



MOAB AREA TRAVEL COUNCIL
P.O. Box 550
Moab, Utah 84532
435-259-1370 • Fax 435-259-1376

www.discovermoab.com | director@discovermoab.com

MOAB AREA TRAVEL COUNCIL GRAND COUNTY, UTAH REQUEST FOR PROPOSAL: 2020 MEDIA AGENCY FOR DIGITAL AND TV

The Moab Area Travel Council (MATC), the Destination Marketing Organization for Grand County, Utah (a branch of the County Government) is accepting proposals for a Media Company to place Moab Area Travel Council buys for Digital and TV, along with monitoring and reporting the results.

MANDATORY MINIMUM REQUIREMENTS

The following requirements are considered mandatory. If in the evaluation process it is determined that any of the following requirements have not been met, the offer will be rejected.

For offerors applying for the majority or all of the scope of work:

1. Agency must reside in one of the following states: Utah, Colorado or Nevada.
2. Agency must provide monthly results pertaining to each media buy, attend a quarterly meeting scheduled in Moab to discuss performance and upcoming buys for any changes and absorb all expenses related to travel to Moab, UT.

TECHNICAL RESPONSE REQUIREMENTS

Please describe in narrative format prior tourism-related campaigns you have implemented. Include the ad campaign strategies, creative concepts, budget, the actual ads, media buy placement with digital and TV, as well as other promotions and initiatives to consumers and the travel trade. This section should constitute the major portion of the proposal and must also contain the following information:

NARRATIVE

A complete narrative of the agency's assessment of the work to be performed, the agency's ability and approach, and the resources necessary to fulfill the requirements. This should demonstrate the agency's understanding of the desired overall performance expectations. Clearly indicate any options or alternatives proposed.

MARKETING & ADVERTISING

1. Describe your agency's process for developing an effective Digital and TV buy.
2. What role do you expect the client to play in this process?
3. Explain your company's philosophy on tourism marketing and promotions with Digital and TV.
4. What experience have you had in tourism marketing and promotions?
5. Briefly explain how you have created campaigns that have effectively marketed to the Travel Trade Industry?
6. What social media or viral marketing tactics that you have used with success on other campaigns. Are there some readily available for tourism promotion?
7. What type of research will you use in determining marketing tactics?
8. Share an experience where you have helped take a client from a limited presence in the digital space to one that created a positive movement for the client. Include information on strategies,

planning, optimizing and creating digital campaign components. How have you measured success?

9. Explain your methodology of marketing and advertising on the web (including social media) to drive traffic to a website, call to action, or other sales-oriented or information gathering action by a consumer.
10. Briefly explain how you would approach marketing toward our consumer market, including those interested in national and state parks, outdoor recreation, and cultural events, etc.
11. Explain your point of view on the future of advertising and what you are doing in your agency to prepare yourself and your clients for these changes.

MEDIA BUYING EFFECTIVENESS

Because we are a non-profit government agency, we require an aggressive media buyer who will negotiate to provide the best possible placements and rates. Affidavits of performance are required.

1. What is the size of your media planning/buying department in terms of personnel, number of clients and workload?
2. Provide three examples of successful media buys that include digital, TV and social media etc. Explain how you measure the success of these media buys and why they are considered to be successful. Include examples of value-add elements that were also negotiated in these media buys.
3. List key tourism and other clients you have assisted with Digital and TV.

Submissions to this RFP for Moab Area Travel Council requires agency or media buying services to be licensed to standard media purchasing resources. Nielsen or other accredited media tracking services.

ACCOUNTABILITY

1. What are your standard practices for client communication and accountability?

AGENCY FACTS & HISTORY

1. Provide the size of the agency in number of employees and billings.
2. Provide a list of premier agency accounts and current and /or former travel-related clients.
3. In addition, a list of all accounts lost/resigned or gained during the past two years should also be included.

PERSONNEL

A list of all key personnel, who will have direct and significant responsibilities for providing the services specified in this RFP. For each person specified, establish his or her experience relevant to his or her ability to manage this campaign.

SUMMARY

Agency should restate in one sheet or less, the specific reason you feel you are best qualified, suited and capable of being awarded the contract in question.

COST PROPOSAL

Please enumerate all costs on a Cost Proposal Form with company letterhead. Cost will be evaluated independently from the Technical Response, and must be submitted separate from the Technical Response. Inclusion of any cost or pricing data within the technical proposal may result in your proposal being judged as non-responsive.

