

REQUEST FOR PROPOSAL
For
ViVre Medical, Inc.
700 Port Centre Parkway
Suite 200
Portsmouth, VA 23704

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Contact Title: Marketing Director

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PURPOSE OF THIS RFP

ViVre Medical is seeking an advertising agency to partner with to create a full advertising campaign including but not limited to print, online and branding efforts. The campaign's goal will be to not only sell the Lifeguard30™ system but to brand it in such a manner that LifeGuard30 is the only choice for consumers.

GENERAL INFORMATION

ViVre Medical develops and manufactures emergency related medical products including the Lifeguard30™ System. ViVre Medical is determined to provide the finest and most comprehensive array of products and services to its customers. Through uncompromising customer service and consistent application of digital mobile medical information, ViVre Medical intends to create peace of mind for its customers by fulfilling its mission to save time and save lives.

Lifeguard30™ is a complete system designed to store and transport personal medical information for use at the scene of medical emergencies. The LifeGuard30 device stores identification and personal information, medications, allergies, medical conditions, emergency contacts and more, all digitally viewable on the device. For more information, visit LifeGuard30.com.

PROJECT GOALS

It is imperative that agencies responding to this RFP understand that there are several goals that ViVre Medical anticipates will be realized as a result of this partnership. These goals are as follows:

- Understand/define the market for this product
- Create market and brand awareness
- Increase sales of the product
- Develop a succinct campaign that will grow with the product
- Recommendation of national print and online traditional advertising opportunities as well as any non-traditional.

INSTRUCTIONS FOR RESPONSE

Please respond to all of the following items. Agencies that do not respond to any of the questions or specifications will not be considered. Please expound on any information as you see fit as supplemental information could assist ViVre Medical in evaluating the response.

Please provide the following information about your company, experience and services. Please respond to each item and provide supporting documentation and/or materials as requested or desired.

1. Company Name (please include address, telephone number, fax number, email address, name of contact person, name of person with binding authority to enter into contracts)
2. Provide a history of your company
3. Describe your company's vision, mission and values
4. Describe professional staffing available for development of the proposed campaign. Include qualifications and experience. Please include total number of employees in your company.
5. Please describe general characteristics that differentiate your company from your competitors in the industry. Including any special advantages your company may provide.
6. Provide specific examples of your company's success. Please try to be relevant to the needs of ViVre Medical.
7. Provide a list of clients that you currently service. Please differentiate between current and past clients if you include past clients.
8. Please include a proposed campaign tailored to ViVre Medical's needs. Please include creative.
9. Please have all proposed campaigns based on second quarter implementation.
10. Please deliver proposal by January 29, 2010.

EVALUATION OF PROPOSALS

ViVre Medical will evaluate the responses and consider how well the proposed campaign meets ViVre's needs as described in the RFP.

Evaluation Factors – selection of finalists will be primarily according to the following criteria:

1. Quality, clarity and completeness of the proposal
2. Adherence the requirements for RFP preparation
3. Agency ability and strength
4. Qualification of team members
5. Ability to execute within the timeline
6. Total cost

The evaluation factors identified above reflect a wide range of considerations. While cost is important, other factors are also significant. The objective is to choose an agency that best understands ViVre's needs and best executes a complete proposed campaign. All proposals will be evaluated using the same criteria. ViVre Medical reserves the right to request additional information, interviews, follow-up demonstrations or any other type of clarification of proposal information it deems necessary to evaluate the final agency.

ViVre Medical reserves the right to select an agency without further discussion of the proposal submitted. ViVre Medical shall not be bound or in any way obligated until both parties have executed a contract that pleases both parties. ViVre Medical also reserves the right to delay agency selection and/or not select an agency.

The general conditions and specifications of the RFP and the successful agency's response, as amended by agreement between ViVre Medical and the agency, including written correspondence relative to the RFP, may become part of the contract documents. Additionally, ViVre Medical will verify agency representations that appear in the proposal. Failure of the agency's proposal to perform as represented may result in elimination of the agency from competition or in contract cancellation or termination.

PRICES

Prices quoted shall remain valid for 180 days or proposal award, whichever comes first.

INFORMATION

For additional general information or questions about this project, please contact

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