



## **Request for Proposals (RFP) for Advertising Agency**

**California Walnut Board/California Walnut Commission  
Fiscal Year 2011—2012**

### **Organizational Overview**

The California Walnut industry is made up of over 4,600 growers and 64 handlers. The growers and handlers are represented by two entities, the California Walnut Board (CWB) and the California Walnut Commission (CWC).

#### **California Walnut Board (CWB)**

The California Walnut Board was established in 1948 to represent the walnut growers and handlers of California. The Board is funded by mandatory assessments of the handlers. The CWB is governed by a Federal Walnut Marketing Order. The Board promotes usage of walnuts in the United States through publicity and educational programs. The Board also provides funding for walnut production and post-harvest research.

#### **California Walnut Commission (CWC)**

The California Walnut Commission, established in 1987, is funded by mandatory assessments of the growers. The Commission is an agency of the State of California that works in concurrence with the Secretary of the California Department of Food and Agriculture (CDFA). The CWC is mainly involved in health research and export market development activities.

The CWB/CWC utilizes a creative agency to coordinate and carryout activities on our behalf. The creative agency will produce collateral, signage and trade show materials, and advertisements. This agency will also place ads for health professional and consumer advertising. Ideally, this agency would also be able to facilitate some web updates, e-newsletters, and online promotions.

The U.S. market consists of inshell and shelled walnut consumption. The objective of all activities is to increase the consumption of California walnuts in the U.S.

**Scope of the Project:**

This RFP is limited to the United States and initially to the domestic marketing year beginning September 1, 2011 and ending August 31, 2012. The initial contract can be extended for two marketing years beyond the first year based upon mutual agreement between all parties. After a total of three years the project must be re-bid.

**Budget:**

The budget for the marketing year 2010/2011 is \$825,000 for advertising and \$150,000 for the website. Material production will be at the discretion of the CWB. The budget for the 2011/2012 marketing year has not yet been determined however all applicants should use the 2010/2011 budget for planning as it is likely to be similar.

**Scope of the Proposal:**

The review process will occur in two steps. First, all interested agencies will submit a proposal outlining their agency's and individuals qualifications for this account. These proposals will be scored on the attached criteria that focus on agency capabilities.

In the second step, those firms with the best overall scores will be invited to formally present their concept of proposed activities for California walnuts in the United States. This may include proposed advertising placements for both health professionals and consumers. If submitting for website maintenance, thoughts on how to enhance the site or increase traffic to the site should be included.

All costs for all materials developed for this presentation will be the agency's responsibility. Presentations will be made via interviews with the CWB/CWC in October. Firms may be required to travel, at their own expense, for the interview.

All proposals for the first step, review of agency capabilities, should include the following:

- Agency introduction and philosophy
- Agency team proposed for the California Walnut Board/California Walnut Commission account
- Market overview as it relates to California walnuts (relative strengths and weaknesses of the product, etc.) and how your agency can address this market
- List of references with complete contact information
- Primary agency contact and contact information
- Additional information that would be of assistance

**Selection Criteria:**

All proposals will be judged against the following selection criteria. Each criterion is weighted by the percentage indication to be used in developing an overall score for each proposal.

- a) Expertise in creating and executing advertising plans for both consumers and health professionals, including examples of creative (30%)
- b) Knowledge of the U.S. market. Additional knowledge of the ingredient, snack and/or bakery food manufacturing industry is useful. (30%)
- c) Experience in developing and implementing advertising that can be evaluated on a year-to-year basis. (30%).
- d) Suggested fee schedule (e.g., planning fees, agency rates, etc.). (10%)
- e) Completeness and thoroughness of proposal. (10%)

#### **Timing and Submission of Proposals:**

Two hard copies should be submitted in English and received in Sacramento no later than **September 15, 2010**. Email and fax copies are not acceptable, so approximate delivery time should be factored into the deadline. Those selected for final presentations/interviews will be notified by September 29, 2010. All companies submitting proposal will be notified in writing of the selection results.

All proposals must be submitted to:

Jennifer Getz, Marketing Director, Domestic  
California Walnut Board / California Walnut Commission  
101 Parkshore Drive, Suite 250  
Folsom, CA 95630  
Phone: 916-932-7070  
Fax: 916-932-7071  
Email: [rfp@walnuts.org](mailto:rfp@walnuts.org)

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