



## **Request for Proposals for Marketing Services**

Proposal Deadline: 5:00pm CST, Friday, March 2, 2018

Riceland Foods, a farmer owned cooperative headquartered in Stuttgart, Arkansas, requests proposals for comprehensive marketing services.

Questions regarding this RFP should be directed to [abadamson@Riceland.com](mailto:abadamson@Riceland.com) no later than 5:00pm CST on Monday, February 26, 2018. Responses to all questions will be sent via email within 3 days.

Electronic submissions of the proposals are required and must be submitted to [abadamson@Riceland.com](mailto:abadamson@Riceland.com) with "RFP Submission for Marketing Services" in the subject line.

## **Summary**

With this Request for Proposal (RFP), Riceland seeks to acquire the services of a qualified local marketing firm to support its marketing and sales initiatives. Riceland invites proposals from interested marketing agencies with experience in:

- brand development and management;
- marketing;
- social media strategy, implementation, and management;
- website design and development;
- and market research.

Riceland is open to agencies providing a broad range of services. Firms may also choose to submit proposals limited to their area of strength among the criteria cited above; subcontracts with local providers are acceptable.

The contract period will be from April 1, 2018, through July 31, 2019. Details pertaining to a contract extension are to be determined.

## Background

The work to be performed will support Riceland's retail business lines. Riceland Foods and its family farmers have provided the world with wholesome, nutritious rice since 1921. Grown in the United States, our rice is known for its high quality and versatility, and that's why Riceland has become a trusted brand around the globe. Riceland is a unique company. We're a cooperative, which means we are owned by our 5,500 family farmer members who are also our stockholders and growers.

Year of Incorporation 1921

Number of Employees: Over 2000

Annual Revenue ~ \$1Billion

Retail sales across 47 states

Learn more at [www.Riceland.com](http://www.Riceland.com)

## Riceland Marketing Goals

Working in collaboration with the Consumer Products Team at Riceland, the marketing contractor will work towards and measure efforts against the following goals:

- ▶ Drive **measurable traffic and sales leads** to Riceland using a marketing mix that spans digital, PR, event support and targeted offline communications
- ▶ **Increase brand awareness** of the family farmer owned cooperative as the world's largest miller and marketer of rice and rice production
- ▶ Reinforce Riceland Food's **brand image** in the US as providing high quality products to consumers and customers
- ▶ **Drive consumer consideration** for Riceland Foods products and brands locally, regionally, and nationally
- ▶ Build greater industry awareness of Riceland's products, programs and custom solutions and position Riceland as an **innovator and thought leader** in the space
- ▶ Showcase the value of rice and rice products as a critical part of a **healthy**, balanced diet
- ▶ Demonstrate Riceland Food's commitment to **sustainability** and hunger relief
- ▶ **Develop pride** in and ownership of Riceland Foods as a major contributor to Arkansas and the region among farmer members, employees, staff and the region at large

- ▶ Maximize **brand visibility** with a well-rounded marketing plan throughout all channels
- ▶ **Emphasize social and digital assets** to drive awareness and engagement regionally, nationally and globally
- ▶ Accentuate **an emotional connection** with the brand through branded content creation and strategic distribution
- ▶ Identify opportunities to **impact specific** markets of interest nationally
- ▶ Focus attention on **core brand values**, allowing flexibility as growth strategy matures
- ▶ Create and implement a **customer engagement plan** that significantly reduces customer churn
- ▶ Provide **opportunities for B2B** relationship touch points and growth
- ▶ Build initiatives to **highlight existing community engagement** and social responsibility efforts

## Scope of Work

The scope of work will include the following:

### Strategy

- Serve as Riceland's expert advisor for the development and implementation of marketing strategies for its revenue generating business lines within retail
- Develop a marketing plan focused on achieving Riceland's Marketing Goals
- Create quarterly planning objectives and reporting for ensuring tactics are managed on brand and on budget, and accountable to measurement KPIs

### Marketing and Public Relations

- Provide graphic design and content development for digital, print, and collateral material, as requested
- Manage public relations resources to accomplish the objectives as described in the marketing plan
- Provide strategic campaign support, including planning, development, and execution; multi-channel outreach; and branded material development
- Support Riceland's internal marketing needs by providing integrated collateral templates

## **Digital**

- Provide website design, development, and content services, as needed.
- Provide social media strategy development, content, and execution.

## **Market Research**

- Conduct market research to identify target industry segments with the highest revenue generating probability, as needed
- Conduct customer surveys, as needed

## **Branding**

- Advising Riceland on maintaining brand consistency
- Making recommendations on brand advancement

## **Response Requirements (minimum requirements)**

For ease and efficiency of review, Riceland has specified the numbering protocol below for bidders

### **1. Company profile**

- a. Name of the business, contact person, and contact information: Provide address, telephone, mobile telephone number, fax number, e-mail address, and web address, as applicable.
- b. Statement of ownership: Describe the type of business entity (sole proprietorship, corporation, LLC, or other), and list the majority and minority owners.
- c. List of subcontractors. If applicable, provide company name, contact person, address, and telephone number, and intended percentage of work to be performed by any subcontractor.

### **2. Qualifications**

- a. Provide a brief description of your firm, including its founding and history; number of employees; service areas; and, awards or other forms of recognition.

- b. Provide a description of your work process.
- c. Special consideration: Describe the experience with and knowledge of the corporate sustainability space among your firm's personnel, in the context of their careers.
- d. Special consideration: Describe the experience with and knowledge of the retail food space industry among your firm's personnel, in the context of their careers.
- e. Special consideration: Describe the experience with and knowledge of the ecommerce industry among your firm's personnel, in the context of their careers.
- f. Special consideration: Describe why and how your firm is uniquely positioned to serve as Riceland's lead marketing strategist, implementer, and advisor.

### 3. Experience and ability to perform this work

- a. Describe the approach your firm would undertake to successfully complete the tasks described in the Scope of Work
- b. Provide examples of relevant work and / or case studies
- c. Provide a minimum of three (3) client references
- d. Provide a list of personnel who would be assigned to Riceland work, along with their credentials and experience. Identify the project lead for your firm who will serve as central point of contact

### 4. Pricing

- a. Provide a schedule of fees for all relevant services described in the Scope of Work including cost of Ongoing Consulting, Management, and Strategy Development; Digital Marketing Services; External Collateral; Content Development and Website Maintenance; Public Relations; and, Paid Media.
- b. Based on your approach, provide an estimate of the annual number of hours required for each service area described in 4a.

## **Award**

Riceland reserves the right to alter the timing of the start of any work described above, to not proceed with some or all of the work, and to contract with more than one vendor for services described within this RFP. Riceland reserves the right not to award a contract for this RFP, and will not reimburse the cost incurred by bidders who respond to this notice.

### **Anticipated Selection Schedule**

- RFP Distributed February 2, 2018
- Question & Answer Period February 2 to February 26, 2018
- Proposal Due Date March 2, 2018
- Interviews March 8-9, 2018

Location: Riceland Foods HQ  
2120 South Park Avenue  
Stuttgart, AR 72160

*(Note: Webcam is available for agency personnel as needed that are unable to attend in person)*

- Contractor Selection March 12, 2018
- Commencement of Contract April 2, 2018