



**Buy California Marketing Agreement
Request for Proposal
Marketing and Public Relations Agencies in China
March 7, 2011**

I. Purpose

The Buy California Marketing Agreement (BCMA) is requesting proposals from marketing and public relations agencies in China. The chosen agency will be responsible for conducting a public relations campaign and executing in-store promotional activities to build demand and increase exports of available California grown products to China. The campaign should create significant media coverage and in-store promotion opportunities for the state's agricultural sector by positioning California agriculture as a producer of high quality, affordable, and healthy products.

All proposals are due by 5:00pm (PST, Sacramento) on Friday, March 18, 2011. If necessary, additional follow-up questions by email or telephone may occur. The target date for a decision is **Thursday, March 31, 2011.**

II. Background Information

California is the largest agricultural producer and exporter in the U.S. California has a wide range of agricultural products available throughout the year.

The Buy California Marketing Agreement (BCMA) was formed in 2001 by the California agriculture industry. BCMA's goal is to increase demand and consumption of the state's diverse agricultural products through multifaceted, generic marketing campaigns. The Buy California Initiative, the California Department of Food and Agriculture, the U.S. Department of Agriculture, and various California agricultural organizations are currently funding the "California Grown" campaign.

BCMA is developing a "California Grown" marketing campaign in China during the 2011 calendar year. The main objective of this marketing campaign is to generate consumer demand and increase exports of California agricultural products in China. China has emerged a major export market for U.S. agricultural products since its accession to the World Trade Organization (WTO) in 2001. China's import tariffs have steadily declined and U.S. agricultural exports have increased by more than 50% over the past five years. As U.S. fresh fruit, especially from California, becomes more available and affordable in China, U.S. market share is expected to continue to rise.

BCMA's strategy in China is to position California as a producer of high quality, affordable, and healthy agricultural products. BCMA will build awareness and positive consumer perceptions of California agricultural products in the media and at retail. The program could

include: press events, regular press releases distributed to key media, advertising opportunities (limited), in-store promotions, in-store advertising, point-of-sale materials, and in-store events such as chef demonstrations and contests, and other umbrella opportunities for BCMA signatory groups and project participants. BCMA understands that China is a price sensitive market and high-value products like California fresh fruit are often more expensive than locally grown produce. Therefore, careful program timing and activity design will be critical to the program's success.

Products covered by the BCMA marketing program in China may include but are not limited to the following: cherries, olives, kiwifruit, plums, wine, and almonds.

III. Responsibilities

Responsibilities for the selected marketing/PR agency include but are not necessarily limited to the following:

- 1) Plan and execute marketing and PR activities that build demand and encourage the consumption of the California products represented by BCMA signatories and other participating organizations.
- 2) Generate trade and consumer media coverage for California agricultural products.
- 3) Work with the Chinese trade (i.e. importers and retailers) to encourage their support and participation in the BCMA campaign throughout the marketing period.
- 4) Coordinate several large retail in-store promotions with multiple supermarket chains in China (Carrefour, Wal-Mart, Metro, Tesco, among other major retailers) and other retail outlets as appropriate. These efforts should be timed to benefit the greatest number of California grown products available in the market.
- 5) Develop images/themes and point-of-sale materials for use by BCMA signatories and other participating organizations that tie-in with the campaign and that could be used by signatories as part of their individual marketing programs in China.
- 6) Coordinate with the Chinese-based offices of BCMA signatories and other participating organizations to ensure that BCMA activities complement their Chinese marketing programs where practical and appropriate.
- 7) Ensure means of evaluating the success of individual activities during the campaign including specific recommendations for measuring this success in a cost effective manner (examples include sales levels before, during, and after in-store activities; in-store consumer surveys conducted during promotions; media quantity and value calculations resulting from the PR campaign, etc.)
- 8) Provide biweekly activity reports to BCMA along with regular informal communication regarding ongoing activities in the market.
- 9) Communicate regularly with all Foreign Agricultural Service (FAS) Agricultural Trade Offices (ATO) in China regarding program updates and activity schedules.
- 10) Work with BCMA and/or its designated representative in the U.S. to ensure that all BCMA activities in China are funded and managed in accordance with the regulations set forth by the U.S. Department of Agriculture (USDA) Foreign Agricultural Service (FAS) Market Access Program (MAP) and cooperate with BCMA and/or its designated

representative to provide the required supporting documentation for all BCMA activities in China.

IV. Program Budget

The budget for the proposed program (April 2011 – December 2011) should not exceed \$175,000 including all fees, expenses, and taxes.

V. Contract and Payment Schedule

The contract for this account will be written on an end-result fee basis, with fees paid on a monthly basis. The representative will bill BCMA for any additional program expenses as they occur, up to but not exceeding the specified budget. The target date for initiating the contract is April 1, 2011 and the contract will expire on or before December 31, 2011.

VI. Required Information

Please include the following information in your proposal:

- 1) A marketing/public relations plan with proposed activities that accomplish the objectives set forth in this RFP
- 2) A timeline for completion of the proposed activities (Activities would preferably begin in April)
- 3) Examples of previous projects of a similar nature that would highlight your company's qualifications for this type of work
- 4) A statement addressing the ten points listed under "Responsibilities" in Section III of this RFP
- 5) Recommendations for measuring the success of all major activities and the overall marketing campaign
- 6) An itemized budget, separating fees and expenses for all proposed activities
- 7) A list of business references

Incomplete submissions may not receive consideration.

VII. Instructions for Submitting Proposals

Proposals should not exceed 15 pages in length. All proposals are due via email to Bryant Christie Inc. by **5:00 PM (PST, Sacramento) Friday, March 18, 2011**. Contact information as follows:

Alicia Manseau
Bryant Christie Inc.
1521 I Street
Sacramento, CA 95814

Tel: (916) 492-7062
Fax: (916) 492-7061

Email: aliciam@bryantchristie.com

VIII. Authority

The agency will work under the direct supervision and with the prior approval of Bryant Christie Inc. for all program activities. All expenditures must fall within the program budget and must be pre-approved by Bryant Christie Inc. or BCMA. The contractor must also be financially and legally capable of entering into and executing a contract for the above stated projects.

BCMA is not liable for any costs associated with any company's response to this RFP. Further, BCMA reserves the right not to award this contract if, in the opinion of the evaluators, no suitable proposal is received.

The company may not discriminate on the basis of age, disability, national origin, or ancestry, race, color, religion, creed, gender, sexual orientation, marital status, political affiliation, military status or membership in the military reserve.

Thank you for your interest in working with the Buy California Marketing Agreement.

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