



City of **Montgomery**, Alabama

Request for Proposals – Digital & Traditional Media Campaign & Marketing

OVERVIEW

The City of Montgomery is currently accepting proposals for earned, paid and owned media management and planning -- including but not limited to traditional media buying, social media planning, creative development, digital initiatives, research of present buy opportunities and successful campaign implementation -- to assist in securing efficient placement of paid, earned and owned media to further its Capital of Dreams branding campaign. The campaign will target potential visitors and residents by positioning Montgomery as a destination ripe with opportunity, entertainment and success. Secondary goals include building on current owned media channels to increase engagement across all platforms, while communicating with River Region residents who are not digital citizens via traditional forms of media.

Furthermore, the campaign administrator will run cost efficient and effective operations in order to best utilize limited budget and tax payer money. Ideally, we envision a fiscally responsible campaign that relies on precise targeting via strategic media buys and placements to best hit the aforementioned goals.

PURPOSE

The purpose of this request is to find and retain a qualified advertising, public relations or marketing agency who will expose potential visitors, job creators and/or residents to the realistic opportunities, culture, entertainment options Montgomery offers, while raising awareness to upcoming events, city-sponsored or partner initiatives and any additional items needed to promote to the public at large.

ESTIMATED CAMPAIGN DURATION

~Nov. 18, 2015 - Sept. 30, 2016

CAMPAIGN BUDGET

\$150,000 or TBD

TARGET AUDIENCE

Residents:

- Wide spectrum of City of Montgomery population, including those who live, work or own property in the City of Montgomery;
- River Region residents within 50 mile proximity to Montgomery city limits.

Nonresidents:

- Residents from nearby metropolitan areas (e.g. Atlanta, Nashville, Meridian, Pensacola, Jackson, Mobile, Birmingham, Charleston, Savannah);
- Frequent travelers and heritage tourism seekers, including "history buffs," especially those interested in Civil War and Civil Rights-era history;
- Individuals interested in culture (Alabama Shakespeare Festival, Hank Williams tour, Old Alabama Town, etc.);
- Sports families interested in attending minor league baseball games, Camellia Bowl festivities, interesting national competitions or high school/college sporting events;



SCOPE OF WORK

PRIMARY OBJECTIVES:

- Comprehensive audit of current City media efforts, including social media activity, ad placement, PSAs, earned media output, multimedia and website stats, to gain understanding into previous strategy;
- Devise and present targeted, detailed media plan to build on and enhance prior strategy;
- Craft content to stay on message with City's current messaging and goals, as determined by the Department of Public Info & External Affairs;
- Design of creative that translates over all channels used in campaign, along with channels used internally (i.e. banner ads, presentation graphics, infographics, logos, video content, etc.)
- Research and present opportunities to purchase traditional or digital media placements;
- Placement and management of any paid media opportunities;
- Prepare and present bi-monthly reports and detailed quarterly reports to update Department of Public Info & External Affairs on campaign progress, specifically detailing ROI, exposure and next steps;

INSTRUCTIONS

DEADLINE for proposals is November 12. Please provide the information requested, a portfolio of previous work and answer the questionnaire found on page 2. Once completed e-mail proposals to gwallier@montgomeryal.gov. Please call (334) 625-2726 for more information.

SELECTION CRITERIA & QUESTIONNAIRE

- What are your strengths as an agency?
- Please provide details on how you've successfully met similar objectives for a past or current client.
- What's the audience/impression size for each platform included in your media plan? What's the return on investment for each tactic?
- If you plan to rely solely on traditional media, how will you reach the digital audience?
- If you plan to rely solely on digital media, how will you reach the non-digital audience?
- What information, insights or approaches do you hold that differ from the typical agency insights and approaches?
- How do you measure effectiveness in the digital landscape; traditional landscape?
- Who is the audience you're proposing to reach and what is your message? What about for those who are digitally disconnected? Does the message get lost?
- Regarding advertising via social media and promoted posts: What's the purpose? Would tax dollars be used efficiently and effectively as compared to road repairs, etc.?
- How has your business model adopted digital? What practices have been added and what have been abandoned?