

REQUEST FOR PROPOSAL

REQUESTOR: Midea Group
No. 6 Midea Avenue, Beijiao, Shunde, Foshan City
Guangdong Province, P.R. China 528311

PROJECT: Marketing Campaign for Black & Decker Vacuum New Product Launch

Submission: Electronic version, send to yingjie.chen@midea.com and tingting@midea.com

Selection Process: Midea will conduct a comprehensive and impartial review and evaluation of all proposals meeting the requirements of this RFP. Proposers submitting a response to the RFP will be asked to state their qualifications, understanding and experience relating to the project and offer their methodology for achieving the work outlined below. The selection process provided for under the RFP will focus on following:

1. The most important, the creativeness of the ideas, as most of our budget will go to YouTube videos which are expected to be met with great enthusiasm.
2. The prior history of performance on similar projects of each proposer in accordance with the selection criteria set forth, like produce a very popular YouTube video previously.
3. The connection/relationship to YouTube influencers, famous bloggers and FB celebrities. It would be great if the proposer can provide relative figures or previous performance to prove your relationship with the influencers.

Background

Midea Group is one of the largest home appliances companies in the world, generated 23 billion USD sales revenue in 2014. Midea would like to improve its influences in US retail market, and expect a transition from the role of an OEM/ODM manufacturer to the role of a retail brand, and enhance its customer engagement.

The Upright Vacuum under brand Black & Decker is our first attempt, we acquired this category from Black & Decker, spent a lot on product development and expected the attempt to be successful, in order to prepare our US retail business with a good start.

Introduction

This Request for Proposal (RFP) is issued to provide the selection process for PR activities for Black & Decker Upright Vacuum.

Black & Decker brand recognition is strong in Power Tool and Hand Vacuum, but its upright vacuum is new to the market. As the OEM manufacturer of Bissell & Hoover, Midea has enough experience on Upright Vacuum so we are able to provide products in same quality with these brands but at much lower prices.

Midea seeks a professional PR firm to provide very creative and innovative marketing and communications services to advance Black & Decker Upright Vacuum as a great fit to the Youngers, maybe the first upright vacuum they choose to buy. Market is United States only.

Marketing plan is as follows, what we want PR partner help us at the 1st stage is on YouTube and Social Media activities.

- **Selling Point:** Light | Easy to carry | Cheap
- **Target customers:** The younger market (20s to 30s) who may move house
- **Where to buy it:** Amazon | Walmart Store | Walmart.com | Target | Menards
- **Channel:** Most of the marketing tools would be digital
- **How to drive traffic:** AMG, AMS (from amazon) | SEM | Bloggers | YouTube Influencers
- **How to make influence:** YouTube | Social Media like FB, Twitter | Bloggers | Forums

Services Required:

- Produce 1 or 2 commercial videos which are able to become popular in YouTube/internet soon and to appeal to our target customers. The video content must be very creative, innovative and fresh. We don't expect a well-made, looks right but not stand out video. Video length should be from 30 seconds to 2 minutes.
- Initiate 1 or 2 YouTube influencers to produce videos by themselves, we hope the YouTube influencers to be very popular and have fairly impact on the audience.
- Design Facebook activities that are able to make a stir or draw wide attention, like lucky draw etc.
- Develop interesting, engaging content in pictures and articles and make them popular on internet.
- Book traditional media interview and report during IHS.
- Creation of a proposed budget, pricing of service and timeline for the implementation of above mentioned activities.
- The marketing campaign will serve March to April New Launches on amazon, Walmart and Target.

We require the content to be ready before Mar. 1st so we will be able to show the content during IHS. (IHS start on Mar. 5th)

Budget Plan

150,000 USD to 300,000 USD depends on the creativity of the video ideas, engagement of the content, the influence the content can make and the popularity it can create. 95% of the budget put on digital channel, and 5% to be put on traditional media during IHS.

Statement of Purpose

The selected proposer may perform a variety of marketing, public relations and communications activities toward the following goals:

1. The main aim of the contracted work is developing Black & Decker Upright vacuum that distinguishes it from other upright vacuum brands by content.
2. Increase awareness & recognition of Black & Decker Upright Vacuum.
3. Showcase the pros that Black & Decker Upright Vacuum provides to potential customers in a creative and fresh way.
4. Effectively communicate messages to the audience in YouTube and others that would be interested in Upright Vacuum.

Questions

Questions relative to interpretation of specifications or the proposal process shall be emailed to Adelaide at yingjie.chen@midea.com no later than Thursday, January 28, 2016, 4:00 pm EST. Answers to all questions will be replied no later than 11:00 pm EST the same day.

Requested Proposal Contents

1. General Information
 - 1.1. Name of Business.
 - 1.2. Mailing Address, Phone Number and Website.
 - 1.3. Names and contact information of persons to be contacted for information or services if different from name of person in charge.
 - 1.4. Normal business hours.
 - 1.5. Give the date the business was organized and/or incorporated, and where.
 - 1.6. Give the location of the office from which the work is to be done and the number of professional staff employees at that office.
2. Project Approach
 - 2.1. Describe in detail your proposal to fulfill the requirements of the scope of services listed in the SERVICES REQUIRED section of this RFP.
2.2. Provide the metrics that you will measure the performance of this marketing campaign.
3. Experience and Qualifications
 - 3.1. Specify the number of years the proposer has been in business.
 - 3.2. Identify the proposer's qualifications to perform the services identified in this RFP.
 - 3.3. Provide examples of marketing materials as described in the SERVICES REQUIRED section.
 - 3.4. Identify the specific individual who would serve Midea as a primary point of contact and be responsible for the service of the proposer.
 - 3.5. Include CVs of all key personnel who will be assigned to service Midea.

General Information

All costs incurred in preparing the proposal, or costs incurred in any other manner by the proposer in responding to this RFP, will be wholly the responsibility of the proposer.