



Request for Proposal (RFP)

CA GROWN Request for Proposal – Advertising Agency of Record

Background

CA GROWN is an association of Golden State Farmers and Ranchers who, along with commodity boards and commissions, are working hard to grow appreciation and demand for CA GROWN products.

Current California agricultural organization membership representing tens of thousands of California producers (not including 100+ individual company members) are as follows:

Agricultural Council of California
California Apple Commission
California Asparagus Commission
California Association of Nurseries and Garden Centers
California Blueberry Commission
California Cattlemen’s Association
California Certified Organic Farmers
California Cherry Board
California Cling Peach Board
California Cut Flower Commission
California Dried Plum Board
California Farm Bureau Federation
California Fig Advisory Board
California Milk Advisory Board
California Olive Committee
California Olive Oil Council
California Pear Advisory Board
California Poultry Federation
California Sheep Commission
California Sweetpotato Council
California Wheat Commission
California Wine Institute
Certified Farmers’ Markets of Sacramento
Kiwifruit Administrative Committee
California Leafy Greens Marketing Agreement



Purpose of this RFP

CA GROWN seeks an agency of record to create and execute, in partnership with the CA GROWN management team, a media effort that relays inspiring stories that celebrate and share with people the exceptional agricultural bounty of California. These stories will reveal the enjoyment and nourishment that one can experience as a result of the hard work, dedication and passion of California’s farmers and ranchers to produce their absolute best.

The agency of record will produce a content project that reaches an audience of: Californians, travel and experience enthusiasts, food and “locally grown” food fans, avid gardeners and “Do it yourselfers”, and fans of craftsmanship. The content will call these audiences to action to go out and experience their favorite California agricultural products while supporting the well-being of California agriculture.

CA GROWN Partnerships

CA GROWN has strong partnerships with Visit CA, the California Grocers Association, Disney and several key retailers. The content created will ideally have application as shared content on these partners’ media channels or through promotional events where it is mutually beneficial and fits the creative/promotional objectives of relevant partners.

Strategic Objectives

The objective is to create a promotional media marketing umbrella which highlights the year-round growing season in California, its diversity of specialty crops/growing regions, as well as the food experiences that are uniquely Californian.

The objective of this media campaign will be to increase the exposure, affinity, and sales of California grown specialty crops as well as position California as the premiere destination for culinary and agritourism experiences. This will be achieved through capitalizing on the momentum of the current CA GROWN *Love California* media campaign and a heightened consumer interest in the food supply – where it grows, how it grows and who grows it while providing the opportunity for California agricultural marketing orders/commissions/associations to independently leverage the media campaign.

Timelines, Budget and Proposal Submission Details

Written proposals are due by March 8, 2019. Proposal review and agency selection process will commence the week of March 11, 2019.

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 this piece of business – i.e. how would you allocate agency resources and approach 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 spec creative is not mandatory, please provide significant detail to show how your agency would approach creative ideation and development.
- Media Approach – a spec media plan is not required, but please include enough detail to show your agency’s approach to media planning and your vision for this type of program specifically.
- Rough budget outline – a detailed channel budget is not required. Please provide anticipated split between account service, creative and media.

NOTE: For interested agencies the CA GROWN management team can be available prior to proposal submissions to answer questions regarding this request.

Contract Term

The term of the awarded contract is 3 years (Calendar years, 2019-2021).

Budget

The budget is \$900,000+ annually, which must include all program expenses and agency retainers. It’s important to note that these funds come predominantly from a program administered by the California Department of Food and Agriculture under the heading of Specialty Crop Block Grant Program.

These funds are awarded on an annual basis and come with a required list of accounting and administrative expectations as well as creative and program mandates that will involve support from the agency chosen for this business. Please see the links below for more information on the SCBG program.

https://www.cdfa.ca.gov/Specialty_Crop_Competitiveness_Grants/pdfs/2018_Grant_Management_Procedure_Manual.pdf

https://www.cdfa.ca.gov/Specialty_Crop_Competitiveness_Grants/pdfs/USDA_AdditionalGuidance.pdf

Please direct questions to Nick Matteis – Executive Director of CA GROWN - nick@agamsi.com

Please e-mail your proposals to Nick Matteis nick@agamsi.com.

Strategic Resources

- Love California Video Content (Available upon Request)
- Love California Campaign Recap (Available upon Request)