

Request for Proposal

By Opal Apples

Who are we?

The Opal apple is a naturally non-browning apple that shines on the shelf with a unique bright yellow exterior unlike any other. Crispy and sweet, the Opal apple offers a flavorful eating experience that starts out sugary and fragrant then finishes with a subtle hint of tart.

Key Messaging:

- Naturally non-browning
- Unique bright yellow exterior
- Crispy and sweet with a tart finish
- The apple that gives back – every purchase supports youth-based non-profits

Who Buys Opal Apples?

During the season (mid-October - July) Opal apples are shipped by FirstFruits Marketing of Washington to retail stores across the country for purchase by consumers.

Target Opal Consumer

- Women, Married, 2+ children
- 35-45 yo
- Lives in an affluent city setting or adjoining suburban area
- Household income of \$150k or greater
- Homeowner, property valued at \$300k or greater

Public Relations Challenge

We want Opal apples to stand out from other apple varieties on a crowded shelf and differentiate themselves through creative application of our key messaging.

Our Goals:

1. Find and convert new users to Opal fans
2. Make Opal the 1st choice of apple consumers
3. Create more awareness of Opal as the non-browning apple that gives back

Current plans include a comprehensive marketing strategy built around a theme of “SuperCrispiOpalicious.” The campaign includes in-store elements and digital partnerships with retailers, a robust social media program, new website and a variety of scheduled events throughout the country.

Opal Apples

Opal apple is known as the apple with a purpose. Grown only in Washington by Broetje Orchards, this Golden Delicious-Topaz cross apple variety was introduced by FirstFruits Marketing in 2010 to wide consumer and media acclaim. Its distinctive color, flavor and texture are not the only qualities that make this product unique: Opal apple was created to make a difference in communities across the nation. Every year, FirstFruits Marketing donates a percentage of sales of every case of apples to worthy organizations that address issues like hunger, food safety, sustainability and the environment. UEB 32642 variety apples are grown exclusively by Broetje Orchards and distributed under the OPAL® brand name by FirstFruits Marketing in North America.

Request for Proposal

Golden Sun Marketing, on behalf of FirstFruits Marketing and Opal apples, are open to proposals for public relations services to support Opal apples from August 15, 2017 – June 1, 2018. The public relations budget during this period will be between \$50,000 and \$60,000. Proposals should include the following:

- A clear, concise and fun public relations campaign that convinces consumers that Opal apples should be their first choice when purchasing apples. The campaign should run between October 15 and July 1.
- A public relations plan including a timeline of work and pitching to media.
- A multi-faceted approach that includes digital, social, and traditional communication.
- An overview of you or your company's relevant experience.

You are encouraged to provide a brief summary of what distinguishes you from others as it relates to this project.

This engagement will last from August 15, 2017 until June 1, 2018.

Transparency of Fees

In order to participate in this process, you must agree to a fully transparent fee structure. All services should be charged at cost and a complete list of applicable fees should be included.

Timing and Action

July 18	RFP distributed
Aug. 7	Written proposals submission deadline (5 p.m. EST)
Aug. 14	Bid awarded
Aug. 15	New agreement commences

If you would like to schedule a 30 minute call prior to submitting your proposal, please direct these requests to Adam Brady at the address below.

Confidentiality

Golden Sun Marketing and FirstFruits Marketing of Washington agrees to keep all proposals confidential.

Contact

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