



REQUEST FOR QUALIFICATIONS FOR ADVERTISING AGENCY

VISIT OXFORD

RFQ ISSUE DATE: AUGUST 18, 2017

RFQ DUE DATE: SEPTEMBER 18, 2017 at 5:00pm

Contact: Mary Allyn Hedges, Director

Visit Oxford

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Introduction

Visit Oxford is seeking proposals from qualified individuals or agencies to provide advertising services. Successful applicants will demonstrate the ability to provide all of the following:

1. Branding for Visit Oxford (including but not limited to logo design)
2. Creative development of advertising campaigns (including but not limited to print and digital)
3. Creating and managing advertising buys and placement

Background

Formerly the Oxford Convention and Visitors Bureau, the Oxford CVB rebranded to Visit Oxford in 2013 and is funded by the 2% hotel/motel tax and a portion of the 2% food/beverage tax. Visit Oxford works with organizations within the City of Oxford and University of Mississippi to promote and market Oxford 365 days a year.

Mission Statement

To market Oxford for the economic benefit of the community.

Available Resources

A travel market research study and lodging analysis were conducted in 2016 to analyze the growing tourism industry in Oxford. The plan was conducted by Young Strategies. The report is included as an attachment to this RFQ.

Scope of Services

The agency that Visit Oxford selects will have strong expertise in branding, strategic messaging and creative development with knowledge of the tourism industry. Please include evidence of the qualifications listed below as well as additional information within your proposal.

- Develop an overall marketing plan for Visit Oxford
- Create a new brand logo and creative for new marketing campaigns
- Identify new marketing campaigns
- Management of advertising buys and placement

Content of Proposal

Proposals shall include, at a minimum, the following items:

1. *Cover letter*. A one page cover letter containing:
 - a. The name of the person(s) authorized to represent the Proposer in the negotiating and signing any agreement which may result from the proposal;
 - b. Entity name and address;
 - c. Phone, website and email address
2. *Experience/Work Samples*. Provide previous work examples that demonstrate the ability to perform the services listed in Scope of Services, of this RFQ and how you meet the experience qualifications outlined in Qualifications and Experience of this RFQ. For each example, provide the following information:
 - a. The scope and goals of past projects and how success was measured
 - b. Attach relevant work samples or a visual representation of the work (for example, a URL for a website, a printed screenshot, etc.)
3. *Staffing*. Name and qualifications of the individuals who will provide the requested services and a current resume for each, including a description of the qualifications, skills and responsibilities.
4. *Fees*. Provide hourly rates or other fee structures outlined in Fees of this RFQ, for the services listed under Scope of Services of this RFQ.
5. *Sub-consultants*. A list of tasks, responsibilities, and qualifications of any sub-consultants proposed to be used on a routine basis.
6. *Local Resources*. Describe your proposed use of local businesses and markets in Mississippi.

Qualifications and Experience

Proposals will be accepted from individuals, organizations or other collaborative arrangements that:

1. Are qualified to conduct business in the State of Mississippi
2. Are in a corporation or a limited liability corporation (LLC) that is in good standing with the Secretary of State

Proposers shall have substantial experience in the following:

- Providing professional, effective communication services with experience in the tourism and/or hospitality industry
- Current staff with advertising experience in the tourism/hospitality industry
- Producing quality graphic design and copywriting
- Devising, implementing and coordinating marketing campaigns and promotions
- Developing and implementing media strategies while working within a modest budget to promote Oxford as a tourist destination

Fees

Each proposer should set forth in their proposal the fees they propose to charge for services according to the following:

1. Hourly rate services to be performed:
 - a. Copywriting
 - b. Graphic Design
 - c. Concept Development
 - d. Media Placement
 - e. Web and social media marketing (concept and graphic design support only)
2. Hourly rate for consulting
3. Other fees including blended rates
4. Commission fees associated with media placement

Evaluation Criteria

Proposals meeting the minimum qualifications and experience as outlined in Content of Proposal and Qualifications and Experience of this RFQ will be evaluated by Visit Oxford using the following criteria (maximum total points – 100):

1. Specialized experience in the type of work to be performed. **40 points**
2. Qualifications and experience of the staff as assigned by the proposer to perform these services. **40 points**
3. Fees, as outlined above in this RFQ. **20 points**

Proposal Submissions

Please submit 5 copies in writing on or before 5:00pm on September 18, 2017 to: Visit Oxford, Attn: Mary Allyn Hedges, 1013 East Jackson Avenue, Oxford, MS 38655.

Proposals received after 5:00pm on September 18, 2017 will not be considered.

Visit Oxford will choose the three candidates based on qualifications to submit Request for Proposals.

If chosen to submit an RFP based on RFQ proposals, Visit Oxford will notify proposers by September 29, 2017.