



**REQUEST FOR PROPOSALS
FOR CREATIVE AND MEDIA SERVICES**

Invest Puerto Rico Inc.

Event	Time and Date
RFP Issue Date	February 14, 2020
Submissions of Letter of Intent	N/A
Submissions of Questions and Requests for Clarification (via email)	February 21, 2020 by 3:00 p.m. AST
Responses to Questions and Requests for Clarification (via conference call and email)	February 24, 2020
Proposals Due (via email)	March 13, 2020 5:00 p.m. AST
Evaluation Period	March 16 - 27, 2020
Notice of Award	March 31, 2020

Submittals to be provided via e-mail: cmann@investpr.org



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INTRODUCTION

Invest Puerto Rico Inc. (InvestPR) is soliciting proposals from interested firms and individuals (Proposers) to provide creative, strategy and production; media, planning and buying. The services include but may not be limited to –

- Creation of innovative and measurable strategies along with a corresponding advertising campaign;
- Development of a brand identity aligned with InvestPR’s mission and Business Development goals; and
- Media planning and buying for traditional, digital executions, plus sponsorship activations.

The selected agency must use InvestPR’s 2020 Promo Plan, corresponding brand research, and insights as a guidepost for developing all strategies, proposing tactics, and creating content.

ABOUT INVEST PUERTO RICO

Invest Puerto Rico (InvestPR) is the Island’s new economic development organization. We are a 501(c)3 not-for-profit organization, created by law to promote Puerto Rico as a competitive investment jurisdiction to attract new business and capital investment to the Island.

Puerto Rico is an island rich in history, culture, arts, natural resources and quality of life. Part of the history of Puerto Rico includes recent natural disasters that have served as a looking glass for the Island to re-evaluate how it wants to be seen. It should be noted that there are two distinct ‘themes’ to acknowledge: 1) InvestPR is **the economic development organization** of choice for the Island and 2) Puerto Rico is seen as **the investment destination** for the foreseeable future by investors as well as businesses.

The creation of Invest Puerto Rico is a game changer for Puerto Rico and the global business community. The Island is showing the world it is ready to transform and become the premier destination for direct investment for those who want both quality of life and unmatched productivity, innovation, profitability and beyond.

QUALIFICATIONS

The Proposer must show to the complete satisfaction of InvestPR that it has the necessary facilities, ability, and financial resources to provide the services specified herein in a satisfactory manner.

Evaluation of the Proposer’s qualifications shall include:

- A. Ability and Capacity to Perform Services: The ability, capacity, skill, financial and other necessary resources of the Proposer to perform the work or provide the services required;
- B. Costs, Fees and Expenses: The reasonability of the costs, fees and expenses structure provided by the Proposer given the complexity of the tasks and projects requested from the service provider;
- C. Examples of Work Product: The quality of examples of previous work product from previous engagements or professional endeavors of the Proposer or Proposer’s professionals that will be involved in providing the services being procured;



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- D. References: The character, integrity, reputation, judgment, experience, and efficiency of the Proposer or Proposer's professionals that will be involved in providing the services being procured; and
- E. Resumes. Proposers must provide a listing of the personnel to be assigned, including organizational structure and each person's area of responsibility. Resumes for each professional assigned are also required.

As a best practice, and subject to InvestPR's best ability and judgment, InvestPR will favorably consider proposals that include individuals that are residents of Puerto Rico, or that include local small businesses from Puerto Rico as direct contractors, local members of a joint venture, or part of a non-Puerto Rico based team.



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SCOPE OF WORK

The scope of work presented is based upon circumstances existing at the time the RFP is released. Invest Puerto Rico reserves the right to modify or delete the tasks listed and, if appropriate, add additional tasks prior to and during the term of the contemplated contract.

A. Creative and Media objectives.

Invest Puerto Rico seeks to maximize the efficiency and effectiveness of creative, media planning, and media buying. The selected agency will be responsible for providing rationale and insight for the development of strategy and content that supports all InvestPR public-facing channels.

InvestPR's creative and media services objectives will be developed on a per campaign basis with the selected agency.

B. InvestPR seeks a qualified agency to provide creative, media planning and media buying services.

Creative. Selected agency to provide creative strategy, assets, and branding recommendations for an innovative advertising campaign to launch coinciding with a new website.

InvestPR is looking to refresh, possibly reinvent, its **brand** and corresponding strategy in order to better connect with target audiences. It is vital the brand provide a sustainable, differentiating competitive advantage while seen as distinct and fulfilling a promise, e.g. *Invest Puerto Rico is the organization I want and need to help me successfully 'headquarter' my company on the Island. This is a solid investment for me and my company.* A tangible result of the brand will be **assets** which can be deployed across channels. These assets will become part of a content library which can be repurposed as needed.

With respect to **creative strategy**, InvestPR seeks to be creative enough so that we are not only different from competitors within our space, but that InvestPR is seen as better than its competition and Puerto Rico is seen as **'the'** destination for investment. Selected agency must work in concert with InvestPR staff to produce executable strategies that are measurable and can demonstrate an ROI that tracks with the 2020 Promo Plan.

Selected agency will assist with refining **marketing goals** for FY19-20 and FY20-21. Each goal must have specific metrics, sometimes referred to as key performance indicators (KPIs) which can be measured at weekly, monthly, and quarterly intervals. Sample KPI: *InvestPR will increase the number of e-newsletter subscribers by 35% in 3Q FY19-20; correlating to a 15% increase in hosted-event attendance.* Goals and metrics will be assigned by target audience, aka "target sector."

Utilizing data or insights from an InvestPR commissioned perception study – that is supplemented by its own research – selected agency may assist with **target audience** refinement. Certain business sectors and geographies have been identified as primary targets. Refinement may include but not be limited to the identification of messaging and strategies that resonate, media consumption patterns, and digital behaviors.

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The overarching **advertising campaign**, and any sub-campaigns, must include a mix of digital (e.g. display ad networks, run of site, email), website, sponsorship, social, and print elements. The proposed mix will be plotted on a calendar that leverages the approved brand and creative strategies, while elevating InvestPR's presence at hosted and non-hosted events. The campaign will set the tone while being memorable and effective, e.g. Nike's "Just Do It.," Always' "#LikeAGirl," Dos Equis' "The Most Interesting Man in the World."

Media Planning and Buying. Selected agency must develop comprehensive media strategies by targeted sector and in accordance with the 2020 Promo Plan. Planning must include detailed documentation showing spend, timing and related measurement benchmarks expected to be met as part of the plan. To facilitate planning and buying, InvestPR will share with the selected agency the known –

- Prioritization Levels (e.g. Knowledge Services, Industrial Value Chain).
- Target Sectors (e.g. Business Support Services, Software & IT).
- Geographic Focus, i.e. U.S. (high tax states), Europe, Latin America, and Asia.
- Current Competitive Landscape.

Selected agency must leverage its existing relationships with leading media outlets to ensure competitive pricing and relevant targeting. Tasks include but may not be limited to:

- Negotiating pricing for optimal efficiency.
- Placing media based on the approved plan and advertising campaign schedule.
- Reconciling Paid versus Delivered media with all vendors.
- Identifying added value opportunities in support of 2020 Promo Plan and marketing goals.
- Payment of media invoices; with invoice detail and/or proof of work as requested.
- Billing of InvestPR after completed executions.

Selected agency must provide regular and ad hoc reporting as well as optimize all buys executed in accordance with the approved plan. Tasks include but may not be limited to:

- Optimizing all buys to incrementally improve results and achieve efficiencies.
- Providing weekly snapshot reports and optimization recommendations.
- Delivering a monthly report that rolls up all activity within said timeframe.
- Providing detailed recaps at the conclusion of each targeted sub-campaign.
- Delivering all reports to InvestPR either digitally or in-person as requested.

Selected agency must develop and implement a minimum of two sponsorship/experiential activation points that are aligned with targeted sectors. Tasks include but may not be limited to:

- Development of a sponsorship/experiential schedule that corresponds to campaign schedule.
- Creation, design, and execution of the brand experience at each activation point or event.
- Negotiating pricing for optimal efficiency and reach.

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- Placing activation based on the approved strategies, advertising campaign, and media plan.
- Reconciling Paid versus Delivered assets with all activation entities.
- Payment of activation-related invoices; with invoice details and/or proof of work as requested.
- Billing of InvestPR after completed activations.

C. Key deliverables.

Selected agency must provide creative briefs before each campaign or one-off project outlining the goals, objectives, audience, strategies, budget and metrics. InvestPR requests services be provided by the selected agency to include, but not be limited to, the following deliverables:

- Brand Strategy
- Logo and Corporate/Brand Identity Guidelines
- Marketing Goals and Corresponding Metrics
- Messaging Strategies and Tactics
- Overarching Advertising Campaign and Schedule(s)
- Advertising Campaigns by Target Sector
- Social Media Support and Creative Assets
- Search Engine Marketing Strategy Development and Execution Support
- Comprehensive Media Plan and Metrics
- Online Analytic Tool Recommendations and Implementation
- Detailed Campaign, Media Plan, and Activations Reporting with Analysis
- Invoicing and Billing Detail at 30-day Intervals

New, emerging technology is consistently being introduced to the marketplace impacting creative, media planning, and web development. Selected agency must be able to identify, evaluate, recommend, develop, and execute, and/or manage the execution of said technology in support of the services outlined in this Statement of Work.

Proposers are directed to visit <https://www.investpr.org/about-invest-puerto-rico>, the “About Us” page at the InvestPR website in order to access and download the 2020 Promo Plan. The executive summary and full plan offer the necessary detail for understanding InvestPR’s mission, strategy, as well as targeted business sectors and geographic regions.



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QUESTIONS

Questions regarding the RFP should be sent within the body of an email or via email attachment. Please direct all questions regarding this RFP to Cheryl Mann at cmann@investpr.org.

SUBMISSION REQUIREMENTS

Letter of intent:

- Bidders intent on submitting a proposal are not required to submit a letter of intent.

Proposer shall submit general information about capabilities and experience according to the following requirements:

- At least one pitch concept (no more than three) that details proposed tactics, sample creative executions, and potential messaging calendar that is directly aligned with InvestPR objectives as described by the Promo Plan.
- A brief history of the proposing entity, including general background and relevant experience.
- Resumes, no longer than 2-pages in length, of the personnel that would be assigned to this project.
- A statement substantiating the resources of the proposing entity and the ability to carry out the Scope of Work requested within this RFP.
- Proposed fee structure, including billing rates, hourly rates, reimbursable expenses, etc. Preferences will be given to firm fixed pricing.
- Contact information for at least two (2) clients.
- Contact information for at least three (3) business references.
- Proposed fee structure including billing rates, hourly rates by position, reimbursable expenses, travel expenses, markups, out of pockets, additional fees, etc.
- Between 1-3 work product examples like the services as requested in this RFP.
- A statement of conflicts (if any) the Proposer or Proposers' key employees may have with providing services as listed in this RFP. If no potential conflicts of interests are identified, please state so.

Staff requirements:

There are no specific staff requirements as of the publishing of this RFP. InvestPR reserves the right to amend this section of this RFP at a future date if deemed relevant to the execution of services.



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SELECTION CRITERIA

Proposals will be reviewed and evaluated by InvestPR. In addition –

- Evaluation of the proposals will be under the jurisdiction of InvestPR. InvestPR will evaluate all material submitted and engage in interviews or discussions with the respondents deemed as most qualified, based on initial responses.
- InvestPR reserves the right to reject any or all submissions or to waive any minor defects or irregularities in any submission.
- InvestPR will favorably consider proposals from agencies that demonstrate diversity and inclusion practices.
- InvestPR further reserves the right, without prior notice, to supplement, amend or otherwise modify this request for proposals or otherwise request additional information from any or all Proposers.
- All materials submitted become the property of InvestPR for internal use only.
- All costs incurred in connection with responding to this RFP will be borne by the Proposers.

Criteria for evaluation will include:

- 35% Ability and Capacity to Perform Services
- 35% Costs, Fees and Expenses
- 20% Examples of Work Product
- 10% References



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RFP SUBMISSION PROCESS

Timeline. It is expected that this RFP process will have the following timeline:

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InvestPR reserves the right to adjust the above schedule as needed. Dial in credentials for the Q&A conference call will be provided to Proposers who submit questions in writing by the deadline as stated below. The selected agency must be prepared to begin work with InvestPR immediately for developing campaign and project specific timelines.

Proposal deadline: Proposals must be received **no later than 5:00p AST on March 13, 2020**. The desired receipt method is email attachment(s) and/or hyperlink(s) for downloading.

Proposals sent via post must be sealed and received by InvestPR at the address referenced below by the above stated deadline.

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Invest Puerto Rico
c/o Cheryl Mann
1225 Avenida Ponce de León
PH 782
San Juan, PR 00907

Submissions via post should include three hard copies including any necessary signatures by the above stated proposal deadline.