

Request for Proposal



Mobile and Social Gaming

www.perblue.com

Overview

With over 500k new smartphones activated in the US each day, the mobile space is seeing tremendous growth. Mobile gaming has quickly developed into a multi-billion dollar industry, with much more growth on the way. Deeply designed games and apps with integrated virtual currency are projected to take over the app marketplace. PerBlue, makers of the mobile social game Parallel Kingdom, is seeking a public relations agency to aid them in a two-pronged approach. The PerBlue corporate campaign will facilitate brand recognition on a local, national and international level. The Parallel Kingdom product campaign will boost app adoption and brand recognition.

We are not necessarily looking for a 'one size fits all' PR firm to accomplish all of our goals. We are open to taking on a firm that specializes or excels at certain aspects of developing and executing our PR strategy (ie: foreign markets, financial or gaming/tech space).

Organizational Overview

PerBlue is a mobile and social gaming software company based in Madison, WI. Our team of young and energetic engineers, artists, designers and marketers was founded in 2008. Our flagship product is the mobile game Parallel Kingdom (PK), the first location based RPG for iOS and Android platforms. Parallel Kingdom and PerBlue have grown significantly since our initial founding and game launch. Today we have over 30 employees and 600,000 PK players worldwide.

Check out our websites for more specific information regarding PerBlue and Parallel Kingdom.

Major Goals

PerBlue

- **Positioning:** Experts in location based applications for iOS and Android platforms.
- **Brand Perception & Recognition:** The hottest tech start-up and game studio in the Midwest.
- **Recruiting Efforts:** The coolest and most desirable game workplace and culture in Madison, WI.
- **Investor Relations:** The most attractive investment and acquisition opportunity due to virtual good strength and high LTV per customer.

Parallel Kingdom

- **Gaming Genre:** The best and deepest location-based role playing game (RPG).
- **App Awareness:** Boost user acquisition.
- **Positioning:** The coolest massively multi-player mobile role playing game.
- **International:** User acquisition and brand recognition in foreign markets.

Objectives

The five (5) major objectives to be accomplished through this contract are:

1. **Key Messages:** Development and execution of key messages for PerBlue and Parallel Kingdom brands, well aligned with our brand perception and awareness goals.
2. **Earned Press:** Ongoing development and pitching of press releases for both corporate and product campaigns to major technology and gaming based print and online publications/blogs.
3. **Special Event Management:** Involvement and attendance at major technology and gaming events, conferences and trade shows.
4. **Speaking Opportunities:** Media tour for PerBlue's CEO, Justin Beck. Justin is a co-founder of PerBlue and of PK, he is a practiced and passionate speaker. Ultimate goals include speaking engagements, lectures or panel inclusion at GDC, SxSW and TED talks.
5. **Social Media Engagement:** Further development of presence and strategy on several social media channels.

Anticipated Costs

PerBlue is open to receiving a variety of contract terms, the anticipated number of hours required per month will vary and are currently unknown. Public Relations efforts are currently conducted in-house. We anticipate having a better understanding of our needs after receiving RFPs. Contracts should range between \$2,500 and \$5,000 per month, however PerBlue is open and willing to adjust if presented with an attractive RFP. We expect to ramp up a contract following success or to implement a special project.

Proposal Submission & Basis for Evaluation

Interested firms must respond by September 15, 2011. All proposals should include:

1. **Company Info:** Brief background of your organization and any specialized tech/gaming/digital teams we would be working with directly.
2. **Relevant Experience:** Tell us a success story similar to this type of RFP.
3. **Proposed Services:** Statement and scope of work specific to our goals and objectives. Including suggested (or sample) public relations vehicles and implementation timelines.
4. **Measuring Success:** What tools and metrics will be used to continually measure the success of various aspects of our campaigns?
5. **Budget:** Desired professional fees and length of contract term. May be stated in terms of hourly rates with an estimate for hours per person, per week, month or year.
6. **References:** Please provide three (3) references, clients with similar scope of work or campaigns.

Contact

For more information or to submit an RFP, please contact:

Ellie Humphrey, Public Relations Specialist
elliehumphrey@perblue.com

All firms will be contacted by September 22, 2011. A select number of firms will be invited to present their proposals to PerBlue on September 30, 2011. The contract is tentatively scheduled to begin November 1, 2011.