



## Request for Proposal (RFP)

California Grown Request for Proposal – Agency of Record: CA Grown Paid Advertising

### California Grown Background

California Grown (also legally known as the Buy California Marketing Agreement) is a membership-based, consumer-focused marketing association with the expressed purpose of building awareness and sales of California Grown agricultural products and appreciation for the people that produce them.

Current California agricultural organization membership representing tens of thousands of California producers (not including 100+ individual company members) are as follows:

American Pistachio Growers	California Olive Oil Council
California Apple Commission	California Poultry Federation
California Avocado Commission	California Prune Board
California Blueberry Commission	California State Beekeepers Association
California Certified Organic Farmers	California Sweetpotato Council
California Cantaloupe Advisory Board	California Table Grape Commission
California Farm Bureau Federation	California Walnut Commission
California Fig Advisory Board	California Wild Rice Advisory Board
California Fresh Fig Growers Association	Raisin Administrative Committee
California Milk Advisory Board	Wine Institute
California Olive Committee	

Established in October 2001, California Grown operates under the authority of the California Food and Agricultural Code. The Agreement is governed by a board of directors and operates under the oversight of the California Department of Food and Agriculture (CDFA).

### Purpose of this RFP

California Grown seeks a qualified agency of record to create and execute, in partnership with the California Grown management team, a digital paid media effort reaching consumers interested in food, cooking and healthy eating with inspiring stories that celebrate the exceptional agricultural bounty of California and encourages the target audience to seek, select and purchase California Grown products. Media campaign content should build awareness, enthusiasm, preference, and appreciation for California Grown agricultural products and the people who produce them by highlighting in-season commodities, distinct qualities of California Grown agricultural products (including quality, safety,



freshness, flavor) and the hard work, dedication and passion of California's farmers and farmworkers. The agency of record will produce and deploy a paid media campaign that incorporates assets produced by California Grown in addition to agency creative.

The source of program funds predominantly comes from the Specialty Crop Block Grant (SCBG) Program administered by the California Department of Food and Agriculture (CDFA). The advertising agency of record will be selected to develop and execute paid advertising as outlined in Specialty Crop Block Grant #22-0001-001-SF.

BCMA may utilize the selected agency of record for implementation of a paid digital advertising campaign for a period of three years.

#### California Grown Partnerships, Strategic Objectives

California Grown has strong partnerships with California agricultural organizations, Visit CA, the California Grocers Association, key retailers and others. The content created will ideally have application as shared content on these partners' media channels or through promotional events where it is mutually beneficial and fits the creative/promotional objectives of relevant partners.

The strategic objective of California Grown's marketing and advertising efforts is to create a community of California agriculture fans. An objective of California Grown's advertising campaign is to highlight the year-round growing season in California, its diversity of specialty crops/growing regions, and the food and agricultural experiences that are uniquely Californian. A primary goal of the paid advertising campaign will be to increase the exposure, affinity, and sales of California Grown specialty crops as well as position California as the premiere destination for culinary and agritourism experiences. The campaign will also make the most of heightened consumer interest in the food supply – where it grows, how it grows and who grows it. This will be achieved through capitalizing on the momentum of the current promotions, digital media campaigns and internal California Grown developed content.

#### Timelines, Proposal Submission and Evaluation Details

Written proposals are due by 5:00 p.m. (PST), June 9, 2023. Proposal review and contractor selections will take place by June 16, 2023.

Proposals may be submitted electronically to BCMA Executive Director Cherie Watte at [cher@californiagrown.org](mailto:cher@californiagrown.org).



Proposals may also be delivered to:

Buy California Marketing Agreement  
Request for Proposals- Agency of Record: CA Grown Paid Advertising  
P.O. Box 1604  
El Centro, CA 92244

The contract commencement date is expected to be July 3, 2023.

Eligible agencies include those with demonstrated experience in building food brands/categories across the United States. 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 account – i.e. allocation of agency resources and approach to 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 specific creative is not mandatory, please provide significant details to show how your agency would approach creative ideation and development including approach to complimenting ongoing California Grown organic media promotions.
- Media Approach – a specific 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. Please provide the anticipated split between account service, creative and media. A short narrative outlining a reasonable range of agency fees or commission rates for management and execution of the campaign is appreciated.

A selection committee will review all submissions. Proposals will be evaluated according to experience, cost effectiveness, detail, and creativity of proposal, as well as demonstrated capabilities including innovation, collaboration, and adaptability.

Timeline

Activity	Date
Deadline for interested parties to submit proposals	Friday, June 9, 2023
BCMA evaluation of proposals	June 9-16, 2023
Contractor Selection	Friday, June 16, 2023
Contract Negotiation/On-boarding	June 17-30, 2023
Contracted Agency to commence work	Monday, July 3, 2023



NOTE: The California Grown management team is available prior to proposal submissions to answer questions regarding this request. Proposers wishing clarification of this RFP should submit questions via email to [cher@californiagrown.org](mailto:cher@californiagrown.org).

### Scope of Work

- Develop recommendations for Marketing and Advertising Plan to support strategic objectives outlined by the BCMA Board of Directors and management.
- Concept creative materials and campaign elements as described in the Advertising Plan and produce as approved.
- Execute media plan presented and approved in the Advertising Plan. Execution includes placement, optimization, auditing, and payment.
- Report campaign analytics to California Grown Board of Directors, management, and creative team.
- Provide creative input and support for other projects and work collaboratively with California Grown management and creative team.
- Provide regular performance reports (at minimum monthly) to the Executive Director and Board of Directors upon request including analytics and advertisement performance.
- Interact with and update the California Grown Board of Directors

### Skills, Deliverables and Knowledge Base

Selected contractor will have:

- At least five years brand management experience.
- Ability to work quickly and efficiently.
- Proven track record of delivering results on time and on budget.
- Previous experience with commodity or agricultural organizations.
- Basic knowledge of California agricultural products, seasonality, and availability.
- Ability to develop pre- and post-campaign benchmarks to measure campaign message success.
- Experience with integrating multiple stakeholders into a collaborative promotion effort.
- Ability to effectively outline ideas and plans in written and verbal format.
- Experience working with grants, and Specialty Crop Block Grants in particular, a plus.
- Ability to provide sufficient staff and administrative resources.
- Ability to adhere to strict financial management and fraud prevention procedures.
- Provide monthly invoicing including detailed invoice back up.
- Provide detailed quarterly reporting.
- Ability to work in a team environment.



### Contracted Term

The term of the awarded contract is one year. BCMA may utilize the selected agency of record for implementation of a paid advertising campaign for a period of three years provided funding to do so is appropriate.

### Budget

Historically, BCMA's budget for paid advertising campaigns has ranged between \$500,000 to \$1,00,000 annually. Budgets vary according to the scope of work outlined in Specialty Crop Block Grant. Agency budgets for execution of planned campaign must include all program expenses and agency retainers including creative and execution. The detailed level of budget and staffing resources for activities outlined in the Specialty Crop Block Grant scope of work will be mutually agreed upon by the appointed contractor and the Buy California Marketing Agreement in a contractual format.

It's important to note the source of program funds predominantly comes from the Specialty Crop Block Grant (SCBG) Program administered by the California Department of Food and Agriculture (CDFA). SCBG 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/recipientresources.html](https://www.cdfa.ca.gov/Specialty_Crop_Competitiveness_Grants/recipientresources.html)

Please direct questions and submit proposals to BCMA Executive Director Cherie Watte at [cher@californiagrown.org](mailto:cher@californiagrown.org).

*Disclaimer: The Buy California Marketing Board reserves the right to modify or withdraw this RFP at any time, and to accept or reject any or all proposals in whole or in part. BCMA is not responsible for any costs incurred by the submitting PR agency in connection with this RFP.*

Date Posted: May 22, 2023