



REQUEST FOR PROPOSAL (RFP)

California Prune Board – U.S.

SUMMARY OF REQUEST

The California Prune Board (CPB or Board), headquartered in Roseville, California, is a state marketing order, established in 1952 to represent growers and handlers under the authority of the California Secretary of Food and Agriculture. The California Prunes brand was launched in 2019 and aims to amplify the premium positioning and top-of-mind awareness through global marketing and communications. The CPB mission is to unite growers and handlers to drive essential activities that support the California Prune industry and promote lifetime wellness through the enjoyment of California Prunes.

As the world's largest producer of prunes globally, the CPB focuses strategic efforts on expanding visibility through global marketing and public relations efforts to reach new and existing target audiences and increase overall awareness for California Prunes. This RFP does not include digital/social media specifically but focuses on the integrated content marketing communications planning and implementation with an emphasis on earned media, paid media, and owned media but leverages user generated content through existing shared media platforms.

Program objectives include:

- Increase awareness for California Prunes that builds recognition of point of origin and inspires increased consumption.
- Increase engagement, subscribers, followers, and traffic on California Prunes platforms with cohesive messaging.
- Communicate value of programs to the California Prune industry that differentiates us as the leading producer of prunes globally and the U.S. as the #1 destination.
- Position California Prunes as a relevant choice and offer value to target audiences inspiring advocacy.

As part of the domestic marketing program, the CPB is awarding funding for an agency partner to lead and implement an integrated content marketing plan for the U.S. market, commencing their fiscal year 2023/24. Budget and contract run annually from August 1st – July 31st. Additional awards will be considered for specific areas including:

- Website
- Industry communications
- Digital/social media

BUDGET (ESTIMATED)

Historically, the CPB budget for PR/Marketing agency support has ranged between \$650,000 - \$1.2M. The CPB budget is determined on a crop estimate each year. Funding for domestic programs comes entirely from the Board based on recommendations from the Marketing Committee designated in May for the following program year.

If you are planning on applying for one of the additional possible awards, then please identify what you believe would be required for fees/activities under your application.

SUBMISSION DETAILS

Written proposals are due by 4:00 p.m. (PST), March 17, 2023. Proposals may be submitted electronically to Kieran Locy, Director of Brand and Industry Communications; klocy@californiaprunes.org

NOTE: For interested agencies the Director of Brand & Industry Communications for the CPB can be available prior to proposal submissions to answer questions regarding this request and provide a full agency brief.

Eligible agencies include those with demonstrated experience in building food brands/categories across the United States. Proposals should include the following:

- Capabilities of agency – with specific emphasis on relevant case studies, client work samples and client references/testimonials.
- Overall approach to servicing account – i.e., allocation of agency resources and approach to campaign development and management. This section of the response should include detailed information on the team that would be assigned to the business, as well as a timeline for execution based on details provided in this document.
- Creative Vision – while specific creative is not mandatory, please provide significant detail to show how your agency would approach creative ideation and development.
- Integrated marketing and communications approach – earned, paid, and owned; a specific media plan is not required, but please include enough detail to show your agency's approach and your vision for this type of program specifically. Please also include examples of how you have worked with multiple agencies/partners reporting to the same client.
- Rough budget outline – a detailed channel budget is not required. Please provide anticipated split between account service fees, creative, and other tactics. A short narrative outlining a reasonable range of agency fees or commission rates for management and execution of the campaign is appreciated.
- Measurement approach – Suggest credible and realistic goals and KPI's and how you measure performance as metrics towards the larger goal of building awareness.
- The presentation should be in PowerPoint or PDF format
- Suggested timeline – August 1, 2023 – July 31, 2024 (July 2023 would be a transition and official planning period, if required)

Proposals will be evaluated according to experience, creativity, collaboration, and adaptability.

Posted: March 6, 2023

Timeline

Deadline for interested parties to submit proposals	March 17
CPB to select proposals to be present and interview with CPB review team. Unsuccessful applicants will also be advised	March 30
Interviews to present proposals to review team on behalf of the Board	April 10-11
CPB to appoint successful applicant	By May 5
Contract Negotiations	By June 15
Successful applicant on-boarding	June-July 2023 TBD
Agency to begin full plan/commence work	August 1, 2023

For complete background information about California Prunes, visit: www.californiaprunes.org

Disclaimer: The California Prune Board reserves the right to modify or withdraw this RFP at any time, and to accept or reject any or all proposals in whole or in part. CPB is not responsible for any costs incurred by the submitting PR agency in connection with this RFP.