



Public Relations and Marketing Agency Request for Qualifications

Overview

UQontrol Inc., an early-stage consumer technology company founded by a highly successful entrepreneur, is currently seeking qualifications from public relations and marketing firms to support its product launch in early 2015. The company is launching a radically simple product that makes online shopping easier, more intuitive and completely secure. The product will launch via a direct-to-consumer pre-order or crowd sourced campaign in early 2015 with product delivery within months. The company currently has 25 employees, employee equivalents and consultants with the company and is based in Sand Point, Idaho.

Agency Selection Process

The process will include two rounds – a preliminary request for qualifications (response limited to no more than 8 pages) followed by a project assignment and in-person presentations for a small group of finalists. The company is currently functioning in “stealth mode” until the product launch. A full product demonstration, business overview and executive briefing will be provided under NDA for agencies selected for in-person presentations.

Activity	Timing
RFQ issued	Tuesday October 14
RFQs due Electronic delivery only	Monday October 22 by 6 p.m. pacific
Selection for in-person presentations; agencies receive project assignment under NDA	Agencies notified by Oct. 24
Detailed company and product briefing for finalists	Oct. 27 and 28
Finalist presentations Location TBD – in person or online acceptable	November 4 and 5
Agency on board	Nov. 7

Agency priorities

Create a high-impact public relations program that will drive awareness and pre-orders/funding for the consumer product launch.

We expect the activity to focus around:

1. Providing input into product messaging
2. Creation of a spokesperson briefing materials and a product FAQ
3. Creation of a press kit including an image library, creative infographic and the ability to fully leverage the results of consumer surveys currently underway as well as testimonials from beta testers
4. Building social media channels specific to the launch campaign – Facebook page and YouTube channel.
5. Editorial content planning and creation of a pre-launch social media teaser campaign
6. Creation of a socially shareable consumer video
7. Building a database of industry influencers and key media contacts
8. Pre-launch media relations and interview coordination
9. Planning and execution of a bicoastal press tour
10. Event planning and coordination
11. Shareholder and insider events and communications
12. Ongoing social media content creation and marketing
13. Post-launch transition to ongoing momentum and industry leadership campaign
14. Executive thought leadership platform
15. Cause marketing campaign in line with brand values and product utility
16. Creating a unique “stunt” to drive

Projected Annual Agency Budget - \$100,000 to \$200,000. Budget is for public relations services only and does not include out-of-pocket costs or production/design costs for video and infographic.

Format for RFQ Response

Page One: Please outline your experience and prior success with crowdfunding and/or consumer product pre-order campaigns (Kickstarter, Indiegogo or e-commerce pre-orders, etc.)

Pages Two - Three: Provide a list of your best media relationships in the consumer and consumer technology space along with a case study showcasing your ability to work with media to generate widespread coverage on a single launch day.

Page Four: Demonstrate your success with social media marketing. How do you go about building, monitoring and measuring a comprehensive digital marketing campaign?

Pages Five and Six: Provide background information on your agency and the team who would be working directly with UQontrol on a daily basis.

Page Seven: Provide three quick case studies on previous successes along with client references.

Page Eight: Provide details on your suggested budget and timeline for a November agency kick-off and an early 2015 launch.

Evaluation Criteria

- Demonstrated expertise in and understanding of direct to consumer crowd sourced campaigns
- Desire to partner with an early-stage company with huge growth potential
- Firm and personnel qualifications and experience with weight given to experience of account team.
- Ability to execute quickly, flawlessly and within budget.

Questions

Please contact Kim Coutts, Vice President of Public Relations at uQontrol with any questions kcoutts@uqontrol.com. Note: The company is currently preparing for launch in “stealth mode” so we cannot provide a great deal of additional information until the briefing for the finalists.

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