



ShopAtHome.com Agency Request for Proposal

Submitted: July 29th, 2014

Submission Deadline: August 20th, 2014

Table of Contents

- 1 General Information 3
 - 1.1 Corporate Background 3
 - 1.2 Primary Contacts 3
 - 1.3 RFP Summary – Key Dates & Deliverables 3
- 2 Statement of Work 4
 - 2.1 Project Purpose 4
 - 2.2 Project Scope 4
 - 2.3 Project Target Market 5
 - 2.4 Project Primary Goals 5
 - 2.5 Project Proposed Budget 6
 - 2.6 Creative& Design Requirements: 6
 - 2.7 Content Type/Development Needs: 6
 - 2.8 Working Relationships 6
 - 2.9 Ongoing Support and Maintenance Requirements 6
 - 2.10 Project Timeframe 6
 - 2.11 Submission Schedule 7
- 3 Proposal Submission Procedure 7
 - 3.1 Vendor RFP Reception 7
 - 3.2 Good Faith Statement 7
 - 3.3 Communication 8
 - 3.4 Proposal Submission Guidelines 8
 - 3.5 Evaluation Criteria 8
 - 3.6 Short-List Selection 8
 - 3.7 Term of Service 9
 - 3.8 Conflict of Interest 9
 - 3.9 Proposal Concentration Points 9
 - 3.10 Reference Accounts 9
- 4 Agency Information 9
- 5 Estimated Budget & Resources Required 10
- 6 Appendix: Research Information 11

1 General Information

1.1 Corporate Background

ShopAtHome.com is one of the largest coupon and loyalty sites in the US, with more than 50,000 retailers offering coupons and rewards on its site, and serving more than 10 million unique consumers each month.

ShopAtHome.com earns commissions from sales generated on behalf of retailers and shares a portion of these commissions with its customers in the form of automatic cash back rewards and gift cards. Not only do consumers find the latest coupons and deals from their favorite online and offline retailers, restaurants and grocery brands, they also earn cash back and gift cards. ShopAtHome.com has more than 100,000 coupons available on the site at any given moment.

Through its partnership with thousands of online retailers, ShopAtHome.com fulfills its mission of maximizing consumer savings, by offering the latest coupons, up-to-the-minute deals, Cash Back and gift card rewards for consumers who shop online while generating incremental sales and targeted leads for our business clients.

ShopAtHome.com was founded in 1986 by husband and wife team Marc and Claudia Braunstein at their home in Denver. ShopAtHome.com started as a company offering a direct mail "Catalog of Catalogs," and, through feedback from users and advances in technology, has become the online coupon and rewards powerhouse it is today, with more than 90 employees, including an entire team dedicated to scouring the web for coupons and deals. ShopAtHome.com's continued growth has earned a place on the Inc. 5,000 list of the nation's fastest growing companies for three years in a row.

1.2 Primary Contacts

Melissa Wisehart – Online Marketing Manager, mwisehart@shopathome.com

Michelle Wood – Vice President, Sales, mwood@shopathome.com

1.3 RFP Summary – Key Dates & Deliverables

RFP Deadlines (see Section 2.11 for more details):

Wednesday, 8/20: Agency to deliver RFP submission to ShopAtHome.com

Week of 8/25: Agency selected by ShopAtHome.com

RFP Deliverables (see Section 3.8 - Section 5 for more details)

All RFP submissions should include the following elements:

- Agency Corporate Overview
- Products & Services
- Markets Served
- Conflict of Interest Disclosure
- Relevant Case Studies
- Strategic Vision Summary
- Proposed Project Solution
- Proposed Project Team
- Primary Agency Contact
- Budget Estimates & Required Resources
- Proposed Timeline & Key Milestones
- Relevant Creative Examples
- Client References

2 Statement of Work

2.1 Project Purpose

ShopAtHome.com is one of the most established affiliate publishers in the industry. ShopAtHome.com's original website launched in 2001. Even given the lengthy history of ShopAtHome.com's position in the marketplace, consumer awareness is low. In addition, competitors have eclipsed ShopAtHome.com in terms of brand awareness and engagement, in part due to investing in brand advertising.

ShopAtHome.com is seeking an established Agency with comprehensive, integrated strategic communications expertise to develop and execute on a strategy to increase ShopAtHome.com's brand awareness among online shoppers to impact Q4 2014 Holiday Shopping. ShopAtHome.com is looking for a long-term relationship with the selected agency. Based on initial measured impact, plans could be made for further strategy and execution into 2015 in the form of a long-term AOR relationship with larger scope.

2.2 Project Scope

Desired project outcomes & deliverables:

- Execute baseline awareness research
- Identify success metrics and proposed measurement
- Craft ShopAtHome.com positioning statement
- Develop promotional plan to increase awareness & improve identified success metrics

- Promotional plan includes, but is not limited to:
 - Tactical mix recommendations for Q4 2014
 - Media buy for Q4 2014
 - Creative assets required to fulfill buy (creative concepts, development, copy, etc.)
 - Recommended messaging and creative updates for shopathome.com domain and social properties
- Execute agreed upon tactics and measure results of initial campaign(s)

2.3 Project Target Market

ShopAtHome.com's primary target consists of principal buyers in a household who are concerned with maximizing their shopping savings easily. As all ShopAtHome.com purchases occur on digital devices, familiarity and comfort ability with shopping online and/or saving via digital devices (smartphones, tablets, etc.) is crucial.

Current Demographic Makeup: Women 45+, Lower Income Households, High Utilizers of Grocery and Restaurant Coupons

Primary Expansion Target Demographic: Women, 30+, Young, Affluent, High Retail Spenders, Tech-Savvy Moms

For this project, ShopAtHome.com is looking to increase brand awareness among its Current Demographic Makeup, as well as expand its customer base and increase awareness among the Primary Expansion Target Demographic.

2.4 Project Primary Goals

The goal of this project is to create measured increased awareness of ShopAtHome.com through branding and PR efforts. Project will include defined positioning and value proposition that can be disseminated across all channels to effectively communicate the ShopAtHome.com story and value to consumers. Additionally, ShopAtHome.com will require development of a promotional plan and associated creative needed in order to execute upon recommended tactics. Lastly, measure and report on all efforts.

As part of this project, vendor and ShopAtHome.com will identify baseline success indicators and measurement for the following goals:

- Increase awareness of ShopAtHome.com brand
- Increase ShopAtHome.com's share of voice among loyalty and savings websites
- Increase organic direct to site traffic to ShopAtHome.com

2.5 Project Proposed Budget

ShopAtHome.com is recommending a budget range of \$750,000 - \$1,000,000 within the Q4 2014 – Q1 2015 timeframe. This budget will cover agency fee, cost of media and cost of production to fulfill deliverables including, but not limited to, the deliverables below:

- Initial baseline awareness research
- Success metric measurement recommendations
- Brand positioning
- Q4 2014 Media planning, buying and fulfillment
- All media, production and out-of-pocket costs
- Creative development to fulfill media placements
- Recommended messaging updates for ShopAtHome.com to disseminate defined positioning and messaging
- Regular reporting of findings and results
- Additional awareness research conducted after campaign

If vendor has recommended adjustments to the proposed budget, please indicate recommended changes in the response, including rationale behind the recommendation.

2.6 Creative& Design Requirements:

ShopAtHome.com is not requiring the selected vendor to update the current ShopAtHome.com website or creative format. ShopAtHome.com will, however, be looking for suggested adjustments to reflect new positioning and value proposition. Creative delivered would be used primarily for external branding and PR execution.

2.7 Content Type/Development Needs:

Agency will be responsible for writing all copy and developing all creative to be used in the execution of the approved promotional plan. We may also ask for guidance on creative and content adjustments for our site messaging in an effort to be consistent. ShopAtHome.com will execute the suggested adjustments internally.

2.8 Working Relationships

The agency will primarily work with key representatives within the internal ShopAtHome.com branding team. These key team members will facilitate work to be executed internally that may cross over additional teams within ShopAtHome.com, such as our internal paid search team, internal design team, internal technical/development team and some members of the executive team.

2.9 Ongoing Support and Maintenance Requirements

Depending on the success of the initial phase, ongoing support will be needed. This may include, but not limited to, 2015 AOR relationship for branding and/or PR efforts.

2.10 Project Timeframe

The holiday / Q4 shopping time is crucial to the retail industry, and is therefore when ShopAtHome.com is proposing their 2014 initial launch for this branding / PR initiative.

Below is the high-level proposed project timeframe for this initiative. This timeline does not specify all milestones for successful completion of this project, but is considered a framework. If you have recommended changes to the timeframe below, please include recommended adjustments in your response and provide reasoning behind recommended changes. Please include any additional milestones required by vendor and ShopAtHome.com in order to successfully meet proposed deadlines

Date	Item	Owner
w/o 9-8	Baseline research and success metrics delivered by partner	Partner
w/o 9-22	Positioning and value proposition delivered by partner	Partner
w/o 10-6	Promotional concepts & media options delivered by partner	Partner
w/o 10-20	Creative assets complete; Media secured	Partner
w/o 10/20	Messaging update begins on SAH.com	SAH
1-Nov	Launch	Partner

2.11 Submission Schedule

Below is the required submission schedule. All submissions must be received per guidelines in section 3.4.

Date	Item	Owner
29-July	RFP submitted to agencies	SAH Branding Committee
20-Aug	RFPs submitted to ShopAtHome.com	Partners
w/o 8-25	Agency selected	SAH Branding Committee

3 Proposal Submission Procedure

3.1 Vendor RFP Reception

By responding to this RFP, the agency agrees to be responsible for fully understanding the requirements or other details of the RFP, and will ask any questions to ensure such understanding is gained.

ShopAtHome.com reserves the right to disqualify agencies who do not demonstrate a clear understanding of our needs. Furthermore, the right to disqualify an agency extends past the contract award period and ShopAtHome.com has the right to terminate the agreement without cause, cost or liability.

3.2 Good Faith Statement

All information provided by ShopAtHome.com is offered in good faith. Specific items are subject to change at any time based on business circumstances. ShopAtHome.com does not guarantee that any

particular item is without error. ShopAtHome.com will not be held responsible or liable for use of this information or for any claims asserted therefrom.

3.3 Communication

ShopAtHome.com will answer questions regarding corporate background, RFP clarification, etc. within 24 hours up until Monday, August 18th 2014 at 11:59pm. Questions may be directed to:

Michelle Wood

Email: mwood@shopathome.com

Phone: 303-843-0302 x 139

3.4 Proposal Submission Guidelines

Proposals should be delivered via the following method:

All submissions must be delivered by Wednesday, August 20th, 2014 at 11:59pm. Please submit both digital and bound hard copies to the contacts below.

Please submit PDFs of final proposals to:

mwood@shopathome.com; mwisehart@shopathome.com

Please also submit at least 4 bound copies of final submissions to:

ShopAtHome.com

Attn: Michelle Wood

5575 DTC Parkway, Ste. 300

Greenwood Village, CO 80111

3.5 Evaluation Criteria

Vendor selection for this RFP will be solely within ShopAtHome.com's discretion, but the criteria listed below are factors identified by ShopAtHome.com as being most relevant.

- Outline of approach to solving the identified problem (as identified in Section 2)
- Experience in the online retail, consumer engagement and/or brand loyalty space
- Agency capabilities
- Cost of services

3.6 Short-List Selection

Agencies who have demonstrated their capacity to meet our needs will be contacted via phone and/or email to be notified of their selection to move forward in the RFP process. Agencies that have not been selected will also be notified via phone and/or email regarding their standing in the process.

3.7 Term of Service

ShopAtHome.com wishes to engage agency for a 6-month term with option to extend with a 30 day cancellation provision by either party.

3.8 Conflict of Interest

Proposing agencies are asked to certify that they have no conflicts of interest in serving ShopAtHome.com.

Principal competitors are: RetailMeNot.com, Ebates.com, CouponCabin.com, FatWallet.com and Brad's Deals. Additional companies may also be considered competitors, and we ask that you email any questions on potential competitors if you have them.

3.9 Proposal Concentration Points

In order to keep RFP submissions concise, please center your submissions around the primary goal of having a marked impact regarding overall awareness for ShopAtHome.com in order to impact the 2014 Q4 holiday shopping season. The primary focus of your submissions should be centered around:

- Proposed solution to the problem
- Details on proposed solution
- Examples of existing creative (required) and/or preliminary design compositions (optional)
- Proposed budget

3.10 Reference Accounts

Three client references should be provided at the time of your presentation.

For each client, please include:

- Client Business Name
- Short description regarding scope of work performed
- Contact Name
- Address
- Phone Number
- Email

4 Agency Information

Agencies must submit the following information to be considered:

- **Corporate Overview** – legal name; year of incorporation; number of employees; income statement if available
- **Products & Services** – description of all products & services provided; list of core competencies
- **Markets Served** – description of industry markets & % of share
- **Strategic Vision Summary** – Provide a high-level, concise overview of your strategic vision that will translate into success for this project

- **Proposed Project Solution** – detailed description of proposed solution to increase awareness for ShopAtHome.com, including solution methodology/process, partnership plan, development plan, proposed budget and timeline
- **Case Studies** – Please include a selection of case studies that identify a problem, the strategy applied to the solution, and description of success (including relevant metrics)
- **Proposed Project Team** – list of proposed project team and roles within the project
- **Agency Primary Contact** – Primary name, phone number and email of the primary contact for the agency available for follow-up questions and information about moving forward as a short-list candidate
- **References** – Provide references of at least 2 customers within the online retail industry, consumer engagement and/or brand loyalty and 1 additional reference, as well as examples of previous work (preferably related), and any awards/accolades or special certifications that would be pertinent to the success of this project

5 Estimated Budget & Resources Required

All agencies must provide a breakdown of rates and costs related to the services provided. Costs include, but are not limited to, fixed pricing & deliverables, billable hours (time and materials based pricing), travel expenses, out-of-pocket costs, etc. Agencies must agree to keep the quoted pricing in their proposals for a minimum of 90 days after proposal submission.

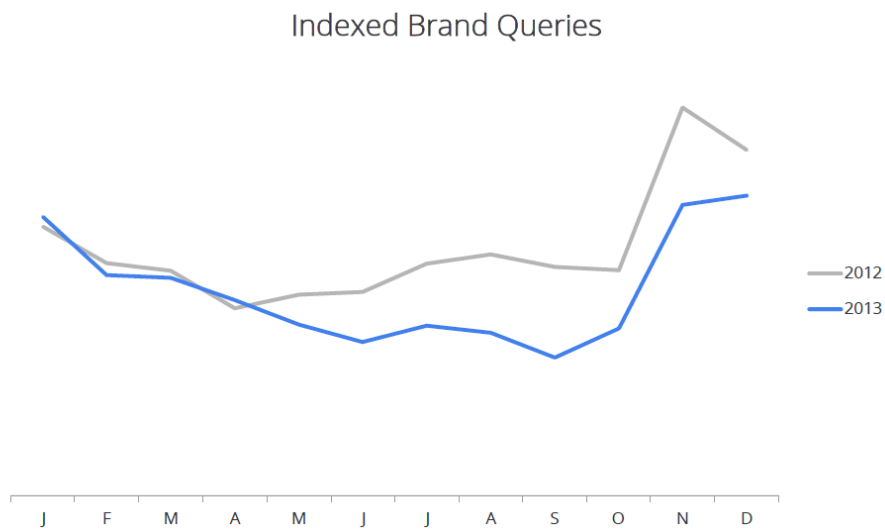
All proposals must include a project schedule and work breakdown structure, which identifies timelines, key milestones, project phases, or other project information.

6 Appendix: Research Information

Below is high-level research information compiled through various consumer research conducted to illustrate challenges regarding ShopAtHome.com's overall brand awareness and target markets. This information is considered confidential, but may be utilized to aid in overall project approach.



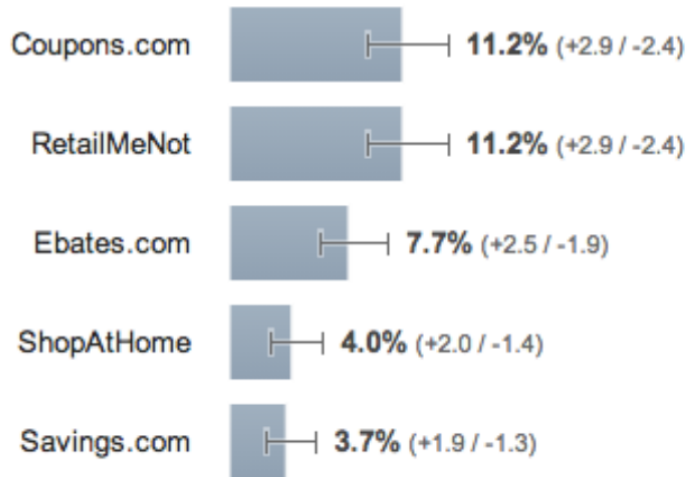
ShopAtHome Brand Query Traffic Is on the Decline Y/Y



Source: Q4 2013. Query data from Google internal, US Google.com only. Site visitor data from Compete.

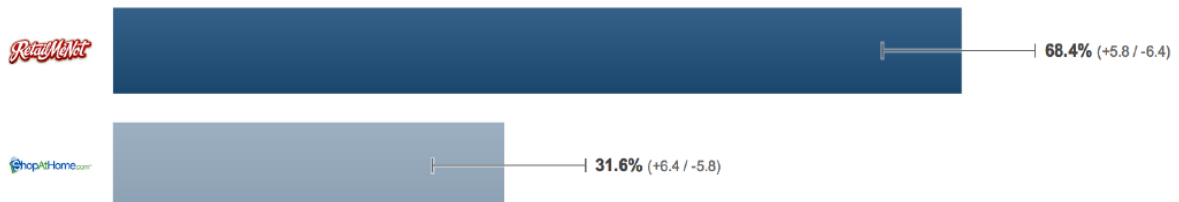
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What brands do you recognize or have used in the past 6 months?

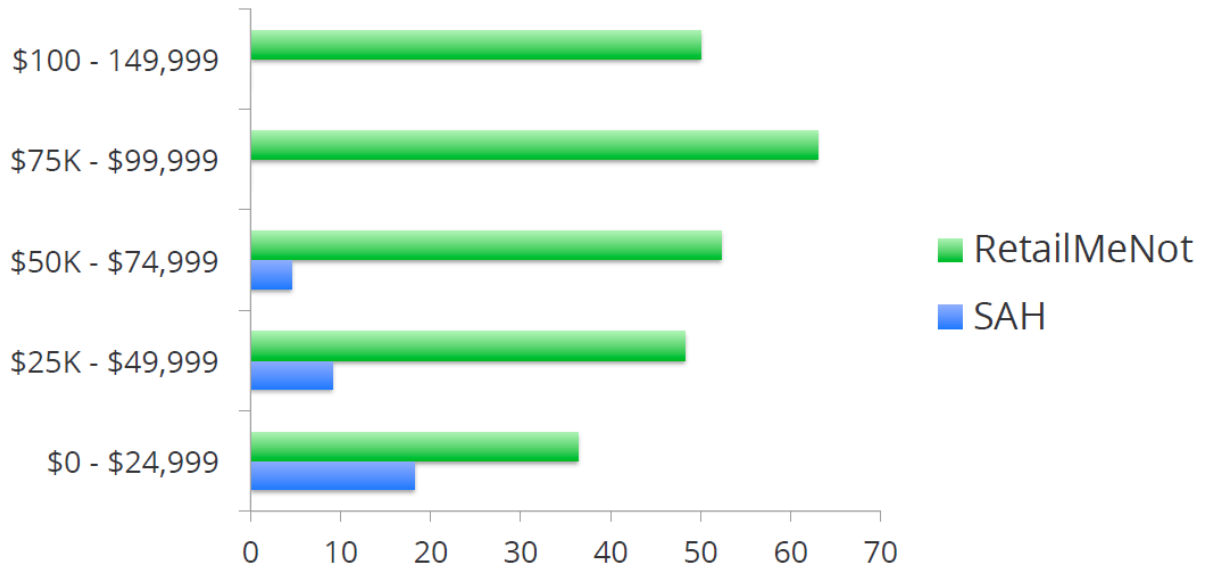


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Have you heard of either brand?



ShopAtHome v. RetailMeNot: Household Income



ShopAtHome V. RetailMeNot: Age Demographics

