

**Contact:** Rachel Kessman, Director, Marketing, Kinetic

**Date of Issue:** Tuesday, April 19, 2017

**Deadline:** UPDATED DEADLINE: Sunday April 30, 2017 by 9:00PM Eastern Time

Kinetic 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 oversee strategy, edit content, pitch stories for placement and generally coordinate execution of a PR plan designed to garner media attention for a new out-of-home advertising technology business venture in three key areas: national business and advertising publications, local media in target markets, industry press in target verticals.

The selected vendor will be retained for 4-12 months, pending budget and evaluation of performance. The relationship may be extended at the end of this period.

### **Background**

In June 2017, Kinetic is launching a new business designed to help small and medium-sized businesses make effective use of out-of-home advertising. The business will be the first one-stop shop for local advertisers looking to advertise with out-of-home media. It offers an easy to use web-based interface that gives advertisers access to the most inventory in the U.S. Advertisers can get competitive pricing from multiple vendors, access expert service from a trustworthy network of advertising professionals, purchase advertising and execute campaigns online, and receive proof-of-performance after campaigns reach completion. The charge of our public relations partner will be to promote this business to the national advertising trade publications, national business publications, local media in key target markets 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 local and 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 local media in Philadelphia, Atlanta, Minneapolis, Tampa, Detroit, Denver is recommended. Proven experience with trade media in the following industries/professions is also recommended: lawyers, restaurants, hotels, auto sales, education, real estate, staffing and healthcare.

The public relations goal of this new venture is to utilize earned media in the advertising trade press to give visibility to the launch of the business and demonstrate its value proposition. Subsequent earned media will promote the business to small and medium sized businesses in

key target verticals and markets as a dramatic step forward in local advertising capabilities. The final phase of the project will leverage earned media from national business press to demonstrate how the business has created change in the long-tail of the out-of-home advertising industry and how that is changing the industry as a whole. Key messages to promote include:

1. The best online resource to help you buy outdoor ads
2. 24/7 access to the most outdoor advertising inventory
3. Compare pricing from multiple vendors, within 48 hours
4. Execute a campaign easily with support from industry experts
5. Evaluate results on your customized campaign dashboard

**Key value propositions include:**

- Convenience: Purchase outdoor ads online on your own time
- Choice: Access the most inventory available from the largest database in the U.S.
- Competition: Get a great deal by comparing multiple vendors and formats
- Customer Service: Make the best decision with expert service and online tools
- Confidence: Know your ad made an impression on your customers

**Target markets are:**

- Philadelphia
- Atlanta
- Minneapolis
- Tampa
- Detroit
- Denver

**Target verticals/trades are:**

- Lawyers
- Restaurants
- Hotels
- Auto sales
- Education
- Real estate
- Staffing
- Healthcare.

**Scope of Work**

The Scope of Work is designed to encourage aggressive, proactive media outreach to increase visibility for the new business venture and its services. It should include the following, though this list need not be comprehensive:

1. Executing targeted public relations outreach to generate interest around launch of new venture within advertising trade press.

2. Execute target public relations outreach to generate coverage of business outcomes and for small and medium sized businesses within target markets.
3. Execute target public relations outreach to generate coverage of business outcomes and for small and medium sized businesses within target verticals.
4. Editing and revising public relations content including press releases and case studies written by Kinetic and their partners.
5. Conducting personal follow-up on outreach via phone, email and mail.
6. Coordinating messaging with partners in the new business venture and arranging media interviews.
7. Execute targeted public relations campaign highlighting outcomes of first six months of new business venture and impact on local advertising market, aimed at national business press.
8. Tracking coverage and measuring overall efforts, delivering monthly reports monthly (including estimated number of impressions and media value)
9. Sending media clips on a regular basis; tracking coverage and measuring efforts.

### **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. Capabilities relative to the work outlined in the proposal
  - b. Case studies of similar and relevant projects, including results. Particularly in target markets and verticals
  - c. References from at least two relevant projects
3. Strategic Approach to SOW: Detailed strategy for accomplishing goals outlined in SOW. Particular focus should be given to the target local markets and target trade publications.
4. Project Cost
  - a. Detailed costs for the services outlined in the proposal, as well as total project cost.
  - b. Detailed outline of respondent's PR fee structure

### **Budget**

The total budget for this project is not to exceed \$80K to accomplish all of the components of the Scope of Work.

### **Submission Requirements**

Vendors wishing to be considered should submit their proposals to [rachel.kessman@kineticww.com](mailto:rachel.kessman@kineticww.com) on or before UPDATED DEADLINE: Sunday April 30, 2017 by 9:00PM Eastern Time.

Questions may be directed to Rachel Kessman at the same email.

### **Evaluation**

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

1. Qualifications and experience of personnel - 20pts
2. Knowledge of project requirements listed under SOW - 20pts
3. Execution of RFP, including clarity of strategy - 15pts
4. Cost - 15pts
5. Knowledge of target markets. - 15pts
6. Knowledge of target trades/verticals - 15pts

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

### **Provisions**

Kinetic 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.

Kinetic 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 the Kinetic and the new business being established.

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

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