



REQUEST FOR PROPOSAL: TRADITIONAL MEDIA BUYING SERVICES

Background

Discover Puerto Rico is a private, not for-profit Destination Marketing Organization (DMO) whose mission is to make Puerto Rico visible to the world as a premier travel destination. The DMO will collaboratively position the Island's diversity and uniqueness for leisure, business and events. It is responsible for all global marketing, sales and promotion of the destination and works closely with key local governmental and non-governmental stakeholders throughout Puerto Rico's visitor economy and community at large to drive economic growth.

Discover Puerto Rico seeks a world-class, innovative and cutting-edge partner to provide traditional advertising/media services to keep Puerto Rico top-of-mind for travelers and drive visitation to the Island. Channels may include but are not limited to TV, OTT, OOH, Radio and Print media strategy, planning and placement.

Requirements:

- 1) The contractor shall work closely with Discover Puerto Rico and other contractors, to evaluate past and current media plans and review existing relevant research to develop a traditional TV, including over-the-top (OTT), radio and/or print media strategy to meet mutually agreed-upon goals of Discover Puerto Rico. OOH may also be pursued.
- 2) After authorization by Discover Puerto Rico, the contractor shall place orders for traditional advertising and secure the most advantageous rates available.
- 3) Act as primary contact for TV, radio, OOH and print media representatives in designated markets.
- 4) Communicate with TV, radio, OOH and print media representatives on behalf of Discover Puerto Rico and shall provide, if requested, a written evaluation of each proposal submitted by media representatives.
- 5) Incorporate approved messages in digital or other necessary form and forward it with instructions for the fulfillment of the advertising order, check and verify instructions, orders or other media to be utilized, to such a degree as normally performed by advertising agencies and as regarded as good practice. Even though Discover Puerto Rico approval has been received, the contractor shall be responsible for ensuring that there are no typographical errors or omissions in the final advertisements.
- 6) The contractor shall provide Discover Puerto Rico with monthly reports regarding media purchases, planning and performance.

DiscoverPuertoRico.com

500 Calle De La Tanca | Ochoa Building, Suite 402B | San Juan, PR 00901, USA

- 7) The contractor must be able to meet stringent requirements set forth by various federal and local government agencies in relationship to planning, billing, reporting and measurement
- 8) The contractor shall regularly evaluate media use and placement to ensure maximum effectiveness.

Proposal

Following is a checklist outlining the minimum requirements of the proposal:

- 1) A brief overview of the agency including brief bios of the team responsible for this account, including tourism-specific experience if available.
- 2) Description of agency's media planning process.
- 3) Describe experience working with media budgets \$5 million or more.
- 4) Method of billing for media planning and placement.
- 5) Respondents are required to demonstrate financial viability for maintaining an account of this size, supply audit summaries and bank letters stating financial stability.
- 6) Approach to Diversity, Equity & Inclusion – both within your agency and in your approach to media buying.
- 7) Proposal should not exceed five (10) pages, excluding cover.

Selection Criteria

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

- 1) Successful experience with other destinations, including specialized destination trade media experience (Group and Meetings & Conventions).
- 2) Ability to collaborate and strategize with other media and agency partners.
- 3) Superior qualifications with respect to both the overall agency and the individual(s) assigned to work on this project.
- 4) Demonstrated ability to develop a strategic media plan with measurable success.
- 5) Explanation of media tools, services and subscriptions used to develop and analyze media plans and buys and their results
- 6) Responsiveness.

Proposals & Timing

RFP release date: October 1, 2021.

Ten (10) hard copies of proposals must be delivered to the Discover Puerto Rico office by 5:00pm AST on Friday, November 5, 2021 (address below). Additionally, an electronic copy must be submitted by 5:00pm AST on Friday November 5, 2021, delivered to TraditionalRFP@discoverpuertorico.com

Leah Chandler
Chief Marketing Officer
Discover Puerto Rico
500 Calle De La Tanca, Building Ochoa,
Suite 402B
San Juan, PR 00901, USA

Final agency selection will be completed before January 14, 2022.

Other Considerations

Once selected, the firm must be prepared to begin work with Discover Puerto Rico starting July 1, 2022.

Evaluation of the proposals will be under the jurisdiction of Discover Puerto Rico. Discover Puerto Rico will evaluate all material submitted and engage in interviews and/or discussions with the respondents deemed as most qualified, based on initial responses.

Discover Puerto Rico will select the firm that best represents itself as capable of meeting the needs of Puerto Rico as a tourism destination. Discussions will then take place between Discover Puerto Rico and the firm to define a more detailed scope of work. Ultimately, a contract will be executed between the selected firm and Discover Puerto Rico.

If Discover Puerto Rico is unable to negotiate a satisfactory contract with the selected firm, negotiations with that firm shall be terminated and the organization shall undertake negotiations with another qualified firm until a satisfactory contract is negotiated. If Discover Puerto Rico is unable to negotiate a contract with any of the selected firms, the organization shall re-evaluate the scope of services and fee requirements.

Discover Puerto Rico and the Selection Committee reserve the right to reject any or all qualification submittals or to waive any minor defects or irregularities in any submittal. Discover Puerto Rico further reserves the right, without prior notice, to supplement, amend or otherwise modify this request for qualifications or otherwise request additional information from any or all applicants.

DPR may request financial statements at its discretion. Discover Puerto Rico reserves the right to request additional information to be used for evaluating responses received from any or all proposers. Further, Discover Puerto Rico retains the right to disqualify from further consideration any proposer who fails to demonstrate financial stability to perform the pending contract.

By submitting a proposal, the applicant agrees that Discover Puerto Rico's decision concerning any submittal in any respect is final, binding and conclusive upon it for all purposes, and acknowledges that Discover Puerto Rico, in its sole and unqualified discretion, may waive or deviate from the procedures and/or timetable outlined at any time.

All materials submitted become the property of Discover Puerto Rico and may be made available to the public. All costs incurred in connection with responding to this Request for Proposal will be borne by the submitting organization.

Please direct questions to TraditionalRFP@discoverpuertorico.com.

Confidentiality

The recipients hereto agree that this Request for Proposal, its concept, and all matters relating to Discover Puerto Rico and its marketing plans are strictly confidential. This information is not to be discussed with any parties not directly involved in this process.