



REQUEST FOR INFORMATION (RFI)
INTEGRATED MARKETING PLANNING AND IMPLEMENTATION

I. INTRODUCTION

Silver Planet, Inc. is a for-profit corporation seeking qualification information from firms for development and execution of a strategic integrated marketing plan to promote the services found on its website, www.silverplanet.com. Silver Planet empowers boomers and seniors to make informed decisions on where and how to live. By providing live counselors, rich content, access to trusted resources, and relevant communities, Silver Planet helps make aging with choice a reality.

Qualified firms are expected to have repeated experience creating and implementing integrated marketing plans that target baby boomers (born between 1946 and 1964), and will be expected to understand the needs and motivations of this audience.

Qualified firms will be invited to submit proposals for the development and execution of a strategic integrated marketing plan.

- II. SCOPE OF WORK: The work consists of a viable national integrated marketing plan which targets the market which will use the internet and will pay for the advisory services to help their parents make informed housing decisions. This means reaching the influencers who will suggest using Silver Planet as a solution to their problems.
- a. Development of brand positioning and market messages including market research.
 - b. On- and off-line strategies and tactics, including social media and public relations.

- i. May include traditional mediums such as television and newspapers.
- ii. All creative development and media placements.
- iii. SEM/SEO.

III. PROVISIONS

- a. Multiple firms may submit combined information packages if they intend to bid on the project as a team.

IV. EVALUTATION CRITERIA

- a. Track record of successfully creating and implementing integrated marketing plans with measurable results.
- b. In-depth knowledge of baby boomer generation marketing.

V. SUBMISSION GUIDELINES

- a. Submit information packages in electronic form (PDF preferred) to Karen Klein at kklein@silverplanet.com by 1/19/10.
- b. Qualified firms will be notified by 1/29/10 of their inclusion on the short list invited to submit proposals.