

RFP Structure

Company Background

My Cuisine is an ingredient and recipe meal kit service which partners directly with local farmers in Ontario, Quebec and Saskatchewan. We provide a true farm to table experience for those in large metropolitan areas.

- We cater to busy single parents; small families; and, the business professional who want an authentic meal, without the hassle of going to the grocery store.
- Our digital marketing campaign is to be centred around engaging individuals who would use our services; those who will spark conversations through our social media profiles.

What are we looking for in a partnering agency?

- A professional agency who can work with us and make recommendations; and agency who has the ability to create and maintain multiple social media channels, Social Media Advertising, Google Ad Words, and other digital marketing avenues as needed. When hired, this agency will develop a complete marketing strategy, broken into 3 month plans.
- The proponent will work in tandem with our internal teams to ensure constant communications.
- We are looking for experts in the digital realm to advise and guide us during the 24 month term.
- We are looking to establish ourselves in the Canadian market, and have 2.5 million dollars, with 5% operating profit in 12 months; 3 million with 5.5% operating profit in the second year.
- Our expected digital properties, albeit we are seeking guidance, will be Facebook, Instagram, Ad Words, and a website (currently being developed by a 3rd party).

Goal of this RFP

The goal of this RFP is for to select the most appropriate digital marketing agency to partner with.

Business Goals

1. Increase revenue for the next fiscal year
2. Gain larger market share in the region
3. Improve up-sell/cross-sell activity
4. Increase operational efficiencies
5. Reduce call volume
6. Improve customer satisfaction

Current Digital Ecosystem

Shared Beliefs

- We are looking for a proponent to provide guidance on earned, owned, and paid media as promotional channels.
- Our belief is we should see positive results within the first three months of the twenty-four month term

Marketing Challenges

1. Not attracting new leads
2. Lack of awareness in the marketplace
3. No defined process for creating and scaling content development

Project Objectives

Our objectives is to grow our audience to align with our financial goals, as listed previously. We are looking for an agency to make recommendations on the following objectives, or provide advice that is not listed.

1. Email marketing strategy
2. Lead generation campaign
3. Social media strategy
4. Search engine marketing

Target Audience & Ideal Customer Profile

Our ideal customer is the ideal customer profile is one that embodies the characteristics of being time-poor, health conscious and relatively affluent. They don't mind paying upwards of \$12 a meal, and are:

- Male or female
- Aged 25 to 45
- Yearly income of \$55,000+
- Either lives by themselves and has little time to spare going grocery shopping, has a family and wants to cook better meals, or wants to learn how to cook

Timeline/Budget

We are expecting the proponent to work with MyPlate for 24 months, with payment to be made on a monthly, quarterly or annual basis.

Our budget for this project is not expected exceed \$50,000 CAD. However, should the proponent present a digital marketing plan that would meet or exceed our financial targets, we would be willing to negotiate further.

List of Competitors

Good Food

Chef's Plate

Hello Fresh

Selection Timeline

1. Notification of intention to bid
Friday, November 9, 2018
2. Q&A period
Friday, November 9, 2018 to Friday, November 30, 2018
3. Proposals due
Friday, November 30, 2018
4. Notification to finalists
Monday, December 10, 2018
5. Finalist presentations
January 7, 2019 to January 11, 2018
6. Vendor selection
January 21, 2019
7. Project start Date
Monday, February 24

Selection Criteria (Quantitative, Qualitative)

Criteria	Weighting
Skills and Competencies	30%
Response Acumen	50%
Pricing	10%
Prior Experience and Performance	10%

5 points Fully Meets

4 points Meets, with minor gaps (no compromise required)

3 points Meets, with moderate gaps (some compromise required)

2 points Partially meets (significant gaps, compromise required)

1 point Does not meet

Response Requirements

1. Background of company
2. Project approach and timing
3. Relevant experience & Qualifications
4. Scope of Work recommendations
5. High-level overview of expected course of action.
6. Project management
7. Pricing

Main Point of Contact Information:

Robert James

rjames@mycuisine.ca

Questions

Questions arising during the proposal period must be directed via email to rjames@mycuisine.ca

My Cuisine will not accept questions any later than two (2) business days prior to the RFP Submission Date. If My Cuisine chooses to answer any question, both the question and answer will be distributed to all vendors.

Partner Questions and Answers

General

Your Company

1. Describe your company structure?

Team Structure

1. What is your team structure?
2. What fraction of your employees work in client services (account management) vs marketing?
3. Who will be our Point of Contact on your team?
4. Will we have access to experts and specialists on your team? How?

Technology

1. What are the major technology products you use?
2. What technology do you use for communication (external and internal), project management, meetings and conferencing? (to understand if they are going to have lag in communicating efficiently)

Miscellaneous

1. What do you think will be the biggest challenges with the requirements outlined in the RFP?
2. Explain your approach to client-vendor relationships and what you anticipate needing from us throughout the process?
3. Describe at least one difficulty you've encountered in this type of work before and how it was overcome.
4. What should we be thinking of as a next step beyond the scope of this RFP?

Core Values

1. What are your core values?
2. How do you use core values for decision making in your business?
3. What are your marketing and advertising beliefs?

Methodology

1. Describe your approach to the creation of an overall SEO strategy. Although our website is being built by a third party, we will require search engine optimization for the site.

Content Strategy

1. Describe your approach to conducting keyword research and validation of supplied keywords. How do you determine which keywords would be the most effective? Describe your approach to ongoing keyword targeting strategies (adding new keywords, etc.)
2. Describe your approach to evaluating the current site structure/ on-site factors as they pertain to SEO and making recommendations for structural improvements for optimal search engine exposure.

Digital PR

1. Describe your approach to finding right-fit link opportunities
2. Describe your approach to assessing content and link opportunity fit
3. Describe your outreach approach
4. How do you report on link acquisition?

How do you rank the following elements of paid search in importance?

- Account structure
- Ad copy
- Bidding
- Data analysis
- Keywords
- Landing pages
- Match-types and negatives

- Quality score

What is your monthly account optimization process? Do you have a bidding methodology? Describe it.

General Terms and Conditions

This is an invitation for proposals only, and not a tender call.

My Cuisine shall not be obligated in any manner to any vendor until a written agreement has been duly executed.

My Cuisine may reject the lowest proposal, or any and all proposals.

My Cuisine shall not be liable for any costs of preparation or presentation of proposals.

The proposals, accompanying documentation, samples, etc. submitted by the suppliers automatically become the property of My Cuisine and will not be returned.

Proposals submitted shall be final and may not be altered by subsequent offerings, discussions, or commitments unless the vendor is requested to do so by My Cuisine.

My Cuisine reserves the right to accept any functional sub-set or super-set of the proposal, and to adjust the price proposal accordingly.

While sub-contracting any phase of the work may be considered, the vendor submitting the proposal must assume full responsibility of the end-to-end process.

A vendor, if any, with whom My Cuisine chooses to, pursue a contractual relationship, will be chosen due to their RFP response offering the greatest benefit to My Cuisine and not necessarily the lowest proposal.

A vendor, if any, with whom My Cuisine chooses to pursue a contractual relationship, shall not make any reference to My Cuisine or FedEx in any literature, electronic media, promotional brochures or sales presentations without the express written consent of My Cuisine.

Any and all verbal discussions and responses are not binding on either party. My

Cuisine may issue addenda during the proposal period by the designated

official. All addenda become part of the RFP documents and must be submitted with

the proposal. It is the responsibility of the vendor to establish whether or not My Cuisine has issued any agenda.

My Cuisine reserves the right to accept or reject any and all responses at its complete discretion, and to negotiate the terms of any subsequent agreements.

The pricing for services received by the vendor should be valid for a period of 180 days from the date of submission to My Cuisine Inc.