

# Request for Proposal

Social Media & Digital Marketing  
July 23, 2019

## California Prune Board

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## Project Overview

*The California Prune Board (CPB) in Roseville, California recently introduced a new brand with a familiar name: California Prunes. No longer referring to them as “dried plums” the new brand is a positive embrace of California Prunes, their premium nature, and an expansive view of all their benefits. To continue the brand story and reach audiences online, the CPB is looking for a digital marketing and communications team to further elevate the brand and create a unique voice that builds upon the California Prunes’ online presence.*

### BACKGROUND

Created in 1952, the California Prune Board aims to amplify the premium positioning and top-of-mind awareness of California Prunes through advertising, public relations, promotion, nutrition research, crop management and sustainability research, and issues management. The CPB represents approximately 800 prune growers and 28 prune, juice, and ingredient handlers under the authority of the California Secretary of Food and Agriculture. Its mission is to unite growers and handlers in supporting the vitality of the California prune industry and foster a world passionate about the wonders of California prunes.

The CPB staff works with a variety of agency partners to support the promotions of California Prunes in the U.S. and international markets including Canada, the EU, Japan, China, and S. Korea. While the international markets are not a primary responsibility of the support the CPB is seeking from a digital partner, there will be occasional collaboration with the global brand and shared resources; however, no direct strategy is required beyond the U.S.

The rebranding efforts launched in May 2019 to the trade, through media relations outreach and a sponsorship at the INC’s World Nut and Dried Fruit Congress. As part of the brand launch, the CPB created a new website with consumer-facing content as well as sections for key trade audiences and the California Prune industry. Branding was also rolled out through social media channels across all global markets to create a cohesive identification on all profiles and carry the message through in written and visual content. The California Prunes website foundation has been laid and the CPB is currently working on phase two of the project to further reflect the brand message and visually communicate program assets to a variety of audiences.

The California Prunes brand aims to ensure a clear line of sight to the consumer while clearly communicating the value proposition to stakeholders. In preparation for the brand development, a consumer benchmark study found that:

- Digestive health benefits and taste are the top drivers of purchase, consumption and consideration

- Taste can offer an immediate ownable runway and longer-term bridge to other health benefits
- Taste is a driver for snacking and use as an ingredient
- Consumers are interested in purchasing locally sourced foods

## PROJECT GOALS

The California Prune Board is seeking a digital marketing team to support the following marketing and communications objectives:

1. Strategically amplify the California Prunes brand to drive top-of-mind awareness and engagement among consumers
2. Educate consumers on the wonders of California Prunes, their premium quality, delectable taste, surprising versatility, and nutritional benefits
3. Elevate the brand message and source of origin to encourage consumption of California Prunes among a variety of audience demographics
4. Engage those who already love prunes and increase exposure to millennials to prime the audience on becoming new prune consumers

## TARGET AUDIENCE

A demographic profile of people who currently consume prunes was matched with a database of psychographic characteristics in preparation for the brand development that revealed an unexpected insight: Prune-eaters are positive people. This research suggested this profile is as likely to be true for millennial prune-eaters as it is for baby boomer prune-eaters.

Positive Prune Eaters (millennials and baby boomers):

- Cheerful, optimistic
- They are active in political and community engagement
- Describe themselves as spiritual
- Enjoy volunteering
- Appreciate the arts, nature, and socializing
- Independent thinkers who take a philosophical and long-term view of life while embracing ways to enjoy and be in the moment
- Focus on having a healthy, active lifestyle

In addition to consumers, the CPB targets the following audiences with communications and marketing strategies including: Food Professionals, Health Professionals, Media, Influencers, Prune Growers, Prune Processors, Board Members, Agencies and other partners.

### **SCOPE OF WORK & DELIVERABLES**

Services needed from the digital team:

- Content strategy
- Social media community management
- Content development – photography, video, graphic design (as needed)
- Blog writing
- Newsletter development and distribution
- Influencer marketing
- Social media and Google ad creation and placement
- Campaign development and website integration
- Content integration with PR agency programs
- Analysis and reporting

### **ADDITIONAL CONSIDERATIONS**

- Partnership with Google Brand Accelerator (if applicable)
- Use of scheduling platforms
- Google and social media analytics
- Reporting analytics to correspond with current measurement KPIs: Exposure, Engagement, Influence, and Advocacy

### **TIMELINE**

Monthly content strategy and community management support to coincide with the CPB fiscal year: August 2019 through July 2020

**BUDGET (ESTIMATED):** \$44,000

## PROPOSAL SUBMISSION DETAILS AND TIMELINES

Companies interested in bidding should submit written proposals including:

1. Company Profile
2. Strengths of the agency – including relevant case studies, work product and references
3. Experience in food and agriculture accounts
4. Method and general approach of how the agency will manage client’s needs (allocation of resources, expertise and technical skills of assigned staff, estimated timelines for execution of strategies or special projects)
5. Creative vision – aesthetics used to curate content; style of voice used to communicate to a digital audience through various channels
6. Amount of compensation requested

Written proposals are due by 4:00pm, Friday, August 9, 2019

Finalists will be asked to present expanded proposals to the CPB staff on the week of August 19-23,

Please submit your proposal by email to Kieran Locy, Director of Brand and Industry Communications, [klocy@californiaprunes.org](mailto:klocy@californiaprunes.org). Any work product requiring regular mail can be sent to:

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For complete background information about California Prunes, including links to social media, recipes, and international CPB markets, please visit: <https://californiaprunes.org/>

For a recent look at the California Prune brand debut, click [here](#).