



## **REQUEST FOR PROPOSAL: DIGITAL MEDIA PLANNING AND BUYING**

### **About Discover Puerto Rico**

Discover Puerto Rico is a private, not-for-profit enterprise dedicated to preserving Puerto Rico's stature as a world-class travel destination. The destination marketing organization (DMO) is bringing prosperity to the people of Puerto Rico by strategically showcasing the Island's multifaceted allure for leisure, business, and events. Discover Puerto Rico spearheads comprehensive global marketing, sales, and promotional efforts. In harmony with pivotal local governmental and non-governmental entities, we collaborate to invigorate Puerto Rico's visitor economy and empower the community, fostering resolute economic growth.

### **Purpose**

Discover Puerto Rico seeks to contract with a world-class, innovative, and cutting-edge partner to provide digital media planning and buying services to keep Puerto Rico top-of-mind for travelers and drive visitation to the Island.

### **Scope of Work**

The selected agency would work with the internal team and additional external agencies/partners at Discover Puerto Rico to expand and execute the DMO's consumer-centric digital strategy.

The selected agency will be responsible for the following:

1. Provide a comprehensive research-based digital media strategy.
  - a. Identify key target audiences using robust data sets.
  - b. Assist Discover Puerto Rico in establishing new benchmarks.
  - c. Measure against established benchmarks.
  - d. Identify KPIs to measure digital performance.
  - e. Recommend tactics across owned channels to drive awareness and conversation.
2. Manage paid search and social media marketing.
  - a. Optimize paid search campaigns.
  - b. Manage search budget and bids.
  - c. Manage paid search and social media competition among industry partners.
  - d. Identify opportunities for paid search and social media marketing optimization.
3. Manage and implement paid content distribution campaigns, including video, native content, and other third-party content integrations.
4. Propose additional strategies to increase website traffic.
5. Provide digital marketing recommendations for meetings, incentives, conventions, and events (MICE) industry and assist with execution.
6. Collaboration with multiple agency partners across various disciplines is required, including shared status meetings and joint initiatives.
7. Submit monthly report of KPIs for all digital marketing campaigns and provide

recommendations for increased ROI.

8. Drive effective digital marketing strategy by continually monitoring channels and analytics while proactively ensuring in-house marketing efforts align.
9. Monthly data collection and reporting.
10. Assist Discover Puerto Rico in maintaining the organization's unified dashboard with measurable results to share with internal and external stakeholders.
11. Must meet stringent requirements set forth by various federal and local government agencies in relationship to planning, billing, reporting, and measurement.

## **Proposal**

Minimum requirements of the proposal (no more than 20 pages):

1. An overview of the dedicated account team including brief bios and tourism-specific experience, if applicable:
  - a. Detailed profiles of the key members of the account team assigned to the project, highlighting relevant experience, qualifications, and expertise.
2. Current client list and confirmation of no conflicts of interest:
  - a. A comprehensive list of the agency's current clients, along with confirmation that there are no conflicts of interest between any existing contracts or client relationships.
    - o Discover Puerto Rico's competitive jurisdictions include:
      - Aruba
      - Bahamas
      - British Virgin Islands
      - Costa Rica
      - Dominican Republic
      - Jamaica
      - US Virgin Islands
      - City of Cartagena, Colombia
      - Cancún, Mexico
      - Riviera Maya, Mexico
      - Playa del Carmen, Mexico
      - Palm Beach, Florida, and any city in Florida south of Palm Beach
3. Description of the agency's approach to and process for digital marketing strategy and media:
  - a. A detailed overview of the agency's overall approach and process when developing digital marketing strategies and executing media campaigns.
  - b. Explanation of how the agency stays up-to-date with the latest digital marketing trends, technologies, and best practices.
4. Description of the agency's tactical process for day-to-day digital projects:
  - a. Clear explanation of the agency's tactical process for managing day-to-day digital projects, including timelines, milestones, and deliverables.
  - b. Demonstration of a streamlined workflow and effective project management methods.
  - c. Integration of data-driven insights and analytics into the tactical process to optimize campaign performance.
5. Experience working with digital media budgets of \$10 million or more:
  - a. Examples of past projects or campaigns where the agency successfully managed digital media budgets of \$10 million or more.
  - b. Demonstrated ability to effectively allocate and optimize media spending across digital

- channels to achieve maximum ROI and campaign objectives.
  - c. Description of the agency's media buying capabilities and access to premium inventory or exclusive partnerships.
6. Experience working with federally funded programs:
    - a. Explanation of the agency's experience working with federally funded programs, including any specific examples or case studies.
    - b. Familiarity with compliance requirements, reporting processes, and the ability to navigate the unique challenges associated with federally funded initiatives.
  7. No more than two case studies featuring relevant assignments:
    - a. No more than two case studies showcasing the agency's successful media planning and buying efforts for relevant assignments.
    - b. Each case study should include a brief overview of the client's objectives, the agency's strategic approach, tactics implemented, and measurable results achieved.
  8. Inclusion of campaign samples or examples that demonstrate the agency's creativity, innovation, and ability to engage the target audience effectively.
    - a. Creative samples can be provided as an appendix to the proposal, ensuring they are relevant to the specific assignment.
  9. Method of billing for work:
    - a. Clear description of the agency's method of billing for services, including details on invoicing cycles, payment terms, and any other relevant financial considerations.
  10. Approach to Diversity, Equity & Inclusion (DEI):
    - a. Description of the agency's commitment to diversity, equity, and inclusion within its own organization.
    - b. Explanation of how the agency incorporates DEI principles into its media buying strategies, ensuring representation and inclusivity in target audience reach.
  11. Respondents' financial viability:
    - a. Requirement for respondents to demonstrate their financial viability to handle an account of this size.
    - b. Request for audit summaries or financial statements as evidence of stability and ability to manage the financial aspects of the account.
  12. Description of the agency's approach to learning about Puerto Rico and our product, emphasizing their commitment to investing significant time, effort, and resources in visiting the Island.
    - a. We seek an agency dedicated to understanding Puerto Rico's unique culture and becoming intimately familiar with our specific tourism product.

### **Selection criteria**

Agencies will be selected based on (but not limited to) the following:

1. Superior qualifications with respect to the overall agency and the individuals assigned to work on this business:
  - a. Strong track record of success in media planning and buying, preferably in the relevant industry or similar markets.
  - b. Demonstrated expertise in utilizing cutting-edge media planning tools and technologies.

- c. Proven ability to effectively analyze market trends, target audiences, and competitive landscape.
    - d. Well-rounded team with diverse skill sets, including media strategists, data analysts, creative thinkers, and digital experts.
  2. Successful digital strategies to scale with other companies and destinations:
    - a. Previous experience in developing and implementing successful digital strategies that have resulted in substantial growth and expansion.
    - b. Proven ability to work with companies and destinations, demonstrating adaptability and scalability.
    - c. Demonstrated knowledge and understanding of digital media channels, platforms, and trends, including social media, programmatic advertising, search engine marketing, and content marketing.
    - d. Innovative and forward-thinking approach to digital media planning and buying, showcasing the ability to stay ahead of industry changes.
  3. Demonstrated ability to develop and execute effective digital advertising campaigns:
    - a. Track record of creating impactful and results-driven digital advertising campaigns that align with business objectives.
    - b. Ability to identify and target specific audience segments effectively, utilizing data-driven insights and audience research.
    - c. Proficiency in optimizing campaigns through continuous monitoring, testing, and analysis to maximize ROI and achieve campaign objectives.
    - d. Understanding of creative best practices for digital advertising, including ad formats, messaging, visuals, and user experience.
  4. Experience working with a committee (taking and giving direction as appropriate):
    - a. Previous experience collaborating with cross-functional teams, stakeholders, and committees to gather input, align strategies, and achieve consensus.
    - b. Ability to effectively communicate and present ideas to diverse audiences, including both technical and non-technical stakeholders.
    - c. Proven track record of managing feedback and incorporating it into the media planning and buying process.
    - d. Strong interpersonal skills and the ability to navigate complex organizational structures.
  5. Quality and clarity of response, demonstrating the agency's ability to communicate clearly and creatively:
    - a. Clear and concise written and oral communication skills, showcasing the ability to articulate complex ideas effectively.
    - b. Creative and innovative approach to communication, demonstrating the ability to think outside the box and present ideas in an engaging manner.
    - c. Well-structured and organized responses, with a logical flow and attention to detail.
  6. Responsiveness:
    - a. Demonstrated ability to promptly respond to client inquiries, requests for information, and project updates.
    - b. Clear and transparent communication regarding project timelines, milestones, and deliverables.
    - c. Proven track record of maintaining open lines of communication and proactively addressing any issues or concerns that may arise.

- d. Ability to adapt to changing client needs and provide timely solutions or recommendations.

### **Other considerations**

If selected as a finalist, the agency must travel to Puerto Rico to conduct in-person presentations to the Discover Puerto Rico committee responsible for evaluating the proposals. These in-person presentations will play an important role in the selection of the winning partner.

Once selected, the agency must be prepared to begin work with Discover Puerto Rico November 1, 2023, to work with our current digital agency of record in a transition process. Media plans need to be developed to go live on January 1, 2023.

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 the 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 agency to define a more detailed scope of work. Ultimately, a contract will be executed between the selected agency and Discover Puerto Rico.

If Discover Puerto Rico is unable to negotiate a satisfactory contract with the selected agency, negotiations with that agency shall be terminated, and the organization shall undertake negotiations with another qualified agency until a satisfactory contract is negotiated. If Discover Puerto Rico is unable to negotiate a contract with any of the selected agencies, 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.

### **Proposals and timing**

RFP release date: **July 7, 2023**

Ten (10) hard copies of proposals must be delivered to the Discover Puerto Rico office by 5:00 p.m. AST on Friday, **August 11, 2023** (address below.) Additionally, an electronic copy must be submitted by 5:00 p.m. AST on Friday, August 11, 2023, to [digitalRFP@discoverpuertorico.com](mailto:digitalRFP@discoverpuertorico.com).

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The final agency selection will be completed by **October 31, 2023**.

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

All materials submitted become the property of Discover Puerto Rico and may be made available to the public. The submitting organization shall bear all costs and expenses incurred in connection with responding to this Request for Proposal. Discover Puerto Rico will not be responsible for any expenses, including but not limited to travel, presentation materials, or development costs, incurred by the applicants in the preparation or submission of their proposals. Agencies may be requested to travel to the Island for an in-person presentation to the selection committee.

Please, send questions to [digitalRFP@discoverpuertorico.com](mailto:digitalRFP@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.