



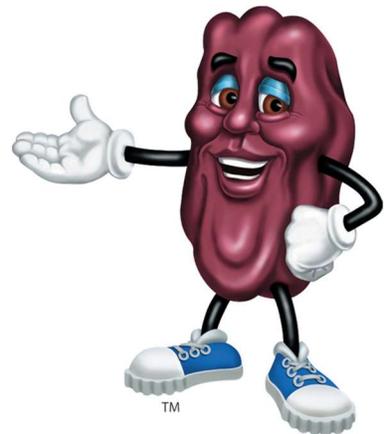
REQUEST FOR PROPOSALS

FOR

MARKETING CAMPAIGN DEVELOPMENT AND EXECUTION

January 24, 2020

California Raisin Marketing Board
2445 Capitol St, Suite 200
Fresno, CA 93721
(559) 248-0287



Purpose of RFP / Scope of Work

The California Raisin Marketing Board (CRMB) is seeking one or two agencies to develop and execute a marketing campaign intended to drive increased consumption of California raisins in the US. The campaign strategy and some elements of the campaign may also be used in foreign markets. The RFP encompasses campaign development and execution including Strategy, Creative, Media, PR, Social Media and Website. Strategy development will begin in late March 2020 and Creative Concept development will begin in May 2020. Creative production and other planning and campaign activities will begin in August 2020. While the initial campaign will be for our 2020/21 fiscal year (August 2020 – July 2021), we hope to build a long-term relationship with the chosen agencies.

Background

The CRMB was created by a State Marketing Order in 1998 and it is 100 percent grower funded. The mission of the California Raisin Marketing Board is to conduct market development activities to improve the demand for all categories of raisin usage, including ingredient usage, and for retail package, both branded and private label. Also, the Board sponsors crop production, nutrition, and market research. Lastly, the mission is to create a positive marketing environment within which the industry can collectively expand the worldwide demand for California Raisins.

California produces all of the raisins grown in the US and appx 25% of all raisins grown in the world.

The activities of the CRMB are funded annually by a board vote each July. The Strategy and Creative Concept work are intended to be completed before the next board funding vote in July 2020.

The California raisin industry has a long history of creatively promoting raisin consumption. The California Dancing Raisins developed in the 1980's was an iconic campaign that also drove significant growth in raisin consumption. Other successful campaigns were developed in the 2000's including "Look Who's Cooking with California Raisins" and "The Wise Choice for Natural Energy". This new campaign will be the first for the raisin industry in the last 7 years.

Raisins have many positive attributes that fit with increasing interest in natural and healthy foods:

- Raisins are about as natural and simple as you can get. One ingredient, grown and dried in the sun with minimal processing and no added sugar.
- Raisins are essentially dried grapes, a convenient way to get more whole fruit servings in your diet. One quarter (1/4) cup of raisins is equivalent to a one cup serving of fresh fruit.

- Raisins have a unique nutrition profile including polyphenol antioxidants.
- Raisins are versatile, perfect for a quick snack alone or mixed with nuts, and also are an easy way to add some natural, whole fruit to baked products and meals.
- Raisins have been shown to have positive health effects in numerous clinical studies including:
 - Heart healthy- helps maintain healthy blood pressure
 - Lower risk for Type 2 diabetes- helps control blood sugar
 - Good for digestion- from fiber and tartaric acid
 - Helps protect teeth- phytonutrients suppress the growth of oral bacteria

Additional information is available at the CRMB website (www.calraisins.org) as well as the RAC website (www.raisins.org), the industry's federal marketing order which manages promotion outside the US.

Agency Eligibility/ Fit

Eligible agencies include those with demonstrated experience in building food brands/ categories across the US to both consumer and trade audiences. Agencies should have significant experience delivering at least two facets of the marketing campaign. The CRMB may choose to have one agency for all five areas or to split the duties between two agencies who specialize in two or more specific activities:

- Strategy- including key consumer/ trade insights, target definitions, key messaging, imagery and best media options
- Creative- development and production of any creative content including video, print, and/or banners needed for the campaigns to consumer and trade audiences
- Media- experience directly buying media at discounted costs including TV, magazine, digital and social for consumer and trade audiences
- PR- including consumer, trade, health practitioner, influencer and grower audiences
- Social Media- including building social media page followers, development and optimization of content and boosting, and building influencer campaigns
- Website- Content development, SEO and SEM

Marketing Objective

Reawaken consumer and trade (bakery, confectionary, school, foodservice) interest in and positive perceptions of raisins to drive both retail and industrial sales

Estimated Budget

Funding will be approved in July 2020 for 2020/21 fiscal year including a recommended marketing campaign strategy, creative concept, key tactics and budget. We expect to recommend a marketing budget ranging from \$2-4M.

Budgets for Strategy and Campaign Concept development will be \$30-50k each.

Timeline

RFP release	Jan 24
RFP Interest/ Background Submittals Due	Feb 3
Notification of Finalists	Feb 7
Finalist Presentations in Fresno	Feb 24 - 28
Notification of Winning Agencies	Mar 6
Execute Strategy Contract	Mar 9 – 13
Consumer Research	March 30 - Apr 3
Strategy Development	Mar 30 - May 8
Execute Campaign Concept Development Contract	May 4 - 8
Campaign Concept Development	May 18 – June 26
2020/21 Board Funding Approval	July
Execute 2020/21 Agency Contracts	August
Campaign Begins	Fall 2020

RFP Steps

Interest/ Background Submittal

- Confirmation of interest to participate in RFP and which of the five specific activities that you would like to do for us
- 1 page or less overview of agency including history, association with a larger agency network, number of full time employees, office location where our account would be serviced out of and experience relative to the activities which you would like to do for us with consumer and trade audiences (plus health practitioners and growers for PR)
- 1 page or less overview of agency experience with food brands and agricultural boards including a few examples of finished work (links to agency website or YouTube where we can see examples is sufficient)
- 1 page or less overview of key agency personnel (identify if any are subcontractors) that would likely be assigned to our account
- 1 page or less outlining a reasonable range of agency fees or commission rates for management/ execution of each individual activity assuming total campaign budget of \$2 - 4M (understanding that exact fees will vary based on scope of work defined for each activity in the campaign plan)

- Names of 2-3 client references that we can contact if desired, prefer food clients if possible
- Disclosure of any conflicts of interest that will need to be managed (e.g. representation of another dried fruit brand or ag board)
- Submittals should be emailed to Tim Kenny (tim@raisins.org) by close of day on Monday, Feb 3

Finalist Presentations in Fresno

- Will be at CRMB headquarters in Fresno the week of Feb 24
- Attendees will include CRMB President, VP Marketing and up to eight members of the Board's Marketing Sub-committee
- Presentation will be scheduled for 90 minutes with 60 minutes for agency presentation and 30 minutes for questions
- Presentations should highlight:
 - Agency experience in key activity areas
 - 1-2 examples of client campaigns including consumer insights, strategy and key campaign elements, preferably for food/ ag board clients
 - Knowledge of raisins/ healthy food industry and passion for working on this account
 - Initial thoughts on communication strategy opportunities for raisins and best vehicles to achieve the marketing objectives within budget parameters
 - Outline key agency personnel that will be assigned to the account

Evaluation Criteria

- **Experience**- delivering food campaigns that drive increased category consumption
- **Creativity**- to bring new vision, inspire target audiences and deliver memorable messages on a product that everyone is already familiar with and is not top of mind
- **Collaboration**- create strong working relationships and build consensus with a broad client group based in Fresno and other partner agencies
- **Fit**- make us feel like a priority client with top management and top agency talent working on our account
- **Continuous Improvement**- culture of learning and desire to optimize even successful campaigns
- **Adaptability**- flexible in reacting to changes in direction/ budget as we create a new campaign for the first time in many years

Contact/ Questions

All questions/ coordination should go through:

Tim Kenny
VP Marketing
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