



## REQUEST FOR PROPOSAL

### REGIONAL PR/COMMUNICATIONS PARTNER: EUROPE

**RELEASE DATE: MONDAY, FEBRUARY 8, 2016**

**DUE DATE: FRIDAY, FEBRUARY 26, 2016**

#### COMPANY OVERVIEW

As a Big Data-driven technology company, we are a pioneer and innovator in enabling secure electronic payments across multiple industries for consumers around the world. We started strong in 1995, building and deploying the first successful electronic payment solutions for the telecommunications industry. In the years that followed, we refined and defined our core service — zero risk e-commerce payments solutions across multiple channels— to support customer payments for financial services providers and e-merchants selling digital goods and services.

Today, we offer the only single source, zero-fraud payments service for merchants of all sizes in both emerging and established industries. We support our clients from operations centers in the US, Ireland and China. We've worked hard to establish our reputation as a global leader in payment technologies, data security compliance, and fraud management. And others have noticed: We've earned multiple patents for technological innovations, received industry recognition including a CTIA "Innovative Mobile Payment Technology" award, and were inducted into the Inc. Magazine Hall of Fame for five consecutive years as an Inc. 500 fastest growing private company. Visit [www.trustvesta.com](http://www.trustvesta.com) for more information.

#### CONFIDENTIALITY

Information in this RFP is considered confidential and proprietary to Vesta Corporation. Explicitly, confidentiality includes not only the words contained within the RFP, but also includes (and is not limited to), Vesta's overall rationale for regional PR/communications support, the specific objectives of the project, as well as any information provided by Vesta Corporation related to the RFP. Firms receiving the RFP are prohibited from discussing the RFP with parties outside of their organizations. If any recipient of this RFP is not willing to maintain such information in confidence, the recipient is required to notify Vesta Corporation immediately and return all copies hereof. Without the written consent of Vesta Corporation, each vendor may use the information herein and any information received from Vesta Corporation via conversation only for purposes of responding to the RFP. Upon termination of this RFP for any reason or upon final award of the project to another vendor, all copies of this RFP must be destroyed. All materials submitted by each vendor shall become the property of Vesta Corporation. Vesta Corporation reserves the right to retain copies of all RFP responses for historical records and documentation.

## SCOPE OF WORK

Vesta Corporation's communications and marketing team is seeking a long-term PR/communications agency partners within Europe. Initial key European markets include: United Kingdom, Spain, France, Netherlands and Sweden.

The internal corporate communications and marketing team in the United States along with Vesta's PR agency of record will provide strategic direction, counsel and support implementation of targeted content "power play" campaigns with selected agency partners.

The ideal regional PR partner will serve as a communications channel for Vesta internationally and will focus on outreach to key media targets and local influencers in addition to providing appropriate counsel regarding regional nuances in messaging.

Monthly retainer budget for both of the selected agencies will range from \$5,000-\$10,000.

Goals for regional agency partners include:

- Increase visibility and awareness of Vesta brand and solutions
- Increase thought leadership
- Generate leads
- Build an internal prospect list

Methodology for regional agency partners includes:

- Replicate and localize 2016 content "power plays"
- Leverage and localize 2015 content "power plays"

## EXISTING PR/COMMUNICATIONS STATUS

Vesta Corporation currently works with [Communications Strategy Group](#) (CSG®) as the U.S. PR agency of record. The teams have worked together for the past year to develop a number of content campaigns, including one on "[Fast Fraud](#)" and another custom research project in partnership with Javelin Research and Strategy on "[The Impact of Fraud and Chargeback Management on Operations](#)." In the U.S. campaigns have included the development of white papers, media and analyst relations, multimedia support (e.g. videos) and social media content creation and amplification. Thus far, Vesta Corporation has implemented the Fast Fraud campaign internationally in Europe.

## AGENCY SELECTION CRITERIA

Vesta Corporation is looking for agencies with experience and expertise in local/regional media relations as well as experts in content development and regional PR/marketing strategy. Ideal candidates will have:

- Experience/specialize in ecommerce, payments, retail and telecom industries.
- Strong existing relationship with local/regional media and influencers.
- Expert understanding of the media landscape including available media partnerships.

- Social media expertise including relevant strategies for regional/local amplification to a niche executive audience.

Also, Vesta Corporation expects the selected agency to:

- Be willing to serve as a partner/extension of the internal Communications/Marketing Team and of CSG®.
- Have an excellent reputation in meeting deadline centric project management and implementation.
- Have strong written and verbal communication skills in English.
- Have no direct competitive client conflicts.

## REQUEST FOR PROPOSAL REQUIREMENTS

In the proposal, please provide the following:

- Agency Overview
  - A brief overview of your agency history.
  - An in-depth list of your agency capabilities.
  - Specifics on what you consider to be your strongest competitive advantage pertinent to this RFP.
- Client Experience
  - A current client list.
  - Any possible client conflicts.
  - Three client references.
- Account Team
  - The team structure and how resources would be allocated.
  - Brief bios for the team you would assign to the Vesta account.
  - Specifics on who would be responsible for managing timelines and budgets.
  - An assessment of your proposed account team's time for this project as related to their other client responsibilities.
- Industry Experience
  - If applicable, your familiarity with the ecommerce, payments, retail and telecom industries. What are some of your successes?
- Additional Information
  - An example of a successful content strategy or campaign your agency has implemented including media relations outreach.
  - Details on any other information you feel is relevant to this RFP.
- Budget Considerations
  - Proposed monthly retainer.
  - Any additional costs including media partnerships, press release distribution, etc.

## TIMELINE

- **Monday, Feb. 15:** Notification of intent to respond and any questions regarding the RFP are due by 5:00 p.m. PT to [Cari.Laney@trustvesta.com](mailto:Cari.Laney@trustvesta.com)
- **Friday, Feb. 19:** Vesta will provide questions and responses to all participating agencies.

- **Friday, Feb. 26:** Completed proposals due by 5:00 p.m. PT.
- **Friday, Mar. 4:** Vesta will notify agencies on whether they have advanced to the next round of the review process. If your agency is asked to present its proposal to Vesta and CSG®, please plan to include only the associates that will be actively involved with the account.
- **Week of Mar. 7:** Agency one-on-one presentations.
- **Tuesday, Mar. 15:** Winning agencies notified.

## SUBMISSION INFORMATION

Please submit all proposals electronically to:

Cari Laney, Marketing Program Manager  
Vesta Corporation  
503-552-3478  
[Cari.Laney@trustvesta.com](mailto:Cari.Laney@trustvesta.com)

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