These efforts expand our reach to our audience segments as well as provide value to our Partners. If applicable, VISIT FLORIDA would like to partner with vendors who include cooperative marketing opportunities. It would be especially helpful if those opportunities were specifically identified within the proposal. (See section below for additional direction)

Note:
*Additionally, VISIT FLORIDA is seeking cooperative marketing proposals from vendors to offer as part of an annual offering of marketing programs. If you would like to submit a proposal specifically to be sold to Florida Tourism Industry Partners click here. Selected programs must provide Florida Tourism Industry partners value beyond what they would be able to source on their own. VISIT FLORIDA will handle the promotion and sale of these cooperative marketing programs.

VENDOR CATEGORIES
In effort to select a balanced mix of strategic media partners, VISIT FLORIDA is looking to develop plans with vendors who fit within the following categories. When submitting your proposal, please select the ONE category that most closely matches your business.

- Large platform partnerships that offer a full funnel approach
- OTA
- Streaming Providers – streaming TV and/or radio
- Audience buying programmatic – note if you will be offering any specific PMP’s or will be focusing on the open exchange only. If you have a hybrid approach, then please outline this breakdown
- Content Distribution + Creation – site direct, native, custom content, etc.

TARGET AUDIENCES & TIMING
We have identified audience segments that we develop and run campaigns for throughout the year. Each of the audience segments have unique experiential attributes and targeting criteria associated with them. VISIT FLORIDA is looking for media partners with the capability to individually target and reach the following audience segments. We will be running independent campaigns for each audience in the timeframes below.
We would like for you to approach your proposal as an integrated scope of work, but include specific approaches by audience to align with our audience campaign strategy. Proposals can include a specific approach to reach a single target audience, a specific approach to reach multiple audiences, or a combination. The most important thing to include is evidence of your company’s ability to target and reach these audiences of interest to VISIT FLORIDA. Domestic U.S. target audiences are:

- Experience Seekers (Year-round effort)
- Impulse Travelers (Year-round effort)
- Adventure Seekers (Sept.-Nov. 2020)
- Winter Sun Seekers (Dec. 2020 - Feb. 2021)

**Notes:**
*Please use the media brief links in the appendix to provide specific insight for each of the audience campaigns.

**At VISIT FLORIDA we are focused on responsible tourism, diversity and inclusion, dispersal of travelers across the state, as well as redefining the family. Please be aware of these initiatives and include your ideas in the proposal.

**TARGET MARKETS**
Most of our digital and social media runs east of the Mississippi. However, we like to place media in the following DMAs:
- Primary: Atlanta, Boston, Chicago, New York, Philadelphia, Washington, DC.
- Secondary: Baltimore, Dallas, Detroit, Houston, Indianapolis, Los Angeles, Nashville, Raleigh, St. Louis

**COOPERATIVE MARKETING PROPOSALS**
As stated above, cooperative marketing is important to VISIT FLORIDA, as well as, the Florida tourism industry. In order to offer a successful program, VISIT FLORIDA is asking annual media partners to submit potential co-op packages that can be offered to partners throughout the state (DMO’s, attractions, hotels, etc.). The advertising impressions offered to partners will come out of the final VISIT FLORIDA media plan, so please outline a tactic(s) that makes sense as a stand-alone item for partners.

VISIT FLORIDA offers co-ops in tiered packages, so submit tactics at multiple investment levels, i.e. $2,500, $5,000 and $10,000. To ensure we are adding value to our partners, please offer competitive tactics at a discounted CPM based off of a larger VISIT FLORIDA media buy.
DEADLINE & PROPOSAL REQUIREMENTS

Please submit your RFP response by March 20, 2020
(Extensions can be granted based on specific requests. Extension requests must be received by March 15, 2020 prior to the RFP response deadline.)

Proposals are due in the form of a PDF deck, as well as an Excel document outlining specific plan elements, i.e. placements, CPMs, impressions, targeting, etc. After the final vendor selection is complete, vendors will be asked to upload proposals into the agency’s media workflow system, Basis.

In order to build the best marketing media mix, VISIT FLORIDA will be considering investment at three budget levels: $250,000, $500,000 and $750,000. Vendors can submit proposals at one level and illustrate scalability or they may submit separate proposals at each level.

Submit Proposals to:
- Danelle Amos: Danelle.Amos@milespartnership.com
- Dana Behnfield: Dana.Behnfield@milespartnership.com
- CC: Riley Banks: Riley.Banks@milespartnership.com

EVALUATION CRITERIA

Programs will be evaluated with the following criteria in mind:
- Value: How are you able to provide value beyond the paid investment?
- Success Measurement: How are you able to measure success beyond the digital media measurements?
- Integrated Approach: If relevant, are you able to target customers throughout the traveler journey of awareness, consideration, activation?
- Partnership Opportunities:
  - Can we develop cooperative opportunities that leverage the larger umbrella program to create smaller packages where our tourism entities across the state can participate that include the VALUE ADD media components to augment any smaller paid packages? (see Cooperative Marketing Proposal)
  - Do you potentially have other larger scale non-endemic brands that you work with that may be interested in collaboration with VISIT FLORIDA to extend our investments and audience reach?

ADDITIONAL INFORMATION

Digital Available Creative Assets:
Standard IAB ad sizes: 300x250, 728x90, 160x600, 300x600, 300x50, 320x50

Video: :15 & :30, 360

Native assets: images, video, editorial, etc.

Additional units can be created as needed, but assistance with rich media creative would be required from vendor

Please provide specs for all units proposed and ad traffic contact information

Please include a proposed timeline from receiving an IO to campaign launch

Digital Ad Serving/Verification/Terms and Conditions

Google Campaign Manager (GCM) will be used to serve and track ad units through to conversion. (We will report and invoice off of GCM numbers)

Frequency Cap: 2x/24 hour period

We expect makegood impressions if IAS viewability/brand safety/ad fraud standards as outlined above are not met

Version 3.0 of the IAB Standard Terms and Conditions for Interactive Advertising for media buys of one year or less apply to all campaigns

Digital KPIs / Reporting

Primary:

- Landing Page Rate (VISITFLORIDA.com) - benchmark: 55%
- Video Completion Rate - benchmark: 80%
- Overall website traffic
- Please outline 1 – 2 methodologies that you have implemented to quantifiably track brand uplift and/or travel attribution

Secondary:

- Cost/Engaged Visitor; Driving a quality engagement (a user visits more than one page on the site) - benchmark: $3
- Conversions or Cost/SIT (signal of intent to travel) - benchmark: $100
  - Email registrations
  - Places to Stay pageviews
  - Visitor Guide form submissions

Third-Party Verification:

- We use Integral Ad Science to ensure all partners are serving units to correct geos, achieving high viewability, running in clutter-free environments, and are within brand-safe content
- Current IAS Benchmarks we will use to measure performance:
- Brand Safety Pass rate - 93%
- Viewability - 59%
- Fraud - below 1%

Campaign insights-analytics is a priority. Please provide an overview of what will be provided mid/post campaign.

We require monthly reporting.

Please also note that if a PMP is available for media buying purposes, a hybrid of PMP / direct, or direct only.

Content creation considerations should they apply to your proposal
- Please indicate if your proposal includes custom content creation
- Are there any hard costs that would be required as part of this content creation, i.e. travel and/or influencer fees
- Please describe how you will distribute custom content through your network, i.e. social, podcasts, streaming channels, event activations

**APPENDIX**

**Audience Profile links:**
- Adventure
- Impulse
- Experience
- Families
- Winter
- LatinX
- African American

**Additional Support Documents:**
VISIT FLORIDA’s Consumer Brand Guidelines, [click here](#)
VISIT FLORIDA’s 2019-2020 Marketing Plan, [click here](#)
VISIT FLORIDA’s 2020 Strategic Plan, [click here](#)
VISIT FLORIDA’s consumer-facing website, [click here](#)
VISIT FLORIDA’s business to business (industry) website, [click here](#)