

Request for Proposal (RFP)

Needle seeks public relations agency of record

Responses due: July 8, 2015, 5:00 p.m.

I. Company Overview

Needle endeavors to humanize the digital experience in an industry where an increasing number of online businesses have the opportunity to compete and win by delivering more authentic interactions with their consumers. Founded in 2010, Needle quickly ascended to its leadership position in advocate-powered customer experience (CX) through harnessing the power of real people and their passion for products and brands. Our software identifies online customers who need help making a purchase decision and matches them, real-time, with certified advocates who have first-hand knowledge of the products they're considering. The result is a truly awesome customer experience that increases affinity between consumers, advocates and the online businesses they represent. Needle is a privately held company based in the burgeoning technology hub of Silicon Slopes, Utah. For more information about our services and clients, visit www.needle.com.

II. Clients

Needle has more than 50 clients across most major e-commerce industries, including apparel and footwear, computers and electronics, sporting goods, home and garden, automotive, travel and leisure, and health and beauty. Some of our clients include Coach, American Apparel, Stance, Carhartt, Nikon, Reebok, TaylorMade, Brownells, Overstock.com, Norwegian Cruise Line and hhgregg.

III. Fast Facts

- Needle has assembled a community of more than 40,000 advocates in all major verticals
- In 2014 alone, Needle powered 2.6 million live interactions and delivered more than \$302 million incremental sales for Needle clients
- On average, when Needle-certified advocates engage with just 1% of an online retailer's site traffic, they drive 8-12% of total site revenue and deliver an average CSAT of 9.3 and NPS of 70+.

IV. Agency Selection Criteria and Scope of Work

Needle is more than just an exciting and rapidly growing technology startup (though, we're that, too). Needle is creating a category. This isn't online chat as brands and consumers know it. We're carving out a new space that will help define the next wave of e-commerce. We're not a "me too" technology, and we're not looking for a "me too" PR agency. We're looking for someone to help us enhance Needle's industry and brand awareness. Core initiatives may include, but not be limited to the following:

- Media relations (including frequent pitching and rapid response)
- Press release development and distribution
- Bylined/contributed article development and placement
- Identification, pitching and leverage of speaking and award opportunities
- Executive briefing materials
- PR results measurement and reporting

We need a public relations agency that is fearless and knows how to help a brand create a category. We need an agency that knows how to help pioneers stake their claim in a new space. Bonus points if you have knowledge/experience in our industry and a proven ability to elevate brand awareness. If you think you have what it takes and would like to throw your hat in the ring with a company that's doubling in size year over year, send your proposal to Jenna Cason, Head of Corporate Communications.

V. Selection Timeline

RFP release date	June 18, 2015
RFPs due to Jenna Cason by 5:00 p.m. ET	July 8, 2015
Selection of finalists	July 14, 2015
Final team presentations	July 22-24, 2015
Contract negotiation	July 29, 2015
Start date for new agency	August 3, 2015

VI. Budget

The public relations budget will be structured at the discretion of Needle upon agency selection. We're committed to making this a partnership that is profitable and successful for both parties.

For questions or submissions, contact:

Jenna Cason
Head of Corporate Communications
jenna.cason@needle.com