



Amarillo Convention & Visitors Bureau

REQUEST FOR PROPOSAL

Creative and Media Buying
Agency Services



AMARILLO
Convention & Visitors Bureau
REQUEST FOR PROPOSAL

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Introduction

The Amarillo Convention & Visitors Bureau is charged with attracting and serving visitors by communicating and facilitating the Amarillo experience. The organization's multi-faceted sales and marketing approach includes local, regional, statewide and international campaigns. The Bureau is searching for a marketing agency that will offer a strategic and creative approach based on sound research to create a campaign(s) that will increase awareness of Amarillo as a travel and tourism destination and attract overnight visitors.

About Amarillo CVB

The Amarillo Convention & Visitors Bureau is a standalone 501(c) 3 not-for-profit organization that utilizes hotel occupancy tax (HOT) to promote Amarillo as a premier tourist destination.

MISSION STATEMENT

Hosting guests with "Boots on the Ground" to ensure unique experiences and lifelong memories.

VISION

Make Amarillo a top travel destination for those looking for diverse opportunities in lifestyles, leisure, and conventions.

VALUES

- Ensure remarkable outcomes
- With pivotal pointers on our Western heritage, provide compelling stories that inspire our guests with a need to travel and a desire to stay.
 - Experience all that Amarillo has to offer
 - Create lifetime memories
 - Discover Western themes in a contemporary setting
 - A travel destination providing fresh air, open spaces, and unique attractions
- Be intentional
- Focus on positive outcomes for travelers, event, and convention attendees, as well as residents of Amarillo.
- Aggressively pursue and mindfully host



- Fiercely protect our economic strength with a focus on increasing overnight tourism stays.
- Always lead by example
- With integrity and honesty at the forefront in all instances, show our guests what Amarillo is made of and what wonderful opportunities are available -- how may we serve you?
- Elevate the bar
- Let the passion for our city keep our guests and their families clearly updated with exciting and unique opportunity plans.
- Brag a little!
- With natural resources, diverse accommodations, attractions, and gracious Texas hospitality, our mission is simple.

Resources

- [Amarillo Style Guide](#)
- [Amarillo CVB 2021-2022 Strategic Plan](#) (Marketing Pg. 9)

About Amarillo

Amarillo, Texas is a unique and history-rich city located in the Panhandle Plains. Amarillo and the surrounding Panhandle area are a unique blend of two American eras; working western ranches and a vibrant twenty-first-century economy - making Amarillo the perfect mix of old and new Texas traditions. You'll notice that Amarilloans are incredibly friendly. We call that the Panhandle Spirit. The spirit that fought through the Dust Bowl and the Great Depression. The spirit that loves their neighbor in all times, not just the hard times. While we hold tight to our western heritage, we embrace and relish our contemporary art scene, thriving center city, and cultural diversity. Our heritage and forward-thinking mentality are tied together by our close communal bond. All in all, Amarillo is truly where the Old West meets the New West.

Scope of the RFP For Advertising Services

- Strategic media and creative recommendations, including the development of a detailed annual advertising plan.
- Research, planning, negotiation, and placement of media and related added-value programs and any related traffic.
- Development and production of strategic, results-driven creative.



- Management of the production of various creative concepts and delivery to media vehicles as required.
- Development and execution of brand and promotional partnerships.
- Provide reporting of appropriate analytical tools for measuring the impact of digital media strategies and tactics.
- Work collaboratively with the Amarillo CVB team to integrate offline, online, website SEO, SEM, social media, and sales strategies and tactics.
- Development and execution of multi-city marketing co-ops.
- Development and execution of Amarillo hotels and attractions marketing co-op.

The following are not included within the scope of agency services:

- Fulfillment of inquiries and call center services
- Visitors guide creative and production
- Organic social media execution
- Sales-related collateral
- Amarillo CVB websites

Our Ideal Agency Partner

The Amarillo CVB is looking for a partner that will help us generate overnight visitation demand through exceptional, breakthrough advertising and new, innovative marketing tactics. The ideal agency partner will be collaborators who can marry strategy with creative, and data with decision-making. We love innovation and laud the power of creativity, but we also embrace strategic insight and strong analytical capabilities that lead to campaigns tied to our business needs that drive visitation and demonstrate measurable results. * The agency must have recent experience with a destination client.

Budget and Terms of Contract

The fiscal year 2023 budget for net media, creative and production is approximately \$350,000. This number includes agency fees. This amount is expected to grow at a conservative rate in future years barring unforeseen circumstances. It is subject to change based upon actual occupancy tax collections which fund destination marketing and other budgetary decisions and should not be construed as guaranteed. Terms of the contract between the agency partner and the Amarillo CVB will be negotiated annually. The contract will be valid for one year, but there will be no



scheduled review during the relationship. Both parties will be required to give 60 days written notice if either wishes to terminate the contract prior to expiration.

Expectations of the Agency Partner:

The selected agency partner is expected to:

- Assign a single point of contact that will collaborate directly with Amarillo CVB and provide consistent, responsive service.
- Be knowledgeable about national and regional tourism trends and understand the dynamics of the local and state tourism sector.
- Stay abreast of consumer and trade trends that may impact the marketing of Amarillo as a destination.
- Understand the Amarillo destination brand and execute strategies and tactics that are in alignment with our brand.
- Demonstrate flexibility in planning and execution as business conditions warrant and move quickly to execute based upon new information or changes in the marketplace.
- Learn quickly from mistakes and build upon successes.
- Serve as the Amarillo CVB's creative team for all paid media placements.
- Develop other creative projects requested by the Amarillo CVB (billed outside of general contract).
- Develop plans with measurable goals and objectives in conjunction with the Amarillo CVB.
- Be an expert in and provide regular tracking of the effectiveness of media vehicles through related analytics and reports.
- Evaluate and respond to unsolicited media opportunities and provide POVs on request.
- Serve as a pass through for all media buys pursued by the Amarillo CVB.
- Be proactive about researching, analyzing, and recommending new approaches to media and messaging.
- Make advertising recommendations as part of the Amarillo CVB's annual planning prior to the start of each fiscal year. These recommendations should include media, creative, and the budgets required for execution.
- Effectively utilize any available audience marketing research (whether provided by the agency or by the client) in the development of advertising initiatives.



- Deliver all work on time and allow the client sufficient time for review and feedback.
- Produce accurate and timely invoices, inclusive of detailed supporting documentation, for the execution of services. Invoices will be generated monthly and will carry terms of no less than thirty (30) days net.
- Provide a regular status report to the Amarillo CVB for all current initiatives.
- Produce written estimates for any project authorized by the Amarillo CVB in advance of any work on that project.
- Disclose all discounts and special offers provided by vendors that the agency uses to execute the approved plan of work.
- Proactively respond to any special needs of the destination as required, including natural disasters and other events that may impact visitation.

Requirements of the RFP Response

A. Agency Overview

Please provide the following information in your response:

1. The office location(s) that will be used to serve the Amarillo CVB account.
2. Describe any recent agency experience in the travel and tourism category, particularly with destination marketing organizations, regardless of the location from which it is served. Any relevant category experience should be noted as to whether it is held by the agency as an organization, or by current agency employees while employed at other firms.
3. Brief biographical information for the agency employees to be assigned to Amarillo CVB, including those in leadership positions other than account service.
4. Provide information for any significant subcontractors or other firms who will be used on the Amarillo CVB account.
5. Note any pending litigation against the agency, and whether such litigation would hinder your ability to perform to the Amarillo CVB's expectations.
6. Three (3) references from recent clients, including name, title, telephone number, email address, and nature of the relationship.



B. Creative Process

While we are not requesting spec creative as a part of this process, we are interested in understanding your creative approach and how you integrate audience insights and client business objectives into your work.

1. Please provide two recent examples of creative campaigns (placed in the market and not just submitted for competitions or portfolios) of which you are particularly proud and share with us the reasons why.

C. Digital Expertise

The Amarillo CVB is interested in your agency's digital campaign expertise. Please help us understand how your agency excels in this area by providing examples of efforts that were particularly successful (including the metrics for determining success), and include the following:

1. A specific example of use of an attribution model to tie digital advertising campaigns to clients' key performance indicators. This example does not need to be category related.
2. An example demonstrating the agency's ability to drive meaningful results through a highly targeted digital campaign. It does not need to be from the travel and tourism category.
3. Describe your strategic approach and tactics used in a campaign specifically designed to drive targeted traffic to a website (preferably a mostly non-transactional site like visitamarillo.com) and how you measured effectiveness of the campaign.

D. Strategy and Analytics

Destination marketing as a category is still relatively early in learning how to measure and apply analytics. Most Destination Marketing Organization (DMO) websites are not transactional, and it can be challenging to connect marketing to actual results. Like many DMOs, the Amarillo CVB uses attribution tracking to provide data-based consumer behavior insights, but we believe this is just one component of a successful analytics program. Please describe:

1. Your approach to analyzing and understanding a client's business and identifying opportunities for growth, including your experience with and approach to audience targeting. Provide a demonstration of how you apply insights, learning, research, and analytics into the strategic process.



2. Describe the essential strategic, planning, and analytical tools and services that you rely upon when developing and executing strategies for your clients.

E. Recommended Plan

1. Please provide a draft recommended plan for Amarillo including the processes and tactics above. This outline should include suggested campaigns, costs, and deliverables. Creative examples are not required, but are encouraged.
2. The plan should include the following:
 - i. International campaign promoting Route 66.
 - ii. Multi-city co-op campaign promoting travel along Route 66.
 - iii. Amarillo hotel/attraction partners digital co-op campaign.
 - iv. SEO
 - v. SEM
 - vi. Print/traditional media tactics
 - vii. Digital media tactics
 - viii. Reporting
 - ix. Deliverables

F. Key Markets

The following markets should be considered in the recommended plan:

1. Key statewide markets (DFW, Austin, San Antonio, Houston, Lubbock, the Texas Panhandle (excluding Amarillo)).
2. Key regional and beyond markets (Denver, Oklahoma City, Albuquerque, Chicago, Phoenix, Los Angeles).
3. Key international markets (Germany, United Kingdom).

G. Fee Proposal

The fee proposal should be based upon a reasonable expectation of the work required in the first year of the client relationship for the scope described above. It is understood that the first year may include one-time startup expenses related to travel and orientation. Professional fees should include all usual costs to service the account, including but not limited to travel expenses, postage and express delivery, telephone, and copying. Such regular out-of-pocket costs to



service the account should not be billed separately to the client. Please include your agency's hourly blended rate in the fee proposal.

Additional Information about the Response

The response to the RFP should be reasonable in length. Please resist the urge to include all the work your firm has performed in the last five years. Responses should be in a format that is easy to read and user-friendly. Please number pages wherever possible.

Questions

Please submit any questions related to the RFP by email to Hope Stokes of the Amarillo CVB at hope@visitamarillo.com no later than close of business (5:00 PM CT) on Thursday, August 25, 2022. Please use the email subject heading "Amarillo CVB RFP Questions." Responses to agency questions will not be made available to other agencies.

Schedule

- The RFP will be published on Thursday, August 4, 2022
- Responses to the RFP are due by close of business (5:00 PM CT) on Friday, August 26, 2022. Please email responses to Hope Stokes at hope@visitamarillo.com, using a file sharing platform as needed for large files.
- The Amarillo CVB will evaluate agency responses and notify selected finalists or awarded contract no earlier than September 2, 2022.

Other Important Information

- Agencies will not be compensated for any costs related to their participation in the process. This includes travel to and from Amarillo at any time during the selection process.
- The Amarillo CVB Director of Marketing and Executive Director will have the final say in agency selection.
- Lobbying of Amarillo CVB staff, ACVB board members, or other area tourism stakeholders is not encouraged and may negatively impact consideration of the firm.
- The Amarillo CVB is not obligated to select the lowest cost fee proposal or an agency that is located close to Amarillo.



- The Amarillo CVB may choose to suspend or terminate the review process at any time for any reason, or to reject any or all proposals.
- The Amarillo CVB and its communications are subject to open records laws of the State of Texas.
- It is anticipated that negotiations will be conducted with the selected agency regarding fees and the terms of the contract before the award is made final.
- Creative assets and intellectual property supplied by the selected agency will be the property of the Amarillo CVB. The agency will be responsible for payment of all model and talent residuals.

