



Earned Media for Two High Profile Events and Launch of Global Initiative in September

Initial Event: September 19th @ UNGA in NYC

Request for Proposal

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EXECUTIVE SUMMARY

Intrexon seeks a communications agency to provide services for an initial period of ninety days to help develop and execute a media engagement strategy around two high-profile events in NYC, at which a new public health initiative will be launched. The successful agency will be agile and capable of adapting to Intrexon's requirements in a compressed timeline, while helping to shape and guide strategy and content.

Key activities:

1. Media strategy and engagement in support of and leveraging two high-profile events in NYC during the UN General Assembly
2. Content for event programming
3. Media strategy, content, and certain stakeholder engagements for launch of a new global health initiative (including governments, nonprofits, foundations and universities)

The right company will have the ability to provide communications strategy and execution in both U.S. and key international markets (with an emphasis on U.S. initially). Short-term contract may extend into longer engagement.

PROJECT OVERVIEW

1. Communications strategy and media engagement
2. Content development
3. Stakeholder identification and engagement
4. Press conference at UNGA event
5. Content development
6. "Press shop"
7. Coordination with social media team, event production team, and senior leadership
8. Results analysis

STAKEHOLDER EXPECTATIONS

Proven experience, expertise and success in:

1. Communications strategy development and implementation on global public health issues/organizations
2. Communicating compelling narratives for pre-market technologies
3. Building and executing media strategies to help build acceptance for new technologies or solutions among key stakeholder groups
4. Managing of press engagements and relationships; leveraging corporate developments
5. KOL/thought leadership positioning

PROJECT REQUIREMENTS

Proven experience, expertise and success in:

1. Generating media coverage for breakthrough technology – with focus on Tier 1 TV, newspaper and social media (tertiary: influential bloggers, etc.)
2. Generating thought leadership traction for corporate leaders
3. Creatively generating efforts to improve public acceptance and awareness of breakthrough technologies
4. Organizing a successful press conference in NYC supporting the 2 events
5. Success metrics aligned and agreed-to by Intrexon
6. Must demonstrate senior staff will be dedicated to project in order to complete successfully as per metrics in 60 days
7. Develop a strategy of how these two NYC events can bridge to a broader longer term communications strategy that supports the War on Aedes aegypti. Identify the next targeted event to support that strategy.
8. Strategy should be focused on US initially, but expandable internationally with a description of how this would be accomplished. Of particular interest is a communications strategy in Brazil and more broadly in Latin America.
9. Strategy should emphasize social media and leverage the expertise of some of the top scientists and thought leaders in the subject area.

OTHER REQUIREMENTS

The right agency will be highly motivated, creative, committed, with proven experience, expertise and success in building pre-, during- and post-buzz around corporate global initiatives. If agency exceeds expectations, there is a potential for this contract to be extended into a longer engagement.

BUDGET

Approx. \$75-90K for 90 days

- Agency can recommend value-add tactics with budget needed if it can be proven to robustly “move the needed” and/or has success metrics. If metrics are not met, client reserves the right not to pay for activity.

PROPOSAL DEADLINE/FORMAT/CONTACT

Deadline: On or before September 11th – extensions will not be given

Format: PowerPoint (in PDF) only

Earned Media for 2 High Profile Events: Sept. 19th

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(EST time zone)