

**Enterprise Florida, Inc.
Media Request for Proposal FY 20/21 – Due July 10, 2020
Digital, Multi Media – National/C-Suite Vendors**

Overview

Enterprise Florida, Inc. (EFI) is the principal economic development organization for the state of Florida, whose mission is to expand and diversify the state's economy through job creation. EFI both recruits new business to the state, and works to retain and expand existing industry and business.

Campaign Overview

EFI strives to make Florida the most sought-after state for business. EFI's FLORIDA | THE FUTURE IS HERE campaign is designed to convey the unique combination of business fundamentals that Florida offers, so that companies of all kinds can find their competitive advantage here. The campaign's 2020-21 sector focus is on the Aviation/Aerospace, Financial Services, Manufacturing and IT/High-Tech industries.

Campaign Objectives

Primary:

- Tell the Florida business story in an effort to improve perceptions, and increase awareness, of Florida as a business destination.

Secondary:

- Generate opportunities to compete for job creation projects.
- Capture market share.

Key Performance Indicators include:

- Total media impressions delivered across all channels.
- Click-throughs to website.
- Completed website contact form submissions.
- Site interactions (time spent on site, unique visits/visitors, high interest interactions, etc.).
- Leads and opportunities generated.
- Projects established.

Target Audiences

Job titles

- Primary: Multipliers and Influencers - Site Selectors (may hold a title within their company unrelated to the site consultant role) and Corporate Real Estate Executives.
- Secondary: Business Decision Makers - C-Suite, SVPs, VPs.

Within the following sectors:

- Aviation/Aerospace
- Financial Services
- Manufacturing
- Information Technology, Hi-tech
 - *Where applicable, targeting should be broken out between these segments so that we can tailor messaging accordingly.
- Affinities: exhibits behaviors that may indicate an interest in expanding or relocating a business to Florida. These audiences are hard to reach with mass media as they work long hours, travel often and are involved with various organizations from businesses to charities. Likely use digital media for networking, business information, white papers, trends, research, etc.

Geography: U.S. only.

Timing: August 2020 – June 30, 2021.

Budget Levels: \$1,000 - \$350,000 range; proposals to be scalable and/or multi-media. All ad serving fees must be included in total proposed cost.

Rates/Availability:

- Please submit rates and all available inventories for each recommended placement. Vendor must provide publication content calendar and suggested media alignment. Be sure to indicate any aspects of the proposal that cannot be scaled.
- Partners will be selected for target audience composition/index, targeting capabilities, and efficiency. Partners must be competitive with rates.
***EFI is a non-profit/government organization. 501 (c)(3)**
- Please indicate if there are any monthly/campaign/line item budget minimums required.
- Frequency: No Campaign Frequency Cap, except a 3x daily frequency cap on all placements including Connected TV placements (if applicable).

General Selection Criteria

- 15% added value is required and must be included in the proposal. Added value may be in the form of no cost impressions, aligned digital/native placement, e-newsletters and/or paid ad serving fees.
- Ability to offer the most competitive and discounted rates available.
- Ability to break out targeting into the following segments: Aviation/Aerospace, Financial Services, Manufacturing, and IT/High-Tech.
- Priority will be given to sites that will deliver impressions and provide any required bonus/value added impressions at no cost when applicable.
- Exclude negative Florida news placements and any controversial placement.

Creative Formats

- 0:15 in-stream, user initiated video.
- Desktop, tablet, mobile and connected TV. Please provide cross device match rate if available.
- HTML5 and static banners.
- Standard IAB formats, above-the-fold visible placements, no footer or cluttered positions.
- Retargeting, contextual and behavioral targeting to be considered.
- Include high-impact/interactive banner placements, along with information regarding production capabilities.
- Include mobile and tablet in-app 300x250 or larger only, no small banners.
- 360 video.

Proposal Requirements:

- Proposal should include research, metrics or case studies related to economic development performance and/or performance in similar campaigns.
- MUST clearly outline targeting parameters to reach these niche audiences. List of data segments must be provided.
- Avails for targeting must be outlined.
- Specs for each recommended placement.
- A summary of your previous experience delivering brand awareness campaigns.



FLORIDA | THE FUTURE IS HERE.

Deadline | Contact Information:

Please submit your proposal by Friday July 10, 2020 to Michelle Boylan via email – mboylan@enterprise-florida.com.

Please Note:

The issuance of this document and the receipt of the information in response to this RFP will not in any way cause EFI to incur liability or obligation to you or your organization, financial or otherwise. EFI assumes no obligation to reimburse or in any way compensate you or your organization for expenses incurred in connection with your response to this RFP.

Please add the following language to the end of your Proposal:

"By virtue of submission, (the company) declares that all information provided is true and correct."

- EFI reserves the right to select one or multiple vendors for the work requested.
- All work undertaken for this project is subject to public record including contract/insertion order details and compensation.
- All questions must be submitted via email.