

Advertising & Media RFP

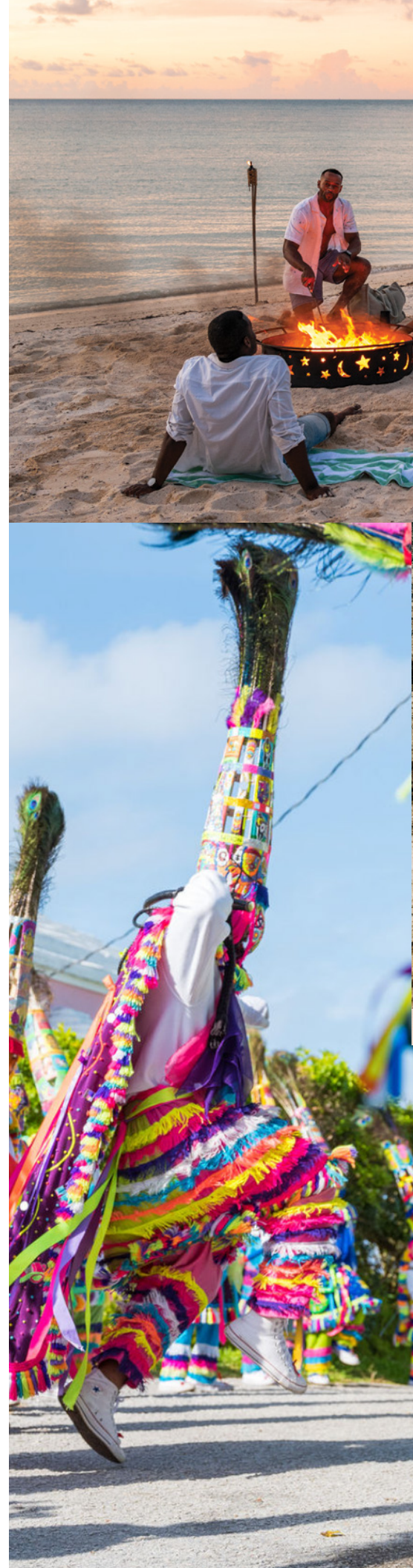


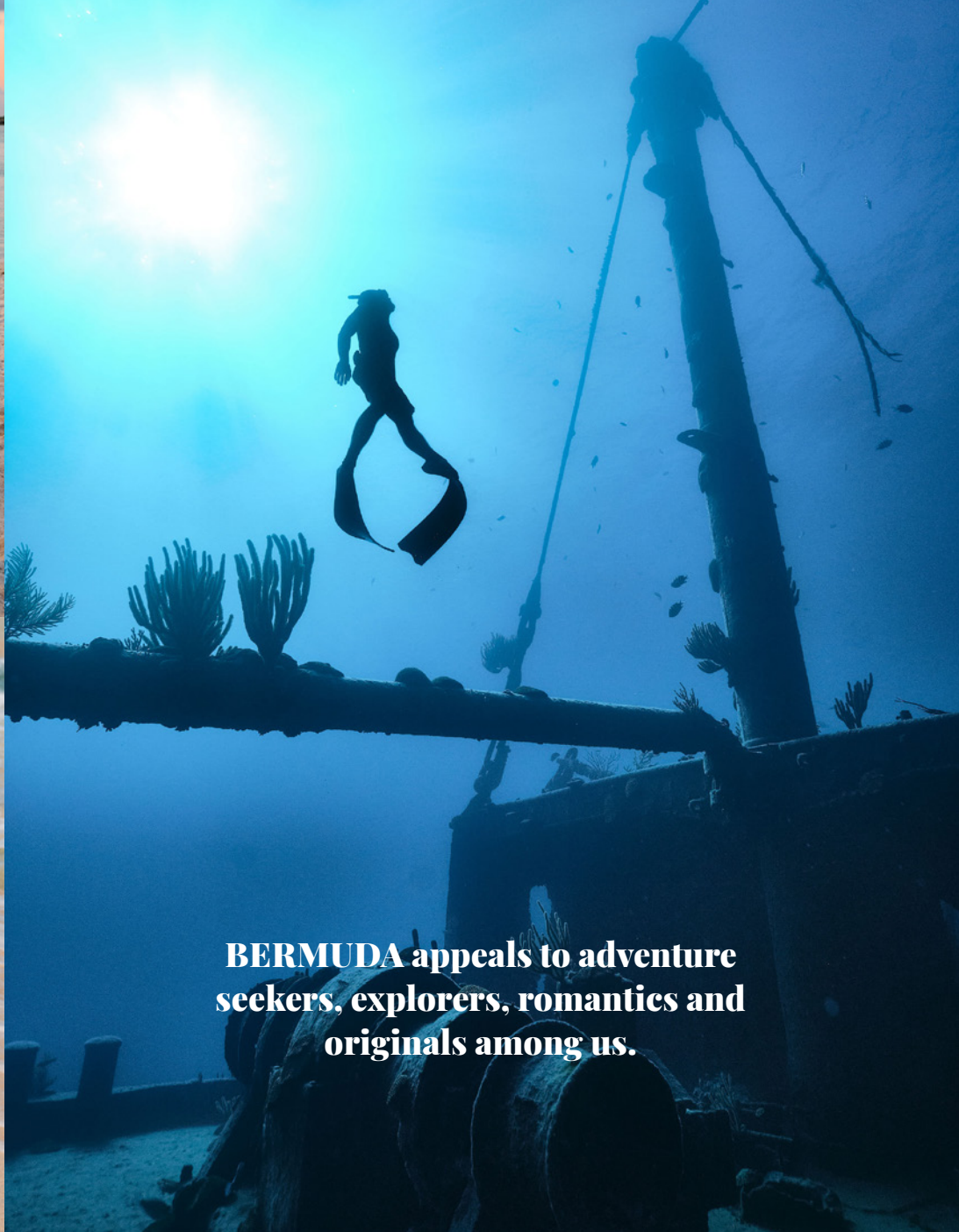
BERMUDA is *diverse*.
BERMUDA is *friendly*.
BERMUDA is *sophisticated*.

**Let's admit it,
BERMUDA has
*swagger.***

BERMUDA is unique in that it offers a tourism experience where there's no division between visitors and locals. The people of BERMUDA are welcoming, well-mannered, warm and know how to have fun. They are well traveled, love making connections and showing off their beautiful island to visitors.

The BERMUDA experience is elegant, relaxed and genuinely warm. It's celebrating cultures, reveling in nature and staying open to whatever is around the bend. Whether enjoying the beach, dining out, or teeing it up, there's bound to be a resident alongside you. It's not only safe for travelers to immerse themselves in local sights, sounds and tastes; some might even say that's the best way to experience our country.





BERMUDA appeals to adventure seekers, explorers, romantics and originals among us.



Who We Are

The BERMUDA TOURISM AUTHORITY is dedicated to building lasting, sustainable tourism success for the island's industry. As BERMUDA evolves and builds on its successes and considers the everchanging tourism landscape, a comprehensive six-year **National Tourism Plan** was developed by the BERMUDA TOURISM AUTHORITY to maintain its strong growth through 2026 and beyond.

The plan is designed to build a clear view of BERMUDA'S aspirational future for tourism, tackle the effects of COVID-19 and ensure a healthy recovery of the Tourism Industry in BERMUDA.

Scope of Work

The Bermuda Tourism Authority (BTA) is seeking qualified bidders to be our AGENCY OF RECORD for branding, advertising and media buying. Bidders must showcase an innovative approach to helping the BTA reach defined goals and objectives, react to opportunities, and address our challenges. All bids should include a strategic approach to how the Scope would be executed.

Bidders may choose to form partnerships to create their proposal for this Scope of Work. If sub-contractors are involved they shall be highlighted with a full description of services for each vendor, including their responsibilities.

The Scope of Work includes the following services:

a) Brand Management and Evolution

- Develop strategies for the existing brand to deliver consistency across all platforms, mediums and campaigns.
- Assist in the evolution of the BERMUDA brand through focus testing, focus groups and research. The bidder will find innovative ways to remain relevant while keeping authenticity at the forefront of the brand.

b) Advertising Planning and Execution

The successful bidder will be capable of identifying and establishing advertising goals, build an advertising plan to reach those goals and execute the tactics within the plan. The BTA would work closely with an Agency of Record to address and identify marketing gaps and needs. Once a bidder is selected they would be required to provide the following advertising strategies and services; brand strategy, global media strategy, digital advertising strategy, lead generation strategies, data, analysis, market testing and development, graphic standards, media plans, media negotiations, placement of ads, account management and all supporting documentation. Within these services, the BTA expects tactical execution of the advertising plan, messaging and individual campaign creation, creative production, media buying and analytical reporting.

Potential bidders should address and provide examples of:

- Developing and implementing a global media campaign which may include print, digital, and broadcast advertising. Successful bidders should be able to propose advertising strategies, conduct media research and analysis, negotiate cost-efficient media buys, and produce the creative for the advertising plan.
- Advertising RFP
- Successful bidders are also responsible for securing film and photography rights for use by BTA and could include negotiating with photographers, setting up photo shoots and shot lists and editing services and support.
- Successful bidders would be responsible for ensuring all advertising reflects the Bermuda brand. However, should it be required, the contractor must be capable of proposing new brand identity, standards, and positioning.

c) Creative Services

The successful bidder will be able to conceptualize big, singular ideas that engage the audience with the BERMUDA brand. Creative services will include, but is not limited to, strategizing, creating, producing and preparing advertising and branded content for distribution on domestic and international online and offline media channels, including paid, owned, earned and social media platforms. All proposals should showcase the bidders process for production, publishing and distributing printed promotional materials, such as Bermuda's Seasonal Guides, Bermuda Maps and other print projects. The successful bidder will also have experience in researching, producing, and/or procuring, and managing assets and content for marketing purposes, including, but not limited to, artwork, illustrations, photography, video, music, maps, voiceover, copy, literature, brand identity pieces, etc. Responsibilities will also include negotiating rates and use for rights-managed assets.

d) Media Planning and Buying

Media planning and buying includes research and evaluation of all mediums and advertising channels; negotiation, added value and partnership opportunities. The successful bidder will develop and recommend annual media objectives, strategies, and tactics in support of overall marketing plan goals and objectives.

- Planning, negotiating, and purchasing media placements and program integrations on channels and publishers including, but not limited to, print, digital (including display, search engine marketing, mobile, video, social media), broadcast, out-of-home, event, sponsorship, point-of-purchase, cooperative marketing, direct marketing, and emerging technology vehicles.
- Monitoring and optimizing placements to ensure optimum performance and full completion of all media schedules, negotiating make-goods and bonus units as appropriate.
- Providing performance reports and analysis of media placements throughout and at the completion of each campaign.

The successful bidder, in coordination with BTA, shall develop and implement annual national and international advertising

campaigns, for both lead generation and image awareness, which may include print, digital, broadcast and/or outdoor advertising. The successful bidder will evaluate and respond to marketing proposals from media vendors seeking Bermuda Tourism placement. Specific demographic and interest information will be captured as components of these efforts. The successful bidder will be able to create the plan and identify the expected responses within budget. Sources will be based on target demographics, historical low cost per conversion, website engagement and resale value to businesses. Ongoing coding and tracking of campaign results is required to show progress against goals.

e) Advertising and Media

BTA is seeking proposals from potential bidders that include evidence of creative and media purchasing and the recommended approach to the following; TV – traditional and streaming, radio – traditional and streaming, print, out of home, full-page advertising in national magazines, digital advertising (including pay-per-click, rich media, video, banners, and social media), and experiential marketing.

The successful bidder should be able to work efficiently with BTA on the production of new, high-quality commercials (drafting video story boards and messaging, video production, editing, finalizing sound, etc.) produced to air on national television channels to promote BERMUDA as a safe travel destination.

f) Newsletters (electronic)

The successful bidder will be responsible for the design and delivery of monthly and periodic electronic consumer and travel trade newsletters. The successful bidder will continuously review open rates, click through rates, and unsubscribes and will determine subscriber lists each month to maximize clicks and reduce unsubscribes. The successful bidder will provide strategic direction, personalization, and oversight of content, as well as, suggest advertising for third party newsletters.

Specifically, potential bidders should address or propose:

- Design and delivery of monthly e-newsletter.
- A process for coordination with client and other contractors of all necessary content.
- Suggestions for reporting on open rates, click through rates, e-newsletters delivered and unsubscribes.
- How to increase click-through rates for the periodic e-newsletters.
- Suggestions for designs and deployment of the monthly Hottest Deals from the Coolest State e-newsletter(s) or other monthly e-newsletter(s) promoting travel specials.
- Process for deploying cooperative email leads on behalf of industry partners.

g) Cooperative Marketing Programs

The successful bidder will coordinate with BTA advertising cooperative marketing programs. BTA strongly encourages industry and tourism business participation in the Travel Bermuda leads program to add value and leverage resources. The successful bidder will secure placements with vendors, develop creative, implement advertising, and measure results. BTA is responsible for selling the programs to the industry and communicating sales to contractor(s). Cooperative marketing projects are only implemented if BTA sells space to industry. Specifically, potential bidders should address how they would propose or their process for:

- Negotiations with vendors for added value
- Managing advertiser impressions and ad placements
- Developing and placing creative for magazine and digital placements
- Providing reporting to BTA as requested

h) Research and Analysis

Market research and analysis includes analyzing the market, capturing, and understanding traveler insights and data and developing and/or utilizing these into advertising strategy. Such research may include, but is not limited to:

- Target audience identification, audience awareness, and audience perception.
- Monitor, track, and provide points-of-view on social, economic, political, environmental, media, consumer and travel industry data and trends that could impact BTA and the Travel Bermuda program.
- Identify opportunities to grow market share and/or revenue.
- Conduct research to shape, target and measure marketing efforts.
- Track and evaluate performance of advertising and marketing along with marketing activities.
- Produce reports, summaries, dashboards, and other tools for industry and performance indicators.

SELECTION CRITERIA

Agency will be selected on the basis of (but not limited to) the following:

1. Superior qualifications with respect to the overall agency and the individual(s) assigned to work on this business.
2. Successful strategies with other travel-related companies and destinations.
3. Demonstrated ability to develop and execute effective and results-oriented earned media activations.
4. Demonstrated superior Travel/Tourism/Destination knowledge.
5. Background working with a committee (taking and giving direction as appropriate).
6. The quality and clarity of response (demonstrating the agency's ability to communicate clearly and creatively).
7. Crisis management expertise.
8. Ability to showcase commitment to BERMUDA account.

CONTRACT TERM

The term of the contract(s) are from April 2023 – April 2025 with option to extend for 1 year. We anticipate a transition period of working with BTA staff and existing contractors from April 1, 2023, through May 1, 2023.

Proposals & Timing

RFP release date: Jan. 23, 2023

Ten (10) hard copies of proposals must be delivered to the Bermuda Tourism Authority office by Friday, February 17, 2023 by 3pm EST to the following address:

Jamari A. Douglas
Bermuda Tourism Authority
675 Third Avenue
12 Floor
New York, NY 10017

Additionally, an electronic copy must be submitted on Friday, February 17, 2023 by 3pm EST to jdouglas@bermudatourism.com. Ensure subject line is Advertising & Media RFP.

SELECTION PROCESS*

Task	Completion Date
RFP Published	Jan. 23, 2023
Questions Due to BTA	Jan. 27, 2023
Reponses to Questions Due	Jan. 30, 2023
Submit Signed Notice of Intent to Bid	Jan. 31, 2023
Proposals Due	Feb. 17, 2023
Notification of Finalists	Feb. 22, 2023
Finalists Presentations	Feb. 28-Mar. 2, 2023
Notice of Intent to Award Contract, Negotiations & Reference Checks to Begin	Mar. 12, 2023

*This proposal timeline may be altered at any time at the discretion of the BTA. BTA reserves the right to reject any and all proposals, or any part thereof; waive an informality in the proposals and accept the proposal that best meets the needs of the Authority.

NOTICE OF INTENT TO BID

Notice of Intent to Bid (Attachment 1) must be received electronically by Jan. 31, 2023 (due 3pm EST).

The notice shall be sent by email to jdouglas@bermudatourism.com.

The Notice of Intent to Bid is nonbinding.

Proposals will be accepted only from applicants who submitted a timely Notice of Intent to Bid.

METHOD OF SELECTION

Following receipt of written proposals, the BTA may then select agencies that qualify as finalists. Specifics about the presentation and additional destination documents will be shared with finalists at the time of their notification. Final selection of the winning agency shall be based on a combination of both the written and in-person proposals.

Please do not politicise the process. While we appreciate that prospective agencies and/or representatives may have personal relationships with industry stakeholders, politicians or even BTA staff members, we ask you to abide by the terms and process outlined in this RFP. Put your best foot forward and rely on the merit of your work and ideas to win the business. **Failure to abide by the spirit of this request will result in the rejection of your proposal.**

AWARD OF CONTRACT

This Request for Proposal in no way commits BTA to award a contract, to pay any costs in preparation of a proposal, or to contract for the goods and/or services offered. Selection shall be made of one or more Agencies deemed to be fully qualified and best suited among those submitting proposals on the basis of evaluation factors included in the Request for Proposals, including price, if so stated in the Request for Proposal.

Negotiations shall be conducted with the Agencies so selected. Price structure shall be considered, but will not be the sole determining factor. After negotiations have been conducted with each Agency, BTA shall select the Agency which, in its opinion, has made the best proposal, and award the contract to that Agency. Should BTA determine in its sole discretion that only one Agency is fully qualified, or that one Agency is clearly more highly qualified and suitable than the others under consideration, a contract shall be negotiated and awarded to that Agency.

BTA will not furnish a statement of the reason why a particular proposal or presentation was not deemed to be the most advantageous. At any time during the negotiations BTA may terminate all negotiations and re-advertise the requirement. The reason for such termination shall be made part of the file. The award document shall be a signed contract incorporating by reference all the requirements, terms and conditions of the RFP and the Contractor's proposal as negotiated.

REJECTION OF PROPOSALS

BTA reserves the right to reject any or all proposals received and the right to choose parts of the RFP to execute.

Non-acceptance of a proposal means that one or more others were deemed more advantageous to BTA or that all proposals were rejected.

OWNERSHIP OF MATERIALS

If selected as the agency of choice, any artwork you supply to us must be cleared and appropriate for ownership by BTA. We cannot be responsible for model or talent residuals of any kind. If your company is a signatory to any contracts that conflict with this policy, we are not and will not be bound by those contracts. Make certain you bring suppliers and partners to the table that understand and agree to these terms. We are willing to pay reasonable fees for photographers, models and crews. It's vital for us to own and leverage our assets with partners throughout the travel chain, so clear ownership of assets is critical.

WARRANTIES

Agency represents and warrants that it has full power and authority to enter into and fully perform this Agreement, and that no services or material furnished hereunder will in any way infringe upon or violate the rights of any third party, including without limitation rights of patent, trade secret, trademark, copyright, or privacy.

BTA represents and warrants that it has full power and authority to enter into and fully perform this Agreement, that any information about its products and services furnished to Agency will be accurate and complete, and that no services or material furnished to Agency hereunder will in any way infringe upon or violate the rights of any third party, including without limitation rights of patent, trade secret, trademark, copyright, or privacy.



BERMUDA
TOURISM AUTHORITY

675 Third Avenue, New York, NY, 10017

GoToBermuda.com