



Smoothie King Franchise, Inc
Request for Information
Public Relations Services

Proposals due: February 4, 2014

Questions regarding this RFI should be directed to Katherine LeBlanc at Katherine.LeBlanc@SmoothieKing.com or 985-867-5148.

About

Smoothie King Franchises, Inc. is a privately held; New Orleans-area-based franchise company and the premier Smoothie Bar and Nutritional Lifestyle Center in the industry. Smoothie King® offers guests the original nutritional fresh-blended smoothie and healthy retail products, including sports beverages, energy bars, healthy snacks, vitamin supplements, herbs, minerals and other sports nutrition products.

Smoothie King® opened its first store in 1973 and started as the first franchised smoothie bar/health food store in the United States in 1989. Smoothie King® currently has more than 600 units operating in 32 states, the Caymans, Singapore and the Republic of Korea. In 2013, Smoothie King® was ranked no. 1 by Entrepreneur magazine in the juice bar category for the 19th year and no. 104 overall on the 2013 Franchise 500 list.

Introduction

Smoothie King would like to enter into a retainer agreement with a Public Relations firm to support a number of initiatives in the coming year including but not limited to new product roll-outs.

We would like the Public Relations firm to provide support to build awareness and excitement for the brand through traditional media relations and digital outreach support. Additionally, the public relations firm will support store openings, franchise growth, major company announcements, and support crisis communications as they come up.

Scope

Smoothie King will require ongoing consumer PR support. Additionally, there are two initiatives a PR firm will support throughout 2014: new products and local store marketing. Crisis communications should also be included in the scope, but the role of the PR firm will be to support the marketing team of Smoothie King.

New Products:

Smoothie King will launch three new products in each quarter of the year. The agency should provide PR strategy, media relations, and execution for the launch of these products.



Local store marketing:

In addition to the national focus of Smoothie King, the Agency will be asked to provide strategy for local store efforts. For example, developing a local PR strategy to assist in the launch of a new product to be executed by the store or a tool kit for a new store opening.

The selected PR firm will be able to demonstrate a strong background in franchise PR, food and beverage, and connecting with the target audiences Smoothie King has identified.

Wan Kim, Smoothie King's owner and Tom O'Keefe, Smoothie King's President will be available for interviews where necessary. Ideally they would be the spokesperson for national and widely read stories with the marketing team serving as spokespeople in smaller markets or local stories.

Budget

The budget allocated for Smoothie King's Public Relations efforts ranges from \$75,000-\$115,000 including hard costs associated with promotional efforts and travel needs.

Review Schedule

1. Responses to this RFI are due by the close of business (5:00 PM Central Time) on Tuesday, February 4, 2014.
2. Agencies selected to submit responses to a separate request for proposal (RFP) will be notified no earlier than Tuesday, February 11, 2014.
3. RFP responses will be due from the selected agencies by the close of business (5:00 PM CST) on Tuesday, March 18, 2014.
5. Representatives of selected agencies will present to Smoothie King during the week of March 31, 2014.
6. Final approval of a selected agency will be completed no earlier than April 11, 2014. It is understood that final contract negotiation with the selected agency may still occur after that date, however.
7. The selected agency must be prepared to begin work immediately upon award of the contract.

Proposal Submissions and Evaluations:

1. Brief background of your organization
2. Agency capabilities
3. Two case studies of relevant experience including objectives/audience/results
4. Name of clients in relevant field and number of years of experience with each
5. Name, tenure and relevant experience of the PR team
6. If you could name two core things your agency is known for, what would they be?



7. References from similar engagements including the name, title, contact information of reference, and length of service with the account

Proposals should be submitted to Katherine LeBlanc via email at

Katherine.LeBlanc@SmoothieKing.com or via mail to 3900 North Causeway Blvd Suite 1300 Metairie,

LA 70002 Attn: Katherine LeBlanc

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