



2008 Trade Advertising Campaign Request for Proposals

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1.0 Overview

Created in 2001, Nova Scotia Business Inc. (NSBI) is Nova Scotia's private sector-led business development agency. NSBI is the investment attraction arm of the province and helps businesses in Nova Scotia meet growth potential through advisory services, trade development, business financing and venture capital.

NSBI's trade development team works with Nova Scotia companies to increase sales revenue and generate business opportunities in markets outside the province. The trade development team has a suite of programs available to assist Nova Scotia exporters.

NSBI is seeking the assistance of a marketing/advertising agency to develop and implement an advertising campaign for the promotion of its trade development programs.

1.1 Background

The Department of Economic Development funds three of the six programs. The following are three of the programs NSBI offers:

- Trade Missions Companies can enter new markets cost-effectively through NSBI's trade missions. An NSBI trade executive will work with companies to ensure that each company receives a number of pre-set meetings with prospective clients in market.
- "Doing Business In..." Prior to taking companies into a new market via trade missions, NSBI may have an information session for Nova Scotia companies to learn about potential market opportunities. These are not always done prior to a mission, but are a great way to see if there are enough companies interested in a market to plan a mission.
- Export Prospector Program (EPP)
NSBI's EPP offers personalized service, including marketing intelligence and an itinerary of appointments with qualified prospects in a company's target market.

The following programs are funded by the Department of Economic Development and administered by NSBI:

- Service Export Program (SEP)

SEP is available to service companies in the later stages of the sales cycle. This program will cover up to 50% of eligible costs associated with going back into a market to finalize an export deal.

- Go-Ahead Program (GAP)

Companies that have participated in a provincial government or export agency trade initiative over the past year and are planning on going back to market may be eligible for GAP. This program covers up to 50% of the costs of follow-up market visits.

- ExportAbility

Available for both active exporters and those seeking to become export-ready, ExportAbility can help cover up to 75% of the costs of course or workshop fees, course materials and exam fees.

This advertising campaign will be the first campaign to promote these programs. In the past, the programs have been communicated through email campaigns, letter mail-outs to clients and word-of-mouth.

The primary audience for the advertising campaign is Nova Scotia companies that are first-time exporters, or exporting companies not using NSBI's trade development programs.

The secondary audience consists of existing NSBI clients. The advertising campaign should focus of encouraging these clients to use NSBI's other programs.

The advertising campaign may include multiple mediums including: print, online/website, radio, direct mail and non-traditional.

The advertising campaign's anticipated launch date is October 2008.

1.2 Objective

The objective of this advertising campaign is two-fold. The campaign should:

- Create awareness of the trade programs available to Nova Scotia companies;
- Increase the number of Nova Scotia companies applying to the trade programs.

1.3 Eligibility

Prospective proponents are not eligible to submit a proposal if corporate or other interests may, in the opinion of NSBI, give rise to a conflict of interest in connection with the project.

2.0 Requirements

The successful proponent will be responsible for the development and implementation of an advertising campaign for its trade development programs. Working closely with NSBI's marketing and trade development departments, the proponent will be responsible for:

- Creating an advertising plan promoting NSBI's trade development programs including a timeline & budget;
- Recommending different strategies and tactics to be implemented;
- Developing the creative and content for the advertisements;
- Booking and ensuring the delivery of advertisements to appropriate outlets;
- A post-campaign evaluation.

2.1 Project Scope

The following deliverables are considered in-scope for this project:

Deliverable	Description
Advertising plan	Develop plan to promote NSBI's trade development programs providing recommendations for different strategies and tactics to be used.

Timeline & budget	Produce and stay within the agreed parameters of timeline and budget
Creative design and content of the ads	Prepare the creative concept and content for the ads for approval and produce the final artwork and production files.
Ad placements	Book the placements and deliver the ads within deadline to the appropriate outlets.
Post evaluation	Review the effectiveness of the advertising campaign with recommendations for the future

2.2 Proposal Preparation

Submission procedures are to be followed by all proponents. Proponents are cautioned to carefully read and follow the procedures required by this Request for Proposals, as any deviation from these requirements may be cause for rejection of the submission.

The proposal must be signed by the person authorized to sign on behalf of the proponent and to bind the proponent to statements made in response to this Request for Proposals.

2.3 Proposal Format

The following information is required to consider a submission complete:

- Cover page, including: proponents name and address, closing date and time, proponent's telephone number, fax, email address and a contact person.
- Corporate information
- Short executive summary of the key feature of the proposal
- Body of the proposal, including: the required information to support the evaluation criteria. Such information will include details of you experience as it relates to advertising campaigns, description of your creative process, thoughts on project breakdown/process, and the value add you would bring to producing NSBI's advertising campaign for trade development programs.

- Cost and payment details. Please include the various activities to be completed—based on assumptions—and their respective costs. Detail base project costs as well as post project revision and consulting fees.
- Any additional information to support the proposal (past advertisements, etc.) This may take the form of appendices.
- Include three client references that demonstrate your ability to deliver similar production/design services
 - Name of client
 - Client contact name, address, phone number and e-mail address
 - Related project samples

3.0 RFP Process

3.1 Proposal Deadline

Proposals must be received no later than 4 p.m. August 15, 2008.

3.2 Evaluation Criteria

NSBI will evaluate proposals based on the following criteria. The lowest-priced proposal is not necessarily the proposal that will be chosen. Please ensure you provide information and an explanation for each of these criteria in your proposal. The contract will be awarded to the firm that achieves the highest score.

Criteria	Weight
Price cost and value for money [1]	20%
Experience [2]	30%
Understanding of the client/project requirements [3]	30%
Creative approach [4]	20%
Total	100%

[1] Project cost /value (20%)

- Cost (5%)

- Value (based on the number of hours planned, the hourly rate, other pertinent information supplied in the proposal on the value and cost of the overall project.) (15%)

[2] Experience (30%)

- Experience in advertising campaigns (15%)
- Relevant work samples (15%)

[3] Understanding of the client and project requirements (30%)

- Understanding of the client (10%)
- Understanding of project requirements based on the proposed project approach, allocation of time and overall quality of submission (20%)

[4] Creative Approach (20%)

- Creativity of project concept (15%)
- Creativity of submission (5%)

3.3 Copies Required

Three copies of the submission are required in hardcopy. Submissions should be delivered to:

Lisa Bond, Marketing Communications Specialist
Nova Scotia Business Inc.
1800 Argyle Street, Suite 701
PO Box 2374
Halifax, Nova Scotia
B3J 3E4
Tel: 902.424.4579
Fax: 902.424.0311
E-mail: bondld@gov.ns.ca

4.0 Inquiries

Please direct all project inquiries to Lisa Bond (contact information above)

5.0 Terms & Conditions

The Atlantic Standard Terms and Conditions, and Supplement-Request for Proposals (RFP) apply to this procurement. These documents are available at www.gov.ns.ca/tenders

6.0 Request for Proposals Form

The following page is to be completed and included with your proposal.

Name: _____

Company Name: _____

Address: _____

Telephone Number: _____

Fax Number: _____

Email Address: _____

Signature: _____

Date: _____