



# Request for Proposal (RFP)

## CA GROWN Request for Proposal – Advertising Agency of Record

### Background

California Grown (CA GROWN) is a marketing association for California grown agriculture products, charged with promoting the CA GROWN brand and in turn supporting the California agriculture industry. In 2014, CA GROWN created a strategic alliance with Visit California – the state’s official tourism organization – to capitalize on the organization’s intrinsic synergies (see strategic framework below) and develop joint marketing activity to showcase California’s agricultural bounty. The joint activity, now in its second year of campaign deployment, has been received incredibly well by target consumers as well as the respective industries that the organizations represent.



### Purpose of this RFP

With nearly two years of activity deployed, CA GROWN is looking for an advertising agency of record to develop and execute programs that serve the collective mission of this strategic alliance.

The selected agency should be prepared to completely serve the needs of the partnership, from strategic campaign development, through execution and program measurement/reporting (including presentations to the CA GROWN board as requested).



## **Strategic Objectives**

Selected agency can/should absolutely provide thinking on strategic objectives as they feel appropriate, but for purposes of the RFP response, below are the objectives of the joint marketing activity:

Visit California promotes the purchase and consumption of California culinary experiences as a pillar in their overall marketing campaign on California. Food and wine travel is an important and fast growing tourism segment nationally and results in direct sales within the food and beverage sector. BCMA promotes the purchase and consumption of California agricultural products to consumers domestically and internationally.

The objective of the two organizations is to create a promotional media marketing umbrella "*California, Always in Season*" which highlights the year-round growing season in California, its diversity of specialty crops/growing regions, as well as the food experiences that are uniquely Californian. The objective of this media campaign will be to position California as the premiere destination for culinary travel as well as to increase the exposure, affinity, and sales of CA Grown specialty crops. This will be achieved through capitalizing on the current momentum of the Visit California overall media campaign; heightened consumer interest in the food supply – where it grows, how it grows and who grows it; and providing the opportunity for California agricultural marketing orders/commission to independently leverage the media messaging/campaign.

## **Timelines, Budget and Proposal Submission Details**

Written proposals are due by November 6th, 2015

Proposal Review and Agency selection will take place the week of November 9th, 2015.

Proposals should include the following:

- Capabilities of agency – with specific emphasis on relevant case studies, client work samples and client references/testimonials
- Overall approach to servicing this piece of business – i.e. how would you allocate agency resources and approach campaign development and



- management. This section of the response should include detailed information on the team that would be assigned to the business as well as a timeline for execution based on details provided in this document.
- Creative Vision – while spec creative is not mandatory, please provide significant detail to show how your agency would approach creative ideation and development.
  - Media Approach – a spec media plan is not required, but please include enough detail to show your agency's approach to media planning and your vision for this type of program specifically.
  - Rough budget outline – a detailed channel budget is not required, but please provide anticipated split between account service, creative and media.

**NOTE:** For interested agencies we can be available prior to proposal submissions for a conference call briefing.

**Budget is \$1,000,000+/annually**, which must include all program expenses and agency retainers. It's important to note that these funds come 100% from a program administered by the California Department of Food and Agriculture under the heading of Specialty Crop Block Grant Funds. These funds are awarded on an annual basis and come with a required list of accounting and administrative expectations as well as creative and program mandates that will involve support from the agency chosen for this business. Please see the links below for more information on the SCBG program.

[https://www.cdfa.ca.gov/Specialty\\_Crop\\_Competitiveness\\_Grants/pdfs/2014\\_Grant\\_Management\\_Procedure\\_Manual.pdf](https://www.cdfa.ca.gov/Specialty_Crop_Competitiveness_Grants/pdfs/2014_Grant_Management_Procedure_Manual.pdf)

[https://www.cdfa.ca.gov/Specialty\\_Crop\\_Competitiveness\\_Grants/pdfs/USDA\\_AdditionalGuidance.pdf](https://www.cdfa.ca.gov/Specialty_Crop_Competitiveness_Grants/pdfs/USDA_AdditionalGuidance.pdf)

Please e-mail your proposals to Nick Matteis [nmatteis@agamsi.com](mailto:nmatteis@agamsi.com) and mail any work samples you wish to provide to Nick Matteis, CA GROWN 1521 I Street, Sacramento, California 94814.

Please direct questions to Nick Matteis – Executive Director of CA GROWN - [nmatteis@agamsi.com](mailto:nmatteis@agamsi.com)



## **STRATEGIC RESOURCES**

[Always in Season video Content](#)

[Year 1 Campaign Recap](#)