



2016-17 Request for Proposal for Digital Media Planning & Buying

INTRODUCTION

The Mendocino County Tourism Commission (MCTC) is requesting proposals for digital media planning and buying services related to the 2016-17 fiscal year.

MCTC would like to find a qualified digital media buying agency interested in providing strategic media planning, purchasing, creative, analysis services and reporting to further compliment the marketing and outreach goals for this fiscal year.

ABOUT

MCTC, a non-profit 501 (c)(6) destination marketing organization, oversees the marketing efforts and resources directed at promoting tourism to Mendocino County.

Mendocino County welcomes nearly 1.8 million visitors annually who explore its 90 miles of prime Pacific coastline, 90+ wineries and 10 diverse AVAs (earning the highest percentage of organic and biodynamic vineyards in the United States), 24 state/national parklands and 450+ unique accommodations. Straddling scenic Highways 1 and 101, “The Redwood Corridor,” the County delivers an ideal vortex of waves, wines and redwoods laced with historic villages and outback adventures.

Located 114 mi./184 km. north of San Francisco, the region’s gateway airports are San Francisco International (SFO), Oakland International (OAK), Sacramento International Airport (SMF), and Charles M. Schulz-Sonoma County Airport (STS).

[Visit Mendocino County](#) is a non-profit destination marketing organization designed to enhance the economic vitality of the community by increasing tourism revenue.

OBJECTIVE

The objective of the MCTC digital advertising campaign is to:

- Increase revenue for both lodging and sales tax businesses in Mendocino County, especially mid-week and off-peak seasons



- Complement the organizational marketing, public relations, sales and outreach planned
- Continual brand awareness to primary and secondary markets
- Increased social engagement with the destination and its partners
- Reach or exceed the goals set out for 250,000 unique visitors to the VisitMendocino.com website this calendar year

GENERAL SCOPE OF WORK

MCTC is seeking a digital media buying partner to serve as our online media planning resource – inclusive of strategic digital media direction; market analysis; media negotiation and purchasing; budget management; creative services; ongoing & post-buy analysis and reporting.

The selected agency will need to provide the following services:

- Evaluate organizational marketing, public relations and sales plan, including the digital recommendations given for this year
- Develop and implement a digital advertising and promotions program that will achieve the overall organizational objectives
- Identify and recommend the optimum use of advertising media to maximize the impact of a specified budget
- Work with internal and external teams to place advertising in approved mediums
- Track and report on the success and impact of all campaigns on a regular basis agreed upon by both parties

ANNUAL BUDGET



The annual digital advertising budget for this fiscal year will be \$160,000. The total budget will need to cover all campaign elements including planning, agency fees, production, paid media and any other elements related to your services.

AGENCIES CAPABILITIES AND REQUIREMENTS

To be considered for this partnership, responding agencies should have at a minimum the following:

- Relevant experience in working with destination marketing organizations or tourism-related businesses




- Strong research and planning capabilities
- Good budget stewardship

PROPOSAL CONTENT

Please provide the following information in your proposal to better provide us with insight into the capabilities, capacity and philosophy of your agency.

YOUR AGENCY

Please provide a brief description and/or outline of your agency and team including: 

- Where are your corporate offices located?
- What is the size and organizational structure of your agency?
- Who is on your leadership team?
- Who will be a part of the MCTC account team?
 - Please share their individual backgrounds and history.
- How many years of related experience does your agency have working with destination marketing organizations and/or tourism-related businesses?

SCOPE OF SERVICES

- Briefly describe your agency philosophy, specifically your planning and buying approach
- Briefly describe your agencies entire capabilities
- Do you plan to outsource any of your work? If so, how do you keep outsourced work in touch with the account?

YOUR APPROACH

Describe your approach to creating a strategic media plan:

- How do you solicit input from the client?
- What role would the MCTC marketing team and Marketing Committee play as the campaign unfolds?
- Can you describe how you manage typical agency to client communication?
- Describe how your agency evaluates the success of a campaign.

Describe your approach to recapping and analyzing a media plan:

- How do you determine the success of a campaign?



- Are you able to work with the media partners to ensure a quick turnaround of invoices and proof of performance?
- What tools do you use to track performance? How is that relayed to the client?

YOUR PRICING

Please outline your specific billing structure, including any pro-bono work or concessions that you are willing to provide. Proposals will need to include a cost breakdown of the partnership, including commissions and any additional fees.

TERMINATION OF CONTRACT

MCTC will require standard termination clause language in the proposal. Please provide this information in the final proposal.

REFERENCES

- Please include a relevant client list related to destination marketing and/or tourism-related businesses and the number of years you have worked with them.
- Please provide three relevant references that can speak to your media planning and buying services.

PROPOSAL SUBMISSIONS

Proposals can be sent to Brent Haugen, Executive Director at brent@visitmendocino.com on or before **Friday, August 19, 2016**. All eligible proposals will be reviewed by the Marketing Committee and finalized by the MCTC Board of Directors. All agencies submitting proposals will be notified via email or mail on the status and the final selection.

If there are more than (1) one agency for final consideration, MCTC may require for the final agencies to appear for a live interview or provide additional information to determine the final candidate.

EVALUATION OF PROPOSALS

Proposals will be evaluated on the following criteria:

- Insight and approach to developing a strategic digital media plan
- Examples of agency experience, relationships and staff that have resulted in successful, results-oriented campaigns



- Demonstrated ability to develop smart digital media campaigns that utilize a unique mix of digital media to engage audiences and achieve results for a destination marketing organization and/or tourism-related business
- Understanding and approach to working with nonprofit organization with multiple stakeholders, as well as a demonstration of passion and commitment to the MCTC's mission
- Qualifications and experience of staff that would be assigned to MCTC
- Cost structure
- Concessions
 - Consideration will be given to partners that are willing to participate in a reciprocal business agreement, for example: sponsorship, advertising, purchase of tickets, trades of services, reduction in price, etc.