

Request for Proposals for Advertising Agency of Record



GENERAL INFORMATION

The purpose of this Request for Proposal (RFP) is to obtain proposals from qualified marketing and advertising agencies interested in becoming Denver Zoo's long-term partner and potential pro-bono agency of record by providing strategic advertising planning and subsequent campaign development and implementation for Denver Zoo.

A presentation of your agency's capabilities, case studies that demonstrate results-oriented campaigns and a preliminary rate structure are required.

Agencies may partner with other agencies or subcontractors to create a team that is suited to develop the plan and implement the campaign; however, there must be one "lead" agency that is primarily responsible for strategic guidance of the campaign and management of all partners/subcontractors. All billing would need to be managed through the lead agency to provide one bill to Denver Zoo for services and partnerships and billing arrangements would need to be approved by Denver Zoo.

CONTRACT TERM

The selected agency will be offered a three-year contract with an annual scope of work and fee review.

RFP PROCESS AND RESPONSE FORMAT

Submitting firms are requested to email proposals and deliver three printed responses by Noon, Friday, July 29, 2011. Late responses will not be considered. Please send to:

Patrick Phelan
Director of Marketing
Denver Zoo
2300 Steele St.
Denver, Colorado 80205
pphelan@denverzoo.org

Agency responses will be evaluated by a team led by Denver Zoo's Director of Marketing, which will select finalists to make in-person presentations August 22-August 25. Agencies will be notified by August 9 if they are selected for presentations.

Responses to this RFP will be considered confidential and not shared with anyone outside the selection committee or Denver Zoo staff.

All submitted materials will become property of Denver Zoo and will not be returned.

Denver Zoo may hold a final round of interviews if necessary the week of August 28. It is anticipated an agency would be selected by the end of September.

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QUESTIONS

Please direct any questions to Patrick Phelan, Director of Marketing, **no later than July 22, 5pm.** (303) 376-4846, pphelan@denverzoo.org.

No informational meetings will be held once the RFP has been released to agencies. No questions will be taken after July 22.

Thank you very much for your response. We will contact all agencies submitting responses by the end of July.

WHO WE ARE

About Denver Zoo

It all began in 1896 with a special gift to the mayor of Denver, a black bear named Billy Bryan. Today, Denver Zoo is one of the most popular zoos in the United States and the most popular paid attraction in Denver with nearly 2 million visitors annually and 64,000 member households.

Denver Zoo is home to 3,800 animals representing more than 650 species and is accredited by the Association of Zoos and Aquariums (AZA). AZA accreditation assures the highest standards of animal care.

Since 1996, Denver Zoo has participated in 568 conservation projects in 57 countries on all 7 continents. In 2010 alone, Denver Zoo participated in 92 projects in 22 countries and 6 continents and more than \$1 million in funds was spent by the zoo in support of animal conservation in the field.

A leader in environmental action, Denver Zoo is dedicated to ensuring the safety of the environment in support of all species and is the first U.S. zoo to receive ISO 14001 certification for the entire facility and operations. This international certification ensures the zoo is attaining the highest environmental standards.

Denver Zoo Mission Statement

Secure a better world for animals through human understanding

Denver Zoo Core Values

Protect-We passionately commit our expertise and resources to saving animals and ensuring their long-term survival.

Honor-We strive for excellence in everything we do. We treat our public, animals, volunteers and staff with respect. We conduct ourselves with integrity.

Innovate- We strive to discover creative solutions through progressive thinking, practices and partnerships.

Engage- We connect people with animals and create defining moments to inspire everyone to respect, value and care for the natural world.

Empower- We equip our guests, communities, volunteers and staff with the knowledge and tools to take positive action for all species.

Serve- We deliver exceptional service to our customers, our animals and one another. We are a trusted resource for our community and provide programs and services that make meaningful contributions to one's daily life.

Asian Tropics

Imagine watching majestic Asian elephants care for their young, Indian rhinos cooling off in a shallow stream, acrobatic gibbons swinging overhead from tree to tree, fishing cats diving for their next meal and the piercing stare of a clouded leopard, all from the center of an Asian village. And then imagine that you are right here in Denver!

Opening late spring of 2012, Asian Tropics will be the new home for some of the zoo's most beloved animals in addition to a number of important new species. This revolutionary \$50 million exhibit will occupy 10-acres on the southern edge of the zoo. Asian Tropics' expansive complex will allow visitors to explore and discover the rich history of animals in Asian culture, their complicated relationship with humans and the efforts of Denver Zoo and its colleagues to protect their future.

GENERAL SCOPE OF WORK

Denver Zoo is seeking a full-service agency to be our primary advertising resource, inclusive of creative development and execution, media planning and buying, account service and a variety of supporting services. Agencies with proven success developing multicultural advertising campaigns, specifically advertising campaigns targeted to the Hispanic market will receive special consideration.

While the ultimate goal of Denver Zoo is to secure a better world for animals through human understanding, in order to reach such an endeavor we must first raise funds to finance our conservation and education initiatives and gate revenue plays a vital role in supporting those activities.

Denver Zoo is looking for a marketing partner to create an advertising campaign that activates people to visit Denver Zoo and helps people understand their admission is supporting a greater conservation cause.

Denver Zoo will be opening the largest and most innovative exhibit in its more than 100 year history, Asian Tropics, a 10-acre \$50 million home for Asian elephants, Indian rhinos, Malayan tapirs and other endangered Asian wildlife.

Denver Zoo is looking for a marketing partner to create an advertising campaign in 2011 that builds unprecedented excitement and anticipation for the exhibit's opening.

The selected agency will collaborate with Denver Zoo staff to create an integrated campaign strategy that may include, but certainly not be limited to:

- Television
- Radio
- Print
- Viral/mobile/social media campaigns
- Untraditional and/or traditional out-of-home
- Strategic partnerships and sponsorships
- Grassroots efforts/tie-ins
- Online Advertising/Website

ANNUAL BUDGET

Based on a strategic advertising plan developed, the selected agency will work with Denver Zoo to develop budgets to implement the plan to meet Denver Zoo's goals and leverage its existing budget. At this time, the combined 2011 budget for both the general advertising campaign and Asian Tropics campaign is \$600,000 - \$750,000. The budget includes all campaign elements, including planning, agency fees, production, events, technology, paid media, etc.

Agencies should be able to demonstrate good budget stewardship and success in leveraging modest, non-profit budgets to achieve exponential results.

AGENCY CAPABILITIES AND REQUIREMENTS

To be considered for this campaign, responding agencies should have at a minimum (but not limited to) the following capabilities:

- Research
- Media negotiating and buying
- Creative development and execution in all media (including non-traditional media)
- Social media campaign planning and execution
- Website strategy and development, online marketing
- Budget management and reporting

Agencies may form partnerships or engage subcontractors as a team to respond to this RFP, but these relationships must be identified in the response.

QUESTIONNAIRE

Please answer the questions below within your proposal to provide us with insight into the capabilities, capacity and philosophy of your agency. Response must be limited to no more than (5) double-sided pages. No creative samples should be submitted at this time.

Please tell us about your agency and your team.

- How many full-time employees do you have?
- What's the average tenure of employees at the agency?
- Who would work on Denver Zoo's account?
- What's your agency's vision?

Please provide an overview of your agency's scope of services.

- Briefly describe your media planning and buying capabilities.
- Briefly describe your in-house creative capabilities.
- Briefly describe your in-house interactive capabilities.
- Please describe your agency's experience targeting diverse audiences including a Hispanic audience.
- Do you plan to outsource any of your work? If so how do you keep outsourced work in touch with the account?

Please tell us more about your work.

- Please include a list of your clients in descending order of size and include the number of years you have worked with them.
- Include a brief list of agency services provided for each client.
- Please also include the names of clients added in the past two years and names of clients lost in the past two years.
- Did you provide pro-bono work in 2010? For what client(s)?

Describe your approach to creating a strategic advertising plan. Please include:

- How does your creative team work with account services?
- How do you solicit input?
- What role would your Denver Zoo counterparts play in the development of a campaign?
- Can you describe how you manage typical agency to client communication?
- Describe how your agency evaluates the success of a campaign.

Please describe what services your agency would be providing to Denver Zoo pro-bono and what services Denver Zoo would be billed for.

- Include a list of standard agency hourly rates.

EVALUATION CRITERIA

Proposals will be evaluated on the following criteria:

- Insight and approach to developing a strategic advertising plan. Based on agency experience, relationships and staff that have resulted in successful, results-oriented campaigns.
- Demonstrated ability to develop cutting-edge creative campaigns that utilize a unique mix of traditional and non-traditional media to engage audiences and achieve results.
- Understanding and approach to working with a non-profit organization with multiple stakeholders; demonstration of passion and commitment to Denver Zoo's mission.
- Qualifications, experience and fit of staff that would be assigned to the Denver Zoo team.
- Cost structure, including cost-efficient use of Colorado-based vendors for campaign implementation.
- Availability and accessibility of agency resources and staff devoted to this campaign. Agency has the capabilities to service the Denver Zoo campaign.