



# SOUTHERN VERMONT

## DEERFIELD VALLEY

### **2024 Bi-Town Marketing Campaign Design & Media Buy**

### **Request For Proposal**

In collaboration with the Towns of Dover and Wilmington and the Southern Vermont Deerfield Valley Chamber of Commerce

**RFP Issue Date: Tuesday, January 2, 2024**

**Proposals Due By: Friday, February 9, 2024**

**To be awarded & contracted by: Friday, March 1, 2024**

**Qualifications can be sent by email or mail to:**

**Tim Dolan**  
**Marketing Director**  
**21 West Main St**  
**Wilmington, VT 05353**  
[marketing@visitvermont.com](mailto:marketing@visitvermont.com)

**Questions can be sent to:**

**Tim Dolan**  
[marketing@visitvermont.com](mailto:marketing@visitvermont.com)

#### **Introduction and Background:**

The Bi-Town Marketing Committee is a sub-committee of the Bi-Town Economic Development Committee. The Bi-Town Economic Development Committee is organized by the Towns of Wilmington and Dover with representation from the select boards, staff, community members, Mount Snow, Hermitage Club, Brattleboro Development Credit Corporation, and the Southern Vermont Deerfield Valley Chamber of Commerce. The purpose of the committee is to authentically promote the Deerfield Valley to summer and shoulder season visitors for increased economic viability. The Marketing Committee is entering year three of a five-year marketing plan. The digital ad campaign is connected to the Southern Vermont Deerfield Valley Chamber of Commerce website and social media; they are also our fiscal agent. The Committee has been funded by

the two towns for the creation of a new campaign tagline, design of digital advertising assets, and media buy for the summer/fall season of 2024.

Through a digital advertising campaign the Southern Vermont Deerfield Valley aims to enhance its position as a significant year-round destination in Vermont, thriving during spring, summer, and fall, in addition to our well established winter season.

**Scope of Work:**

The Southern Vermont Deerfield Valley Chamber of Commerce (client) wishes to hire a contractor who can implement the creation and execution of a digital marketing campaign for summer & fall 2024. This project will encompass everything from tagline, digital asset creation, media buying, and key performance indicators (KPIs) to measure the success of the project. While this project is only for the 2024 year, tagline & ad templates should be created with the intent for the client to utilize for a multi-year campaign.

Specifically this project will include:

1. Development of a new campaign tagline
2. Development of ad templates that will utilize the new tagline and design elements from the Southern Vermont Deerfield Valley brand. These templates will serve as the basis for our summer & fall 2024 paid media campaigns with new photo/video inserted into the templates for each of the four campaign phases. Templates will be produced for:
  - a. Meta feed static image ads
  - b. Meta carousel ads
  - c. 1080x1920 videos that can be purposed for both Instagram Reels and TikTok
3. Creation of unique campaign assets for four phases of a 2024 summer & fall social media campaign. Each phase will separately target two audiences, broadly defined as family & young adults, and unique assets should be created for each audience. These assets will use the templates from #2 above with photo & video owned by the client as well as stock images/video sourced by the contractor when necessary, as well as accompanying copy appropriate for each audience and channel. The four phases will be scheduled to begin running in market approximately as:
  - a. Phase 1 - April 15, 2024
  - b. Phase 2 - June 3, 2024
  - c. Phase 3 - July 15, 2024
  - d. Phase 4 - August 19, 2024
4. Contractor will coordinate and execute media buys for the campaign phases with a reputable media buyer. Total ad purchases will amount to \$88,000 to be distributed equally across the four campaign phases. Distribution amongst each

channel & audience will be determined between contractor & client, and adjustments may be requested by client throughout the campaign based on analytical results.

5. Contractor will provide clients with a minimum of bi-weekly analytic reports for the duration of the campaign. Higher consideration will be given to proposals that include client access to a dashboard to monitor media buy results in (close to) real time.
6. Optional - As this is an awareness campaign for the entire Southern Vermont Deerfield Valley area, we are always looking for additional KPIs to help measure the success of campaigns. Proposals that include metrics above the standard media buy analytics will be given higher consideration. Client is especially interested in geofencing solutions tracking users who have been served one of our ads and then enter our valley.

**The desired firm or personal qualifications include:**

1. Creativity and uniqueness to campaign creation
2. Knowledge of destination marketing and advertising
3. A strong record of project communication and reliability
4. Previous experience with similar projects
5. Timeline of availability

**Required Content:**

1. Identity of individual/organization: Identify yourself/organization and a single point of contact with information.
2. Experience: Provide a history of yourself/organization, a list of clients/projects you have developed, and background qualifications of anyone who would be working with you on the project.
3. Creativity: Show examples of other similar digital advertising projects you/organization have created.
4. Media Buy & Analytics: Provide the name of the media buyer you would plan to work with on this project as well as any analytics that would be provided to measure the success of this campaign.
5. Timeline/Capacity: Indicate your capacity to implement with the timeframe of completion and list specific steps of the project progression. Timelines should take into account and propose time frames for clients to provide feedback on each step of the project.
6. Itemized Costs: Bid submissions should be itemized by the bullet points laid out in the Scope of Work section of this RFP. Bids exceeding 30% of the total ad budget will not be considered.
7. Minimum of two references from organizations/businesses you have worked with.

**Criteria Scoring:**

1. Creativity, based on previous design & messaging examples (max 35 Points)
2. Knowledge of destination marketing (specifically in the northeast market) and digital advertising KPIs (max 25 Points)
3. Qualifications of the individual/organization to be assigned to the project (max 25 Points)
4. Timeline availability (max 15 Points)

The Bi-Town Marketing Committee shall evaluate the statements of qualifications and other material submitted by interested firms or individuals and select a minimum of three firms (or individuals) which, in their opinion, are best qualified to perform the desired services. Interviews may be conducted. The Committee shall rank, in order of preference, these three professional firms deemed to be the most highly qualified to provide the services required, and create an agreement with the firm. In the event that a contract cannot be negotiated with the most highly qualified firm, negotiations continue in order of qualifications.

**Submission of Proposal:**

Please make all submissions to Tim Dolan via email at [marketing@visitvermont.com](mailto:marketing@visitvermont.com) by 5pm EST on Friday, February 9, 2024.

**Other Information:**

The Bi-Town Marketing Committee and the Southern Vermont Deerfield Valley Chamber of Commerce reserves the right to reject any and all proposals received as a result of this solicitation, to negotiate with any qualified source, to waive any formality and any technicalities or to cancel the RFP in part or in its entirety if it is in the best interest of the committee. This solicitation of proposals in no way obligates the committee to award a contract.

The selection of a vendor shall be made without regard to race, color, sex, age, religion, sexual orientation, gender identity, national origin, physical or mental condition, HIV status, or political affiliation. The Southern Vermont Deerfield Valley Chamber of Commerce is an Equal Opportunity Employer and encourages proposals from qualified minority and women-owned businesses.