

REQUEST FOR PROPOSAL FOR DIGITAL MARKETING/ADVERTISING SERVICES



Columbus and Franklin County Metro Parks
1069 W. Main Street
Westerville, Ohio 43081

Release Date: October 14, 2022

Due Date: October 31, 2022 5PM

PROJECT SUMMARY

Columbus and Franklin County Metro Parks (Metro Parks) is seeking proposals from qualified companies providing digital marketing and advertising services. Metro Parks is looking for proposals from companies with demonstrated expertise in planning, placement and evaluation of digital media advertising services. A contract will be awarded for a one-year time frame from January 1, 2023 through December 31, 2023 with the option to renew annually for up to two additional years by mutual agreement between Metro Parks and the provider.

BACKGROUND

Metro Parks is a public agency serving the citizens of Central Ohio by providing a regional system of clean, safe, natural area parks and features 20 outstanding natural area parks with more than 230 miles of trails and over 28,000 acres of land in seven Central Ohio counties.

SCOPE OF WORK

The purpose of this Request for Proposal (RFP) is to establish a contract with a qualified marketing company to collaborate with in planning and placing digital advertising campaigns that raise awareness of Metro Parks and drive Franklin County residents to the parks. These include, but are not limited to, increasing market saturation, getting people in the parks and increasing positive public opinion of Metro Parks.

Campaigns should encompass digital platforms that include retargeting, connected TV/OTT and digital display. Campaigns should be targeted to Franklin County residents. In addition, a qualified company will provide digital media planning and purchasing, video production and editing and in-depth analytics services.

All proposals should include a detailed, itemized budget, outlining each of the duties that will be performed by the company. Please include two samples of 60-second videos that your company has created.

All costs must be listed. Work must be local and not outsourced outside the State of Ohio.

PROJECT DELIVERABLES

- Collaborate with Metro Parks public information team on the core messages for all digital products.
- Video production, including drone footage, of digital creative to include 20 60-second videos to be used in, but not limited to, digital, social media and OTT. Ten videos will

highlight park visitor stories (called Adventure Starts Here and Tim Talks) and 10 will highlight park features (called Wander and Wonder).

- Static, audio (music and sound effects) and graphics that will strengthen the message.
- Format that can be used on multiple media channels (traditional and digital).
- Digital ad placement across various digital channels. Please list which digital channels you will use.
- Provide a sample of an analytics report you have done (not what analytics/analytics services you use).
- Metro Parks Visitor Engagement Manager and Marketing and Social Media Content Specialist will review and provide input before final approval of all digital products delivered by the company.
- Metro Parks will not consider paying for any services not outlined in this proposal. However, you are welcome to include additional in-kind services such as sending out Metro Parks newsletter beyond the current subscriber list, geofencing, paid social media, etc. Be specific if you are submitting any in-kind services.
- The overall budget must not exceed \$190,000.

PROPOSAL REQUIREMENTS

Please include the following in your proposal **in this order**:

1. RFP response cover letter.
2. Summary of what your company will do to fulfill this RFP.
3. Specific deliverables and strategy for all the specifics laid out in this RFP.
4. Project summary and budget.
5. Qualifications and about your company. Please be concise.

The proposal must include cost for video and drone shoots from pre-production through post-production, music and image rights. If you plan to charge for meetings and travel time, please include those costs in the budget.

- Give the total cost in your proposal and break out the following items:
 - 20 drone shoots
 - Cost for filming, editing and final production of 20 60-second spots
 - Cost for digital ad placements across various digital platforms – list which digital platforms you will use.
- Include cost and strategy for digital retargeting – how do you plan to retarget?
- Include cost for creative and design of digital banner ads and how you plan to retarget them.
- Provide a detailed plan for targeting Franklin County residents through specific digital channels for the broadest exposure. List the channels you will use to do this.
- Provide up to three examples of past digital creative and video commercial work.
- Provide three professional references and a contact person for each.
- Metro Parks retains the rights to the elements and any products created as a result of the agreement. Each month, the company will provide Metro Parks with all raw video footage as well as the final product.
- Company must agree to a contract with Metro Parks.

PROPOSAL BUDGET AND TIMELINE

Project work is expected to begin January 1, 2023 and end December 31, 2023 with the option to renew for two additional years by mutual agreement between Metro Parks and the provider.

Metro Parks is a public entity and all proposals are public record.

Question concerning the RFP should be emailed to Jill Snyder at snyder@metroparks.net. Metro Parks will attempt to respond to all inquiries within 24 hours.

Proposals should be emailed to Jill Snyder at snyder@metroparks.net no later than 5PM on October 31, 2022.

EVALUATION

All proposals satisfying the requirements of this RFP will be evaluated to establish which of the companies best fulfills the needs of Metro Parks and this project. Special emphasis will be on how well a proposal addresses the requirements stated in the RFP as well as skills, abilities and experience. This RFP in no way commits Metro Parks to award a contract, to pay any costs in preparation of a proposal or to contract for the goods and/or services offered. Metro Parks reserves the right to accept or reject any or all proposals received as a result of this request, to negotiate with all qualified providers or to cancel this RFP. After awarding the contract, the schedule will include a period of collaboration between Metro Parks and the selected company to better define, elaborate upon, and fix the company's final project deliverables and general terms and conditions.

Recommendations will be forwarded to the executive director for review. Following reviews, a resolution to enter into the contract will be presented to the Metro Parks Board of Park Commissioners at the November 15, 2022 board meeting. Pending passage of the resolution, notification will be sent to the company to enter into a contract for services to begin January 1, 2023 through December 31, 2023.