Request for Proposal (RFP)

CA GROWN Request for Proposal – Advertising Agency of Record

Background

The Buy California Marketing Agreement (a.k.a. California 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.

In 2014, California Grown began a promotional partnership with California Tourism Commission (a.k.a. Visit California) – the state's official tourism organization – to capitalize on the organization's intrinsic synergies (see strategic framework below) and develop joint marketing activity to showcase California's agricultural bounty. The joint marketing effort, now in its fourth year of campaign deployment, has been well received by travel and culinary enthusiasts as well as the respective industries that the organizations represent.

Purpose of this RFP

California Grown seeks a marketing agency of record to develop and execute programs that serve the collective mission of this partnership.

The selected agency should be prepared to completely serve the needs of the partners, from strategic campaign development, through execution and program measurement/reporting (including presentations to the California Grown board as requested).

Strategic Objectives

Selected agency can provide thought on strategic objectives as they feel appropriate, but for purposes of the RFP response, below are the objectives of the joint marketing activity:

The objective of the two organizations 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 culinary experiences that are uniquely Californian.

The objective of this media campaign will be to position California as the premiere destination for culinary travel as well as to increase the exposure, affinity, and sales of California specialty crops. This will be achieved through capitalizing on the current momentum of the Visit California overall media efforts; heightened consumer interest in the food supply – where it grows, how it grows and who grows it; and providing the opportunity for California agricultural marketing orders/commissions to independently leverage the media messaging/campaign.

Timelines, Budget and Proposal Submission Details

Written proposals are due by February 15th, 2019

Proposal Review and Agency selection will take place the week of March 4, 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 – please provide anticipated split between account service, creative and media.

NOTE: For interested agencies we can be available prior to proposal submissions for a conference call briefing.

Budget is $900,000 +/annually, which must include all program expenses and agency retainers. It's important to note that these funds come 100% 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 mandatories 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 e-mail your proposals to Nick Matteis nmatteis@agamsi.com and mail any work samples you wish to provide to Nick Matteis, CA GROWN 1521 I Street, Sacramento, California 94814.

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

STRATEGIC RESOURCES

http://www.californiagrown.org/farm2fan/

Farm2Fan Campaign Recap (See attached)

#FARM2FAN - 2017 DIGITAL MEDIA FINAL CAMPAIGN REPORT

AUGUST 7, 2017 – DECEMBER 3, 2017

MeringCarson

Recap of Original Recommendation for 2017

Brand Awareness/Foundational

Expand partnerships -

- Obtain multiple partnerships, expanding reach and overall brand awareness with larger audience

Social

Develop video content to be more bite-sized (:10 seconds) and experimenting with Facebook's new video ad capabilities – Vertical Video and Sound On -

- Grab attention of Social users more quickly, with higher efficiency

Retail*

Target consumers within specific regions, track featured CA GROWN commodity purchases -

- Activate partnership that allows geo-targeting, target purchase habits within store
- SEM: Contact consumers and content
  - Develop promotional codes within SEM

*Retail layer removed to due to partnership details, was not executed in 2017

Program Objective - #Farm2Fan

- Foster affinity and awareness for CA GROWN specialty crops
- Distribute and engage users with branded content series

Campaign Strategy

Develop a layered media campaign, designed to connect with key target audience throughout consumer journey

BRAND AWARENESS	Partner with publishers that can deliver contextual alignment and impact within premium content
CONTENT DISTRIBUTION	Distribute branded content to drive consumer engagement beyond impressions
FOUNDATIONAL	Develop media program that supports CA GROWN messaging throughout campaign lifetime

Key Performance Indicators

BRAND AWARENESS

- Quality Impressions
- Viewability
- Reach
- Site Visits
- Response / Engagement

CONTENT DISTRIBUTION

- Content Views
- Time spent w/ Content
- Site Visits

FOUNDATIONAL

- Quality Impressions
- Time spent with content
- Site Visits

Campaign Overview

CA GROWN

Total Planned: $750,000
Total Spend: $747,084.39 (99.61%)
Flight: August 7 – December 3, 2017
Geography: US

IMPRESSIONS	CLICKS	Views
233M	319K	10M
Goal: 167M Impressions	Goal: 225K Clicks	Goal: 3M Views

US MEDIA PARTNERS

THE FOOD INNOVATION GROUP · triplelift · YouTube · Google

Key Highlights – Brand Awareness

Food Innovation Group (Bon Appétit/Epicurious)

- Partner Purpose:
  - Leverage Food Innovation Group's extensive culinary reach, expanding CA GROWN #Farm2Fan campaign
- Bon Appétit/Epicurious flourished as CA GROWN's first major publication partner outside of previous partner, Time Inc. as video performance exceeded expectation

Key Highlights – Content Distribution

TripleLift

- Partner Purpose:
  - Drive content consumption within thousands of sites through native experience with new and unique ad formats
- Serving as CA GROWN's first primarily Native partner, TripleLift amplified campaign content through the use of premium, highly performing placement of image and copy
- As it's goal was to drive users to consume content on site, TripleLift generated an above industry benchmark CTR (0.63%) of 0.95%

Facebook/Instagram

- Partner Purpose:
  - Deliver #Farm2Fan video content to Facebook users with with foodie and travel behaviors
- Facebook's various placements garner unique responses – for example, In-Stream Video was highest time spent, Instagram Feed had highest Engagement Rate

YouTube

- Partner Purpose:
  - Deliver video content in a native environment
  - YouTube is the largest video network in the world
- Views were 40% more efficient than goal, leading to 38% more views than planned
- Completion rate was 2x above the industry benchmark

Key Highlights - Foundational

Google Display Network

- Partner Purpose:
  - Deliver broad scope impressions to a wide target base
  - GDN has an enormous amount of consumer behavioral data
- 33% more efficient than goal, led to 50% more impressions than planned
- Drove 6x sessions alone, compared to last year's campaign as a whole

Social - Facebook/Instagram

- Partner Purpose:
  - Utilize ads and tactics that are proven to drive high time spent with content to build affinity with CA GROWN
- Social-first creative succeeded with the engaging audience, with strong time spent with content

Performance Review

BRAND AWARENESS

Partner Results - Total

10.6M	17.1K	0.16%	$8.60
IMPRESSIONS	CLICKS	CTR	AVG. CPC

Channel	Impressions	Clicks	CTR	Cost	CPC	Views	Video Completion Rate	CPV	Sessions	CPS	Avg. TOS
Bon Appétit /Epicurious	10,620,958	17,145	0.16%	$147,928.91	$8.60	321,332	64.37%	$002	10,213	$14.43	:18
TOTAL	**10,620,958**	**17,145**	**0.16%**	**$147,928.81**	**$8.60**	**321,332**	**64.37%**	**$0.02**	**10,213**	**$14.43**	**:18**

bon appétit epicurious

- Partners delivered highly engaging creative pieces, that received an average of 5.3M impressions and 8.5K clicks
- Added Value banner placements, produced second highest CTR of 0.23%
- Digital banners generated efficient brand reach and awareness, with leaderboards producing a 0.26% CTR
- Creative's Kiwifruit drove overall top numbers for impressions and clicks:
    - Impressions: 3.3M
    - Clicks: 4.4K
- High Impact units drove a strong average time-on-site (TOS)
    - Crown Unit: 1:52
        - Leadings Creative: Cling Peach and Nursery (:32)
    - FlipBook: 5:38
        - Leading Creative: Kiwifruit (1:58)

bon appétit epicurious

- Partners video units, drove brand awareness and user engagement for campaign
- In-Line video took the lead for overall highest engagement rate/CTR:
  - In-Line: 0.52%
- Video units receive major boost from Pre-Roll placements, In-Line continued strong performance with impressive completion rates
- Pre-Roll delivered a completion rate of 74.74%
  - Video Views: 163,156
  - Video Completes: 121,948
    - *Unable to breakout creative performance*

bon appétit epicurious

- In-Line Video delivered a completion rate of 53.47%:
    - Video Views: 158,176
    - Video Completes: 84,479
- In-Line Video metrics by creative
    - Nursery:
        - Video Views: 39,544
        - Video Completes: 21,126
        - Completion Rate: 53.42%
    - Kiwifruit:
        - Video Views: 39,813
        - Video Completes: 21,190
        - Completion Rate: 53.22%
    - Asparagus:
        - Video Views: 39,764
        - Video Completes: 20,998
        - Completion Rate: 52.81%
    - Cling Peaches:
        - Video Views: 39,055
        - Video Completes: 21,165
        - Completion Rate: 54.19%

CONTENT DISTRIBUTION

Partner Results - Total

29.2M
IMPRESSIONS

105.3K
CLICKS

0.36%
CTR

$3.33
CPC

Channel	Impressions	Clicks	CTR	Cost	CPC	Views	Video Completion Rate	CPV	Sessions	CPS	Avg. TOS
Facebook/IG	18,324,480	44,762	0.24%	$139,572.21	$3.12	7,756,151	16.13%	$0.02	27,451	$5.08	:09
TripleLift	5,574,458	52,904	0.95%	$75,255.18	$1.42	--	--	--	34,465	$2.18	:09
YouTube	5,368,768	7,657	0.14%	$136,032.71	$17.77	2,167,327	36.26%	$0.06	4,926	$27.62	:22
TOTAL	**29,267,706**	**105,323**	**0.36%**	**$350,860.10**	**$3.33**	**9,923,478**	**26.20%**	**$0.03**	**66,842**	**$5.25**	**:10**

Video creative ran on Facebook/Instagram to inform and raise awareness of CA GROWN among a highly engaged foodie audience

- Over 6M people reached, 20% of national target
  - 7.7M video views
  - Efficient CPV of $.02
- A variety of video creatives/lengths ran on select Facebook placements – Facebook Mobile, Facebook Desktop, Facebook In-Stream Video, Instagram, Instagram Stories:
  - Short-form: :10's, :15's, and :30's
  - Long-form: Retargeting :60's
  - Instagram Stories: Standard version, swipe-up-to-canvas version
- Impressions were served more heavily on Facebook due to higher time spent with video content:
  - 63% delivered on Facebook (average :07)
  - 37% delivered on Instagram (average :04)

- Each length/creative garnered unique results:
  - Social-first square format videos generated 10% higher View Rates, than landscape
  - :15's garnered the highest time spent with content at :08 seconds Average Watch Time (includes In-Stream data)
  - Stories had the lowest :03 Second View Rate, but piqued interest with a strong CTR of .37%
  - Retargeting :60's had lower time spent than short form, but drove high engagement
- View Rate by commodity:
  - Asparagus: 35%
  - Nursery: 34%
  - Kiwifruit: 34%
  - Cling Peaches: 40%
- Cling Peaches drove the highest View Rates across video lengths, especially among :30 and :60 videos

triplelift

- Partner delivered a 0.95% CTR, an impressive +188% lift from TripleLift's benchmark (0.33%)
- Asparagus drove the highest engagement rate/CTR
  - Asparagus: 1.03%
  - Cling Peaches: 0.85%
  - Nursery: 0.92%
  - Kiwifruit: 0.89%
- Behavioral targeted creative out-performed, Contextual alignment despite serving significantly less impressions
  - Behavioral:
    - Impressions: 721K
    - CTR: 1.02%
  - Contextual:
    - Impressions: 4.8M
    - CTR: 0.94%

triplelift

- Overall, target audience strongly indexed toward females, 25-59
  - September saw a slight change, as audience strongly indexed toward men and women ages 50+
- Throughout the campaign, consumers showed strong interests in leisure/travel, luxury brands and social influencers

- The overall view rate was 40%, 10% above benchmark (30%)
  - :30 View Rate: 43%
  - :60 View Rate: 38%
- The overall completion rate reached 36%, more than double the industry benchmark (15%)
  - :30 Completion Rate: 43%
  - :60 Completion: 30%
- The average time a user spent with the :60 videos was :28
  - Asparagus was above average, users spent an average of :29

Commodity	View Rate
Asparagus	42%
Nursery	40%
Kiwifruit	38%
Cling Peaches	42%
TOTAL	**40%**

- The campaign drove efficient views at an average of $0.06 per view
- Foodies were the most engaged audience, with the highest view rate (42%) and completion rate (39%)
- In total, viewers spent 4 years watching #Farm2Fan video content on YouTube

FOUNDATIONAL

Partner Results - Total

193.7M
IMPRESSIONS

197.1K
CLICKS

0.10%
CTR

$0.69
AVG. CPM

Channel	Impressions	Clicks	CTR	Cost	CPM	Sessions	CPS	Avg. TOS
GDN	187,172,845	166,567	0.09%	$93,865.61	$0.50	185,644	$0.51	:27
Facebook/IG	6,540,578	30,616	0.47%	$39,999.23	$6.12	14,985	$2.67	:30
TOTAL	**193,713,423**	**197,183**	**0.10%**	**$133,864.84**	**$0.69**	**200,629**	**$0.67**	**:27**

Google

- GDN was far more efficient than the targeted goal of $0.75 CPM – partner achieved a $0.50 CPM
- Account optimizations led to increased time-on-site performance
  - TOS increased 30%, when comparing the first month of activity to the final month of the campaign
- There was no significant difference in terms of on-site engagement between the commodities
  - All commodities had about a :27 TOS, but kiwifruit drove the most efficient sessions at $0.46 per session
- Foodies were the most engaged audience:
  - 0.10% CTR
  - :28 TOS

Facebook and Instagram were selected for their ability to generate engagement and awareness within platform, as well as ability to target people most likely to spend time with site content

- Foundational traffic driving ads drove over 30K clicks
- Content engagement was demonstrated *within ads* as well as onsite:
    - 15k sessions made for a moderate 50% CTS rate
    - Moderate TOS of :30
    - Ads generated over 10K engagements
- Canvas engaged target with in-depth content:
    - Strong Open Rate .86%, exceeding .60% goal
    - :14 seconds spent in unit, exceeding :12 goal

- Mixed social media carousels resonated most with target:
  - Captured attention in-feed, generating over 700K GIF views
  - Drove highest Engagement Rate at .20%, resonating especially on Instagram
- Engagement-focused creative (emojis, questions directed at audience) drove high engagement:
  - Single Image ads generated an impressive .55% ER on Facebook Desktop

Performance Summary

Layer Results - Total

233.6M
IMPRESSIONS

319.6K
CLICKS

0.14%
CTR

$1.98
AVG. CPC

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Brand Awareness	10,620,958	17,145	0.16%	$147,928.91	$8.60	321,332	64.37%	$002	10,213	$14.43	:18
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Foundational	193,713,423	197,183	0.10%	$133,864.84	$0.68	--	--	--	200,629	$0.67	:27
Ad Serving	--	--	--	2,244.08	--	--	--	--	--	--	--
TOTAL	**233,602,087**	**319,651**	**0.14%**	***$634,897.93**	**$1.98**	**10,244,810**	**45.29%**	**$0.06**	**277,684**	**$2.28**	**:23**

*Data not effected by Ad Serving cost

Individual Partner Summary

233.6M	319.6K	0.14%	$1.98
IMPRESSIONS	CLICKS	CTR	AVG. CPC

Channel	Impressions	Clicks	CTR	Cost	CPC	Views	Video Completion Rate	CPV	Sessions	CPS	Avg. TOS
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TripleLift	5,574,458	52,904	0.95%	$75,255.18	$1.42	N/A	N/A	N/A	34,465	$2.18	:09
Facebook/IG	24,865,058	75,378	0.30%	$179,571.44	$2.38	7,756,151	16.13%	$0.02	42,436	$4.23	:16
GDN	187,172,845	166,567	0.09%	$93,865.61	$0.46	N/A	N/A	N/A	185,644	$0.51	:27
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*Data not effected by Ad Serving cost

Year Over Year Summary

Year	Impressions	Clicks	CTR	Cost	CPC	Views	Video Completion Rate	CPV	Sessions	CPS	Avg. TOS
2016	57.9M	202K	0.03%	$604,200	$2.99	1.6M	NA	$0.37	31K	$19.49	0:29
2017	233.6M	319K	**0.14%**	$632,653	$1.98	10.2M	45.29%	$0.02	277K	$2.28	0:23
Difference	**+303.4%**	**+57.9%**	**+366.6%**	**-**	**-33.7%**	**+398.44%**	**-**	**-541%**	**+793.5%**	**-113.25%**	**-20.69%**

Recommendations for 2018

Digital Publishers

- Continue to seek full digital program with an emphasis on video-based placements
- Seek potential event opportunities to further elevate CA GROWN brand amongst retailers
    - Start local, in state
    - Consideration: retail alignment

Social

- Continue to create mobile-first content, as it's proven to drive higher time spent with content
    - Make supers animate faster on Instagram Stories to move viewer through the message quickly, driving higher watch times
    - Experiment with Stories functionality, instruct to "swipe up"
    - Continue to experiment with engagement-focused copy, as it successfully engaged target
    - Use mixed-media carousels for its ability to engage quickly with GIFs and tell a story with stills

Recommendations for 2018

GDN

- GDN did well at driving a large amount of awareness and efficient on-site engagement
    - We recommend a layer of increased targeting to ensure we're reaching our maximally qualified audience

YouTube

- YouTube had strong engagement throughout the campaign. If budget levels remain the same as in 2017, YouTube can offer a brand lift study as added value to the media buy
    - Ad Recall
    - Brand Awareness
    - Favorability

Thank you.

Additional Screenshots

bon appétit epicurious – Flipbook Unit

bon appétit epicurious – High Impact Crown Unit

bon appétit epicurious – Cross Platform Sitewide Rotation

bon appétit epicurious – Hypercontextual Targeted

bon appétit epicurious – Demo Targeted

bon appétit epicurious – AV: Condé Nast Collection

Social Screen Shots – Content Distribution

:10

:15

:30

:60

Instagram Stories

Social Screen Shots – Foundational

Carousel

Single Image

Canvas

triplelift – Time.com

triplelift – Fortune.com

triplelift – Health.com

PAID CONTENT

Mini Fruit Trees for Your Yard

BY CALIFORNIA GROWN

FOOD

This Ice Cream Sandwich That Just Won't Melt Is Really Freaking People Out

triplelift – SouthernLiving.com

Trending Now

EASTER | SHARE

7 Spring Flower Arrangements You Can Totally Pull Off

Even if your floral prowess ends at dropping store-bought bouquets in a vase

VIEW GALLERY >

HOME REMODELING | SHARE

A New Orleans Renovation that Captures History and Charm

How to make an old home new again.

VIEW GALLERY >

PAID CONTENT BY CALIFORNIA GROWN

A Vineyard Full of Superfruit

Did you know that kiwifruit grow in a vineyard? Discover the amazing health benefits of this super delicious and nutritious CA GROWN superfruit.

SEE MORE >

triplelift – CaliforiaHomeDesign.com

Are Canned Peaches Good For You?

Sponsored by ***California Grown***

CA GROWN canned peaches are canned within 24 hours of harvest, so they are just as nutritious and delicious as fresh peaches, and perfect for a sweet and simple summer bruschetta.

View More...

15 Minutes with Jenni Kayne

By ***Lindsey Shook*** / 08/01/17 at 5:09 am / ***0 Comments***

For more than 10 years Jenni Kayne has defined the quintessential California lifestyle with her welcoming minimalist aesthetic. Her clear perspective, authenticity, and openness have helped build the multifaceted Jenni Kayne brand, which has many loyal followers.

Read More...

Pin it

Design Matters: Maison Mano

By ***Lindsey Shook*** / 08/01/17 at 4:56 am / ***0 Comments***

"A pillow for a pillow" is the mission of Los Angeles pillow company Maison Mano. They use remnants of fashion and interior fabrics to make luxurious pillows available for purchase through their website. When a pillow is purchased, another pillow is then donated to a local homeless shelter.

Read More...

Pin it

triplelift – SaltandWind.com

triplelift – Digg.com