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Date of Issue: Friday, May 25, 2018

Deadline: Friday, June 8, 2018 by 4:00 PM

DOmedia is requesting proposals for planning, coordination and administration of public relations services.

The purpose of this RFP is to select a qualified service provider to edit content and pitch stories for placement and generally coordinate execution of specific public relations projects designed to leverage media attention for an out-of-home advertising technology industry leader.

The selected vendor will be retained for 6-12 months, pending budget and evaluation of performance. The selected vendor will be paid per project with the intention of assigning 1-2 projects per quarter. They will be the go-to provider of project work for DOmedia, pending outcome and performance.

Background

DOmedia is an independent technology company on a mission to change the way out-of-home media is bought and sold. Our cloud-based applications connect buyers and sellers to leverage marketplace effects, eliminate labor, and improve reporting and analytics. Our software is already empowering leading agencies, vendors, and brands. The charge of our public relations partner will be to promote this business to the national advertising trade publications, national business publications, and trade press in key target verticals.

Overview

The prospective vendor replying to this RFP will possess, or be capable of resourcing, relevant experience and expertise with both national publications and relevant advertising trade publications. Proposals received in response to this RFP should fully demonstrate competency in these areas, as well as in the execution of public relations plans: strategy, content creation, editing, pitching, reporting on success, and iterating new ideas. The Scope of Work should outline the specific approach the vendor would take to generate successful outcomes.

Proven experience with trade media in the following industries/professions is also recommended: outdoor advertising, ad agencies, media buyers and planners, media directors, media sellers.

The public relations goal is to utilize earned media in the advertising trade press and business outlets to increase visibility of an industry leader and demonstrate its value proposition. Key messages to promote include:

1. We are a disruptor.
2. We are changing the way out-of-home media is bought and sold.
3. We power the most OOH advertising.
4. Easily plan, buy, sell, and evaluate campaigns through our single integrated system.

Key value propositions include:

- Save time, eliminate redundancies and errors
- Help manage data and analytics
- Attract and retain business, grow margin and revenue

Target verticals/trades are:

- Advertising Age
- AdExchanger
- Ad Week
- Direct Marketing News
- DMA News
- Brand Republic
- Target Marketing
- BtoB – The Magazine for Marketing Strategists
- Direct Marketing IQ
- Communication Arts Magazine
- Chief Marketer
- CREATIVE
- eMarketer
- ClickZ
- Media Post
- Campaign

Target business outlets are:

- Bloomberg
- Business Insider
- Forbes
- Huffington Post
- Reuters
- Mashable
- Financial Times
- The Wall Street Journal
- The New York Times
- TechCrunch
- Recode
- CNBC
- Fox Business

Scope of Work

The Scope of Work is designed to encourage project-based media outreach, as needed, to increase visibility for DOmedia, an industry leader, and its services. It should include the following, though this list need not be comprehensive:

1. Executing targeted public relations outreach to increase visibility of DOmedia.
2. Executing targeted public relations outreach to generate interest around new product launches.
3. Securing impactful media coverage communicating DOmedia's value proposition and industry leadership.
4. Executing target public relations outreach to generate coverage of business outcomes and case studies
5. Editing and revising public relations content including press releases and case studies written by DOmedia and their partners.
6. Place thought-leadership on trends in the OOH marketplace and cloud-based OOH solutions
7. Conducting personal follow-up on outreach via phone, email and mail.

Budget

The budget for this work is not to exceed \$60K/yr. Unforeseen opportunities for coverage could trigger the release of additional funds for public relations.

Proposal Requirements

The proposal should demonstrate the service providers proficiency in providing the services outlined below. Please provide the following:

1. Cover letter: Overview of intent of proposal as well as binding commitment to the items contained therein. Signed by officer of the firm.
2. Experience: Relevant history and qualifications of the service provider and proposed subcontractors. This should also contain:
 - a. Resume and brief bio of key personnel on the account
 - b. Capabilities relative to the work outlined in the proposal
 - c. Account manager and project staff
 - d. Team members involved in each aspect of the proposed work
 - e. Similar and relevant projects, including results. Particularly in startups and media/adtech.
 - f. References from at least two relevant projects
3. Project Cost & PR Cost Structure
 - a. Detailed costs for the services outlined in the proposal, as well as total project cost.
 - b. Detailed breakdown of respondent's PR fee structure

Submission Requirements

Vendors wishing to be considered should submit their proposals to cody@domedia.com on or before 6/8/2018 at 4 PM EST. Questions may be directed to Cody Riebe at the same email.

Evaluation

Responses to the RFP will be evaluated based on the following criteria:

1. Qualifications and experience of personnel - 30pts
2. Flexibility/ability to execute work on a per-project basis - 30pts
3. Execution of RFP, including clarity of strategy - 20pts
4. Cost & Respondent Fee Structure - 20pts

Vendors not awarded the project may not be notified. The winning vendor will be asked to sign a contract with DOmedia and will be responsible for executing the plan as proposed. DOmedia may request to meet with prospective vendors after receiving submissions.

Provisions

DOmedia assumes no responsibility and no liability for costs incurred relevant to the preparation and submission of the RFP by prospective vendors, or any other costs prior to issuance of a contract.

Domedia also retains the right to reject any and all of the proposals submitted, and to make any award deemed to be in the best interest of DOmedia.

A contract between DOmedia and the selected vendor will be subject to and be in accordance with all Federal, State, and local laws as may be applicable.

DOmedia is an Equal Opportunity Employer. Minority and women-owned business enterprises are encouraged to submit proposals.