

**REQUEST FOR PROPOSAL**  
**#105-2019**  
**DIGITAL MARKETING CAMPAIGN**  
**FOR VETERANS' WORKFORCE ATTRACTION**  
**DUE: MAY 10, 2019**

**RADIUS INDIANA**  
**1504 I STREET**  
**BEDFORD, IN 47421**

**1. BACKGROUND AND OBJECTIVES**

Radius Indiana, an eight-county regional economic development organization in Southern Indiana, is accepting proposals to develop and implement a digital marketing campaign to support our newly developed workforce recruitment effort. This pilot effort will focus on attracting military veterans to fill defense industry employment opportunities in our region.

The goal is to raise awareness of open positions and attract qualified candidates to Naval Support Activity Crane, the world's third largest Navy base and our region's largest employer with more than 5,000 engineers, technicians and production workers. In addition, myriad defense contractors throughout our area support the base and are also in need of qualified candidates.

Radius Indiana is a relatively young organization, established in 2009. The Indiana Economic Development Corporation was mandated through legislation to fund economic development initiatives in southern Indiana. As a result, Radius Indiana was formed to ignite prosperity in the region and to be the partner to the state tasked with the development and implementation of the regional economic strategies and initiatives.

The purpose of this Request for Proposal (RFP) is to solicit proposals from firms to support our proposed economic development strategy to bolster the workforce in our region. Radius will select the candidate who best represents the requirements outlined herein.

## **2. PROPOSAL GUIDELINES**

This Request for Proposal represents the specifications for a competitive process. Proposals will be accepted until **4:30pm EST May 10, 2019**. Any proposals received after this date will not be evaluated.

### **Tentative Schedule**

April 17, 2019 RFP opened

May 10, 2019 Proposals Due

May 13-17, 2019 Evaluation of Proposal

May 20-22 Selected Proposal Presentations and/or Interviews (if needed)

May 24, 2019 Selected Proposal Announced

June 3, 2019 Start Date

To facilitate the timely evaluation of proposals, a standard format for proposal submission has been developed and is described in the following sections. All Respondents are required to format their proposals in a manner consistent with the guidelines described below:

### **3. BUSINESS PROPOSAL**

Explain how the respondent will work with Radius throughout the process and provide suggested approaches to building in regular updates. Please include proposed team and resources that would be assigned to this campaign.

Explain how the respondent plans to collect necessary data to inform the project, including how they will use existing regional strategies, data and reports prepared for the region. Offer examples of existing programs that may provide templates in whole or in part.

In addition to the responses you provide in your proposal regarding your company's ability and methodology to provide the listed deliverables, please list proposed products or services to be provided by a subcontractor.

Provide a description of your experience implementing similar digital campaigns – at least 2, but no more than 3. Special consideration will be given to those connected with economic development, military organizations and/or the defense industry.

#### 4. TECHNICAL PROPOSAL

The **Creative Component** requires the development of unique creative assets to support a digital marketing campaign that encompasses the workforce opportunities in the defense industry in the Radius region. Please provide your firm's suggested approach to the following:

1. Strategic, research based creative recommendations
2. Management of the production of various creative concepts and delivery to media outlets as required
3. Integration of analytic tools to measure and report on the impact of executed media strategies and tactics

The **Media Planning** component will be responsible for recommending the most effective channels to reach the potential workforce for the Radius region. The selected firm will develop media plans and analyze media opportunities and select and purchase designated digital media. Please provide your firm's suggested approach to the following:

1. Strategic, research-based integrated marketing, media planning and media buying recommendations
2. Determine efficient and effective media mix, recommending appropriate media channels to adhere to campaign goals
3. Coordination with in-house Radius team
4. Negotiations across all media channels
5. Monthly digital reporting, analysis and optimization recommendations and budget review

Within the **Business and Technical Proposal Section** we will look for answers to the following questions:

Production/Creative: Do you do production in-house? If not, how do you manage production? Is your creative team located in the office from which this account will be managed?

Media Planning & Buying: Describe for us your process in deciding where, when, and how to purchase media. What tools or analytics do you use? What are the determining elements that make your purchasing decisions? Optimization strategy? Co-op strategy?

Promotional and Strategic Partnerships: Where do strategic partnerships or alliances fit into your overall approach? How have you used strategic partnerships to extend a client's budget and exposure? What potential partners, if any, have you already identified as compatible for this project?

Research and Analytics: Provide an overview of how you determine success. What are the analytic tools or services that you use, and what type of information will you be reporting back to Radius Indiana?

### ***Work Plan***

Please submit a preliminary work plan/schedule **and proposed costs** associated with the completion of each of the following project tasks based on a contract period of June 3 - November 30, 2019.

Strategic Planning

Advertising Campaign Development

Production/Creative Services

Media Planning & Buying

## **5. EVALUATION AND SELECTION CRITERIA**

Radius Indiana is committed to selecting the most competitive offer. Our evaluation will be geared to identify those proposals that offer the best combination of expertise and value, considering the following:

1. Understanding and provision of all items requested in the RFP including complete information to address all parts of Section 2. Business Proposal and Section 3. Technical Proposal
2. Demonstrated prior experience
3. Quality, creativity and relevance of samples provided
4. Suitability for project – current workload, staff size, references and a demonstrated effectiveness with similar project

Radius Indiana will not, however, base its evaluation solely on price and reserves the right to make an award to a Proposer who may not necessarily be the lowest bidder. Radius Indiana reserves the right to award all, part, or none of this solicitation.

Proposer shall have the capability, experience, and expertise to provide Radius Indiana with services in accordance with the requirements set forth herein and consistent with the representations made in the submission under this RFP.

### **Non-Disclosure**

This RFP contains information that is proprietary to Radius Indiana. No part of this RFP may be reproduced, in whole or in part, unless specifically required for the bidder's internal use in responding to this RFP. Information received in response to this RFP will be held in strict confidence and not disclosed to any party other than Radius Indiana without the express written consent of said bidder.

If Radius Indiana determines that the timeframe it has established for the RFP is inadequate, it may, as its option, extend the submission deadline for all Proposers. Proposers agree that their proposals are a firm agreement to provide services at a stipulated rate to Radius Indiana. The agreed upon rates will be reflected in a Statement of Work engagement letter to the selected firm. Any pricing schedules quoted in response to this RFP, however, must remain in effect for the duration of the contract if awarded. Proposer may withdraw their proposal at any time by notifying Radius Indiana in writing of their intention to do so.

### **Delivery of Proposal**

Each bidder is required to deliver 2 hardcopies and 1 electronic version of the proposal. Electronic versions of the proposal must be in PDF format and delivered on a digital storage device or emailed to January Roush at [j.roush@radiusindiana.com](mailto:j.roush@radiusindiana.com). Proposals may be mailed to: Radius Indiana, Attention: January Roush, 1504 I Street, Bedford, IN 47421.

Questions about this request for proposal should be directed to Amanda Craft, our Radius Indiana communications consultant, at [amanda@craftedcomm.com](mailto:amanda@craftedcomm.com).

Late submissions will not be accepted.