

MEDIA + ADVERTISING MARKET RESEARCH

PROJECT OVERVIEW: This RFP is for subcontract work for a Canadian technology brand with high domestic brand recognition and market share within its niche category. The brand is looking to gain competitive market intelligence and marketing insights for the United Kingdom as a prospective international market for its services. Based on information gleaned from initial market research to be performed by subcontractor, the brand will assess whether to move forward with expanding its services, with support of advertising and marketing programmes in the UK. For the purposes of this RFP, brand name cannot be disclosed. Sole proprietors, consultants, and/or contractors that meet the criteria set forth are welcome.

DUE DATE: Proposals will be due Monday, April 26, 2010.

PROPOSAL REQUIREMENTS

As we currently handle North American media buying in-house, we are looking to analyse how media buying works in the UK, specifically for television, radio, and sport sponsorship programmes (commission system, etc.). Additionally, we are looking for research into rules concerning content (i.e. censorship, language, obscenity, etc.), recent standout campaigns (particularly in sport marketing, and UK ad campaigns generally), logistical how-to, and recommendations for opportunities that have very broad reach in the UK and English-speaking Western and/or post-Commonwealth nations (i.e. World Cup, Cricket, Rugby, etc.) for the investment.

Vendors to provide:

1. References to attest to UK media and advertising expertise: client lists, any articles or awards received for advertising/media buying work may be included to establish expertise in media buying in the UK.
2. Sample Media or Market Research brief or Table of Contents for a Media Research Brief
3. Proposed flat fee for a full report based on the above, to be performed in a 3-week period.

SELECTION CRITERIA / NOTES:

Expertise in UK media planning and buying, as well as the advertising landscape for television, radio, and sport marketing will be the chief criteria used in vendor selection, followed by the transparency of the fee structure proposed.

Experience with tech or dotcom brands preferred, but not required.

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