



REQUEST FOR PROPOSAL: CREATIVE SERVICES

About Discover Puerto Rico

Discover Puerto Rico is a private, not-for-profit enterprise whose mission is to make Puerto Rico visible to the world as a premier travel destination. The DMO will bring prosperity to the people of Puerto Rico by collaboratively positioning the Island's diversity and uniqueness for leisure, business and events. It is responsible for all global marketing, sales and promotion of the destination, working collaboratively with key local governmental and non-governmental stakeholders throughout Puerto Rico's visitor economy and community at large, while powering economic growth.

Purpose – General Scope

Discover Puerto Rico seeks a firm to provide creative services for development of innovative and effective advertising campaigns, promotional campaigns, creative messaging, collateral materials, tradeshow booth design, and other creative needs as assigned.

Proposal

Minimum requirements of the proposal (no more than 10 pages) should include:

- 1) An overview of the firm including brief bios for the primary team responsible for this account, including tourism-specific experience.
- 2) Current client list and confirmation there are no conflicts of interest between any existing contract or client relationship
- 3) Description of agency's tactical creative process (for day-to-day creative projects.)
- 4) No more than two case studies featuring relevant assignments.
- 5) Method of billing for creative work.
- 6) Approach to Diversity, Equity & Inclusion within your agency

Selection Criteria

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

- 1) Superior qualifications with respect to the overall agency and the individual(s) assigned to work on this business.
- 2) Successful creative experience with other companies or destinations.
- 3) Demonstrated ability to develop effective advertising campaigns.

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- 4) Background working with a committee (taking and giving direction as appropriate).
- 5) The quality and clarity of response, demonstrating the firm's ability to communicate clearly and creatively.
- 6) Responsiveness
- 7) Approach to developing creative concepts, specifically, campaigns targeted by audience and/or product, activity, etc.
- 8) Planned approach for learning about and becoming familiar with Puerto Rico and the Island's tourism product.
- 9) Recommended research methodology and execution for creative/messaging testing

Other Considerations

Once selected, the agency must be prepared to begin work with DISCOVER PUERTO RICO 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.

DISCOVER PUERTO RICO 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.

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 CreativeRFP@discoverpuertorico.com.

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

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

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, 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 CreativeRFP@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.