



BRISTOL BAY

Regional Seafood Development Association

FY22-FY23 BRISTOL BAY SOCKEYE SALMON PUBLIC RELATIONS AND COMMUNICATIONS AGENCY

Request for Proposals

Date: August 9, 2022
To: All Qualified Applicants
From: BBRSDA
Contact: Lilani Dunn, Marketing Director

EXECUTIVE SUMMARY

The Bristol Bay Regional Seafood Development Association (BBRSDA) is soliciting proposals for a domestic consumer/trade communications and public relations agency in food and food branding that will be responsible for communicating with trade and consumer media, facilitating opportunities to communicate directly with consumers and promoting the BBRSDA's brand Bristol Bay Sockeye Salmon to targeted audiences both domestic and international.

The overall goal of the BBRSDA marketing program, which began in 2016, is to increase demand for Bristol Bay sockeye salmon. When consumers see Bristol Bay, our target audience should have some relevant awareness of the attributes and values of Bristol Bay sockeye salmon (hand-harvested, amazing sockeye flavor, coming from a pristine and amazing place, wild and sustainable, etc.) that justifies their paying a premium price for those values. This is achieved by building a brand image, ensuring it is made available to consumers via retail and foodservice (push), and educating and motivating consumers about the brand attributes (pull).

Most recently, this season was a record-breaking harvest for Bristol Bay. The fishery produced roughly 50% more sockeye than ever. As a result, the goal to increase both the demand and sales velocity of Bristol Bay Sockeye salmon has become a larger priority for the BBRSDA, specifically the marketing program's public relations activities.

The BBRSDA has developed a strong brand and retail program and is looking to further the overall reach and impact of the Bristol Bay Sockeye brand. The BBRSDA is seeking agencies to counsel and assist in the research, development, implementation, and monitoring of its public relations activities. Plans and associated work performance must include an in-depth knowledge and experience in food and food branding as well as encompass a broad spectrum of forums and tools, including traditional digital, print and broadcast media, social media, influencer and omnichannel marketing, event planning, crisis communications as well as research, analytics, and reporting results.

This RFP is open to any and all qualified applicants and is not limited to those that receive this announcement directly. **Those seeking priority consideration should reply prior to the first review date of August 24, 2022.**

AGENCY WORK DESCRIPTION

The agency will work with BBRSDA staff and marketing contractors to expand the scope of the Bristol Bay Sockeye Salmon brand and communicate the brand story to target consumers through elite media channels. In addition to reaching the consumer, these public relations efforts will support and enhance the retail and foodservice promotions that are driving sales. Equally important is the integration of the public relations efforts with on-going influencer relationships and social media outreach to continue to build the audience for and positive perception of Bristol Bay Sockeye Salmon.

Bristol Bay Sockeye Salmon Public Relations Goals for 2022-2023:

- Increase brand awareness of Bristol Bay sockeye salmon.
 - a. Focus on building long term relationships with high visibility, large reach media channels and social media influencers.
 - b. Increase demand and therefore sales velocity at retail, foodservice, and ecommerce
- Increase understanding of Bristol Bay sockeye salmon product forms and quality standards for the domestic and global consumer audiences
- Create and execute strategies, to make Bristol Bay sockeye salmon a household name

The agency will work closely with the BBRSDA marketing team and other marketing program contractors to achieve the 2022-2023 goals. Contract work is expected to begin from the date of a fully executed contract through December 31st, 2023.

Responsibilities of the PR agency will include:

- Collaborating with BBRSDA marketing team to establish and execute a public relations and media strategy
- Build on brand positioning to develop a clear strategic plan and call to action for sell-in to key media
- Recommend tactics to help elevate the Bristol Bay Sockeye Salmon Brand and increase Bristol Bay Sockeye Salmon sales velocity globally
- Tracking performance of public relation efforts and providing a monthly report of activities/outcomes, as well as a brief annual project summary

PROPOSALS

This RFP seeks proposals from any and all qualified applicants. Qualified applicants should be able to demonstrate experience in successfully executing a public relations strategy, have an existing network of media contacts, and have an understanding of wild fisheries (and the Bristol Bay salmon fishery in particular). The agency will be working closely, but remotely with the BBRSDA marketing team; effective teamwork skills, time management, project management experience, and a knowledge of online collaboration tools (Dropbox, Google Suite) are critical.

PROPOSALS MUST INCLUDE:

- Company Information with contact information: name, postal mailing address, email address, and phone number.
- Location: The agency would need to be based in the U.S.
- Summary and Work Plan: Summary of qualifications and plan to achieve goals including team members that would work on the BBRSDA account
- Budget: Include itemized budget with clear expense categories that correlate to the work plan
- Qualifications: Relevant work experience with a summary of outcomes and past successes
- Outcomes: Brief description of how the agency will achieve 2022-2023 public relations and media goals
- References: Minimum of 3 references to verify work experience

Interested parties must submit proposals by email to Lilani Dunn. Questions about the proposals should be directed to Lilani Dunn. Email: lilani@bbrsda.com Phone: 206-288-9306

TERMS

Proposals will undergo a first review by BBRSDA staff on August 24, 2022. The BBRSDA Marketing Committee will then review the selected finalists on August 30, 2022 and within 2 weeks the BBRSDA Board of Directors will vote for final approval of the contract and budget. BBRSDA will notify applicants of application status as soon as reasonably possible, but no later than 30 days after receiving a proposal. Applicants will have 2 weeks after being notified of award levels to decide whether to accept or reject the terms.

Other work done by the Agency must not conflict with the goals and programs of the BBRSDA.

The Agency reports directly to BBRSDA staff and a monthly report detailing activities, accomplishments and deliverables based on key strategies will be turned in at the close of every month along with an invoice for services and qualified expenses.