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GOVERNOR

Alabama Tourism Department

LEE SENTELL  
DIRECTOR

Request for Proposal  
Alabama Tourism Department

Lee Sentell, Director  
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### **1. Statement of Purpose**

The purpose of this request for proposal is to identify a fully integrated marketing communications firm that will work with the Alabama Tourism Department to:

- Build top-of-mind awareness and consideration for Alabama's unique vacation options
- Drive online traffic to alabama.travel to further influence the target audience's vacation planning
- Effectively position, brand and differentiate "Sweet Home Alabama" as an amazing combination of unique experiences and destinations, all of which welcome visitors with genuine Southern hospitality

The selected marketing communications firm will be required to demonstrate its ability to work in all communications channels – traditional media and digital, paid and nonpaid, promotions and events – in addition to providing an effective long-term strategic platform and flawless marketplace execution, all at a competitive cost to the Alabama Tourism Department (ATD). The time frame for this proposal will start on October 1, 2015 and continue through September 30, 2017.

### **2. Agency Information**

- a. Headquarters address and other offices
- b. Years in business
- c. Ownership
- d. Agency leadership with bios
- e. Number of employees
- f. Billings: 2013, 2014 and projected 2015
- g. Describe your agency philosophy and what makes your agency unique or different
- h. List your current clients – please describe any potential conflicts

### **3. Agency Capabilities**

Please indicate agency capabilities (yes or no) in each category and, if yes, whether services are provided by in-house staff or are outsourced and to whom.

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- a. Account management
- b. Brand planning and research
- c. Creative development and execution (both traditional and digital)
- d. Cross-channel brand content development
- e. Website design and development
- f. Mobile
- g. Public Relations
- h. Social media
- i. Direct marketing
- j. Customer Relationship Management
- k. Shopper marketing
- l. Promotions
- m. Events
- n. Broadcast production
- o. Print production
- p. Media planning and buying (both traditional and digital)
- q. SEO and search
- r. Data analytics
- s. Business intelligence

#### **4. Additional Requirements**

- a. List your Agency's Tourism, Hospitality and Destination Marketing Experience in the past five years
  - i. Provide two case studies
- b. Please include two additional case studies of your best work regardless of industry
  - ii. Include the strategy, execution and results
- c. Provide bios of the team members who would work on this assignment, including their experience in Tourism, Hospitality and Destination Marketing
- d. Digital security: Describe the digital security and privacy policies your agency has in place and any completed certifications

#### **5. Cost Estimate & Anticipated Scope of Work**

It is our expectation that, upon selection, we will develop and agree to an annual scope of work to be delivered by the agency, keeping in mind that we are held to stringent cost-control measures and always seek to be good stewards of the state's resources.

The scope and subsequent staff requirements to support ATD are dynamic and volatile, always influenced by state budget fluctuations, local, state and national events, weather, natural and manmade disasters and other unforeseen circumstances. While every effort is made to define and follow a specified scope of work, there is no guarantee that such scope or budgets will be maintained.

The following cost estimate worksheet is provided to allow ATD an insight and estimate of your Agency's fee to accomplish a scope of work that closely represents

the tasks and agency hours approved and executed by ATD over the past three years and then averaged to represent a hypothetical single fiscal year.

**5.1 Media Supported Advertising:**

Includes hours only (media is placed at net) for the planning, research, negotiation, placement and stewardship of paid and donated media throughout the Southeast region, TV, radio, print, outdoor, online, and other vehicles. The media plan has, in most cases, focused on regional magazines, search engines, online placements and broadcast in the top 10 Southeast feeder markets for Alabama tourism. The use of outdoor and newspaper has been very limited. Overall, media hours represent approximately 25% (1,050 hours apx.) of total hours for this segment of the work.

Also, includes all hours for account management, strategy development/account planning, creative development and production of multiple TV, radio, print, outdoor, online and other units of advertising placed on behalf of the state. It is important to understand this estimate of hours includes all hours for creative development, necessary revisions and production supervision to final master of all broadcast materials. Also, complete supervision of all print and online materials to final form, plus the staff time for traffic and distribution of materials to required media outlets. All hard costs for production including, but not limited to, filming, editing, sound, direction, producers, talent, dubs, etc., is billed net and competitively bid.

Media Supported Advertising: 4,000 hours X \$ \_\_\_\_\_ (Blended Hourly Rate) = \$ \_\_\_\_\_ total agency fee for media planning/buying, creative development/production, etc.

**5.2 Integrated Marketing Services & Promotion:**

Includes the account management, secondary research, strategy, marketing and communications planning, special events planning, collateral, special campaigns, meeting presentations, consultation and other marketing activities. This arena of agency services is focused on projects such as the "Year Of" campaigns, i.e., Year of Alabama BBQ FY'15, etc. These promotions require a high level of promotion planning and a fully integrated menu of marketing services, advertising, POS, event support, media tie-ins, sponsorships and a significant emphasis on development and execution of social media campaigns.

Again, the agency hours cover all agency professional service fees. Hard costs (for example: illustrations, photography, printing, license fees, etc.) will be competitively bid and then billed net with no agency markup.

Marketing Services: 2,000 hours X \$ \_\_\_\_\_ (Blended Hourly Rate) = \$ \_\_\_\_\_ total agency fee for integrated marketing services and promotion

**5.3 Digital Services:**

Includes overall digital marketing strategy and planning, including a close working relationship with media planning , buying and stewardship. Digital services also includes any necessary redesign and maintenance of www.alabama.travel, including updating, refining, optimizing, creating content, copy writing, graphic and photos, content database maintenance and updating, CMS staff training.

Also includes, design and production of a mobile site, mobile apps, special micro sites and landing pages for promotions and events, multiple Facebook pages for special promotions and content updates, Twitter accounts and tweet updates, pre-roll online video, promotional e-blasts, newsletters, newsletter database updates and maintenance, and vacation guide content and database maintenance. Includes, search engine optimization of websites; search marketing planning, buying and optimizing; mobile, social, and online advertising creative and production; digital analytics tracking, reporting and recommendations based on captured data.

Digital Services: 5,000 hours X \$ \_\_\_\_\_ (Blended Hourly Rate) =  
\$ \_\_\_\_\_ total agency fee for digital services

**5.4 Total Fee:**

Total from items 5.1, 5.2 and 5.3 above:

11,000            **Total hours**  
\$ \_\_\_\_\_    **Average hourly rate**  
\$ \_\_\_\_\_    **Total fee**

**6. Agency Capabilities Evaluation**

- a. Responses to RFP will be used to evaluate your Agency on the following criteria:
  - i. Experience
  - ii. Creativity
  - iii. Strategy
  - iv. Chemistry
  - v. Cost
- b. References
  - i. Please provide three current client references
  - ii. At least one of the above should be in the Tourism, Travel, Hospitality or closely related industry

**7. Process & Schedule**

- i. RFP response due date: July 1, 2015
- ii. Review and selection: July 10, 2015
- iii. Agency contract due to ATD: July 17, 2015

## **8. Instructions for Submitting a Proposal**

All proposals must be received by the Alabama Tourism Department by 4 p.m. CDT on the date specified in the Process & Schedule section 7.i., RFP response due date. It is solely the responsibility of each proposer to ensure timely delivery of the proposal. Late proposals will not be considered. Proposers should submit one (1) original and three (3) duplicate copies of the proposal, including all attachments.

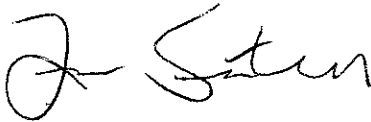
Send proposals via courier, USPS, FedEx, UPS, DHL, etc., to:

Lee Sentell, Director  
401 Adams Avenue, Suite 126  
Montgomery, AL 36104

- Package should be sealed and labeled "Response to State Marketing RFP" and should clearly indicate the proposer's name.
- Faxed or emailed submissions are not acceptable.
- Please respond to all questions and provide all information in the order requested. Proposals with missing information will not be considered.
- Number all pages of the proposal.

Many thanks for your interest and consideration of this RFP. I look forward to hearing from you.

Sincerely,



Lee Sentell  
Director, Alabama Tourism Department