



Brand Advertising Agency Request for Proposal

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RFP INTRODUCTION

The Greater Miami Convention & Visitors Bureau (GMCVB), the official sales and marketing organization for Greater Miami and Miami Beach, hereby solicits Letters of Interest and Qualification Statements from responsible and qualified professional brand creative agency service providers (hereafter referred to as the agency or agencies). The GMCVB is seeking an agency to fulfill the needs outlined in this Request for Proposal (RFP). The agency will support GMCVB's brand campaigns and marketing initiatives by providing strategic insights, creative development and production services.

This Request for Proposal is a periodic review of the GMCVB's brand advertising agency services.

USE AND DISCLOSURE

GMCVB reserves the right to use information submitted in response to this document in any manner it may deem appropriate in evaluating the fitness of the services proposed. Materials that are submitted by the Agency that should be considered highly confidential should be marked as such. If confidentiality is requested but cannot be afforded, the Agency will be notified and will be permitted to withdraw its proposal.

Additionally, and at its discretion, the GMCVB agrees to maintain confidentiality of any product information developed by and offered by the Agency. Conversely, all information provided in this RFP shall be deemed confidential and shall not be shared outside your Agency.

GMCVB OVERVIEW

The Greater Miami Convention & Visitors Bureau (GMCVB) is a not-for-profit Florida corporation, with its principal office at 201 South Biscayne Blvd, Suite 2200, Miami, FL 33131.

The GMCVB is the official, accredited destination sales and marketing organization for Greater Miami and Miami Beach. Its mission is to generate travel demand to Greater Miami and Miami Beach, to maximize economic impact to our community, ensure industry resiliency and elevate the resident quality of life. Acting on behalf of its members, its government partners, and the citizens of Miami-Dade County, the GMCVB markets and promotes all segments of the community as a preferred destination. In furtherance of this mission, the GMCVB will support and encourage actions and programs that enhance the desirability and attractiveness of Greater Miami and Miami Beach for its visitors.

The GMCVB and its contracted agencies must work together in creating strategies and programs that are integrated with GMCVB's marketing efforts and focused on accomplishing the stated mission.

The current Brand Advertising agency of record is **VML**.

PRIMARY BUSINESS GOALS

The GMCVB works with its agency partners to develop and implement strategies and programs that are integrated with the GMCVB's overall efforts.

- Keeping Greater Miami and Miami Beach top of mind among target audiences;
- Protecting and growing visitor volume to Greater Miami and Miami Beach;
- Increasing Greater Miami and Miami Beach's overall market shares from key markets, both domestic and international;
- Extending visitor length of stay and increasing visitor spend;
- Increase meetings, conventions and events and drive new Miami Beach Convention Center and Headquarter Hotel bookings;
- Increase travel and awareness to all municipalities in Miami Dade County;
- Growing brand awareness and engagement.

MIAMI AND MIAMI BEACH BRAND OVERVIEW

1. **Leisure:** Research shows consumers travel based on motivations derived from the kind of vacation they envision for themselves. The GMCVB can create powerful marketing tools by speaking to consumers at this level. Travelers are increasingly taking the opportunity to explore new destinations versus tried-and-true locales. Therefore, the GMCVB is focused on attracting new travelers to grow Greater Miami's tourism in the long term. Culture and experience-motivated travel is a major trend among the traveling population as is Nature and Outdoor Adventure. To grow visitation substantially, the GMCVB is focused on educating prospective visitors that Greater Miami and Miami Beach is a culture and experience-rich, multicultural destination that also offers natural landscape full of outdoor adventure opportunities.
2. **Meetings, Conventions and Events:** The Greater Miami Convention & Visitors Bureau (GMCVB) recognizes the potential to craft impactful marketing strategies to promote Miami and Miami Beach as an ideal destination to host meetings and conventions. As the industry evolves, there is a noticeable shift towards selecting innovative and emerging locations over traditional venues. In response, the GMCVB is committed to positioning Greater Miami as a premier choice for meetings and conventions, aiming to sustain and increase its appeal as a key destination. The highly anticipated opening of the new Miami Beach Convention Center Hotel, scheduled for Spring 2026, will further enhance Miami's attractiveness for hosting major conventions and events.

The trend of seeking enriching cultural and experiential opportunities extends into the realm of professional gatherings. There is a growing interest among professionals to integrate unique cultural experiences and outdoor adventurous activities into their business travels. To capitalize on this trend and significantly boost attendance, the GMCVB is dedicated to promoting Greater Miami and Miami Beach not only as a hub for commerce and networking but also as a vibrant,

culturally rich and diverse location that offers a variety of natural landscapes and outdoor/adventure prospects.

Going into fiscal year 2024-25, the “Find Your Miami” campaign will continue to evolve, highlighting the most unique aspects of the Miami and Miami Beach experience to attract culture seekers, family travelers, affluent travelers and meeting planners as well as outdoor/adventure seekers - nationally and internationally.

The “Find Your Miami” campaign was designed to be a multiyear, multipurpose brand campaign for the Greater Miami Convention & Visitors Bureau (GMCVB). It underscores the notion that the world is becoming increasingly interconnected. It recognizes that tourists visiting Greater Miami and Miami Beach are sophisticated and seek novel experiences and tastes during their journeys, all of which the destination is adept at providing.

BRAND PRIORITIES

- Utilize themes from the Find Your Miami campaign including its diverse communities, eclectic cultures, and innovative ideas, to increase mass awareness of Greater Miami and Miami Beaches’ unique offerings and a place where visitors can create a beautiful blend of new experiences that are so unique, so hard to describe, they’ll need new words just to describe them. To see the inspiration behind the Find Your Miami campaign [here](#).
- Identify unique marketing efforts for municipalities in Miami-Dade County and incorporate into overall marketing strategies.
- Leverage PortMiami’s, Cruise Capital of the World positioning as well as the port’s location in the heart of downtown Miami, to grow pre/post cruise travel in the destination.
- Leverage Greater Miami and Miami Beach offerings in its natural surroundings to capitalize on wellness trends and travel.
- Leverage Greater Miami and Miami Beach professional sports teams, tent-pole events, and recreation facilities to capitalize on sports as a driver for travel.
- Position Greater Miami and Miami Beach as a leader in sustainability, resiliency, and inclusivity for neurodivergent individuals and those with specific mobility needs, through the implementation of a comprehensive strategy integrating various initiatives.
- Increase awareness and desirability for Greater Miami and Miami Beaches’ meetings and conventions package for the meeting planner. This includes but not limited to reimagined Miami Beach Convention Center (MBCC), future headquarter hotel connected to the MBCC, the MBCC campus and offerings.

For more information on the Greater Miami and Miami Beach brand, reference the [2023-2024 Marketing Plan](#).

GMCVB develops and implements a year-round targeted marketing program in key feeder markets for the Greater Miami and Miami Beach brand that effectively:

- Generates and maintains awareness of the Greater Miami and Miami Beach area and the emotional and rational benefits of vacationing or conducting meetings and events in the destination.
- Communicates the diversity of the Greater Miami and Miami Beach travel experience via heritage neighborhoods and cultural offerings.
- Emphasizes Greater Miami and Miami Beaches' diversity including unique niche markets such as Boutique Hotels, LGBTQ+ Travel, Film/Fashion/Sports/Entertainment/Music, Arts & Culture, Special Events, Culinary, Heritage, Pre-Post Cruise Travel, Family Travel, Luxury Travel, Accessible Travel, Business Travel, Groups, Meetings and Conventions.
- Although efforts are year-round, GMCVB requests Agency to put special emphasis on boosting shoulder/summer business.

TARGET AUDIENCES

The GMCVB's audience includes:

- Miami Dade County hospitality and tourism industry partners at large (for partnership and coop advertising);
- Consumers in the US, Canada and International markets (this may vary from year to year);
- Accessible, Arts/Culture, Multicultural (African American, Hispanic), Culinary and LGBTQ+;
- Decision makers in the meetings, convention & events industry globally;
- Travel Trade industry;
- Domestic and International members of the press covering news, lifestyle and travel industry.

More information can be found in our Marketing Plan [2023-2024 Marketing Plan](#).

SCOPE OF WORK OVERVIEW

The Agency will continue to build upon brand awareness, providing comprehensive capabilities including: marketing research, advertising, creative production, media planning and buying, and advertising performance measurement. The GMCVB requires an agency with digital experience across all channels and platforms; creating, developing executing, measuring and optimizing strategies and initiatives to support GMCVB business goals. The Agency will become part of the GMCVB's agency team and will collaborate and support the work of other agencies and GMCVB teams to achieve business goals. The Agency must:

1. Strategy and Planning
 - Create research informed effective brand strategies and advertising campaigns both near and long term.

- Create industry Point of View (POV) position papers on relevant advertising, consumer trends, and technology trends. Analyze how these trends impact GMCVB strategies and recommend appropriate actions. For example, ensure the organization stays informed about emerging technologies like AI and their potential effects on GMCVB's marketing efforts.
- Integrate DEI practices during planning to create more inclusive, effective, and impactful campaigns that resonate with a broader audience and promote equity and inclusion.
- Observe market research, demographic data, and data relating to the effectiveness of past and present campaigns and provide insights or recommendations.
- Develop strategies to reach GMCVB's personas (Explorer, Recharger, Family Traveler, Affluent Traveler and Meeting Planner) including target audiences both domestically and internationally.
- Effectively translate GMCVB's brand through native advertising, digital platforms, video, images, print, radio, direct marketing, television, out of home, audio and any other marketing medium deemed necessary.
- Provide comprehensive monthly dashboards and reporting that include actionable recommendations.
- Effectively manage team hours and provide clear, detailed budget breakdowns to ensure transparency in spend.
- Be forward thinking in finding ways to achieve ROIs and proactively offer solutions and new ideas.
- If needed, implement issues management strategy developed by GMCVB's PR Agency through digital channels.

2. Creative Services and Production

- Plan, consult and present creative options.
- Provide editorial services such as copywriting, fact-checking, proofreading and editing of all materials placed or handled by the agency.
- Design & graphics services such as the creation and implementation of original creative, designs, artwork, layout and design templates, typography and illustrations, photography, (including direction of photo shoots and image selection), videography (including direction of video shoots and shot selection) and other related elements that present a consistent brand.
- Provide production services necessary to create promotional materials from concept to final format, including those required for relevant media and added value placements.
- Provide production services for the following types of channels and mediums: native advertising, social, digital display, interactive digital, HTML5, video, 360°-video, images, television, radio, direct marketing production, and any other medium that may arise.
- Monitor effectiveness of campaigns and provide GMCVB with optimization suggestions as it relates to the creative product.

3. Paid Media Planning, Analytics and Execution

- Create effective media strategies to reach identified audiences and media campaigns that support business goals.
- Develop and manage all media planning, buying and trafficking related to all GMCVB campaigns.
- Optimize media campaigns through A/B testing to ensure the most successful ROI outcomes for GMCVB against campaign goals.
- Deliver detailed post-campaign analytics reports to assess media performance, including insights and recommendations to improve results.

4. Attendance at Key GMCVB Meetings

- Marketing Committee Meetings: These meetings take place each quarter and typically involve presentations by the GMCVB’s Marketing leadership and industry stakeholders as well as agency partners. The audience consists of marketing executives from major hotels and travel industry partners.
- GMCVB Annual Meeting: Each October or November, the GMCVB will host the official annual meeting for the industry providing a look at the year’s performance and industry data.
- State of the Industry: May is National Tourism Month and the GMCVB President and CEO hosts an industry event to provide a mid-year look at travel and tourism industry performance indicators.
- Annual GMCVB Partner Planning Workshop: Each summer the GMCVB leads a workshop and brainstorming session with hundreds tourism partners in the community in preparation for next fiscal year planning.

The GMCVB requires an Agency that can deliver creative, original, and effective advertising, marketing and digital solutions, working in collaboration with the GMCVB in the development, implementation and optimization of world-class marketing programs, further accelerating Greater Miami and Miami Beach’s growth as a year-round travel destination.

The GMCVB may select a combination of agencies as appropriate, making a price, value and quality-based decision to fit our needs. The GMCVB is an equal opportunity employer. All partners are encouraged to meet or exceed the minority goals provided by Florida law, through their own hiring practices as well as through contracts with qualified minority subcontractors.

RFP SCHEDULE & PROCEDURE

The following are some of the key dates in this process (*subject to change*):

May 22, 2024	RFP Release
June 12, 2024	Agency intent to respond due via email to BrandAgencyRFP@gmcvb.com
June 26, 2024	Deadline for submitting questions. Inquiries must be made in writing to: BrandAgencyRFP@gmcvb.com

July 22, 2024	GMCVB posts FAQ to GMCVBRFP.com
August 19, 2024	Deadline for RFP submissions by 5p EST. Submit via DropBox .
Week of October 28, 2024	Agency finalists are notified and provided with assignment.
Week of December 16, 2024	Finalists' presentations in Miami

CONFLICT OF INTEREST

The Agency, if selected, must submit an agreement to not represent and/or terminate all conflict-of-interest accounts. The GMCVB will make a final decision if it is a conflict of interest. This may include, but not be limited to, a state, county, city, nation, or region representing another sun/tourist destination during the term of the agreement. The GMCVB is to be advised of all new business solicitations by the Agency that could be perceived to constitute a conflict of interest. With regards to the matter of branch or subsidiary offices of an agency, it should be clear that all such offices are considered as part of the total corporate entity of the agency.

USE OF MATERIALS

All creative ideas and campaign elements produced by the selected Agency for the GMCVB during the contract period shall become the property of the GMCVB, as will all materials.

OTHER RELEVANT FACTORS

The agency should demonstrate a high inclination to use research (from GMCVB and other sources) in the development of strategic platforms for the basis of brand and marketing campaigns and have a strong methodology for measuring the effectiveness of marketing programs and integrated marketing efforts. The agency should also demonstrate the ability to communicate professionally and effectively with the GMCVB and partners. **The agency will also be expected to join the organization as a paid partner.**

ACQUISITION OF GOODS AND SERVICES/OFFICE EXPENSES

Any goods and services or monthly expenses over \$500 USD acquired by the agency on behalf of the GMCVB, must receive staffs' advance approval. For major purchases, actual specifications used to obtain bids/quotes should be provided as well. Sole service purchases, or selection or recommendation of a vendor that is not the lowest bidder should be supported in writing as to the basis for such a recommendation. Also, repetitive purchase of the same goods or services may be supported by only periodic bidding.

LICENSING REQUIREMENTS

All corporations seeking to do business with GMCVB shall, at the time of submitting a proposal, be on file with their respective corporate licensing division as an active corporation in good standing in accordance with applicable Statutes. A statement shall be required indicating that the agency is a corporation or other legal entity. If subcontractors are used, a statement shall also be required, prior to entering into an agreement with that subcontractor, indicating that the subcontractor is registered with their State in accordance with applicable statutes and provide their corporate charter numbers.

QUESTIONS, REQUESTS FOR CHANGES AND CONCERNS

From the date this RFP is issued until a determination is made, ***no contact related to this RFP will be allowed*** between any Agency employee and any employee of GMCVB or the Screening Committee except for the RFP Manager. Any contact with GMCVB may only be directed to the **Brand Agency RFP Manager** via email at BrandAgencyRFP@gmcvb.com. Any unauthorized contact may disqualify the respondent from further consideration. All questions must be submitted to the RFP Manager in writing (via email). Questions will be answered on an individual basis (not shared with other parties unless it's a question asked by multiple parties). Consistency will be maintained in the answers provided to all agencies.

CONTRACT TERM

GMCVB seeks to contract with the selected agency(s) effective **January 2025** and continuing through **September 30, 2029**, subject to an annual review of Agency's performance. The terms of the contract will be set forth in a definitive agreement to be signed by GMCVB and the selected Agency, which will contain usual and customary terms for transactions of this type, including standard representations, warranties, and termination provisions; and any contract terms set forth in this RFP will be merged into and superseded by the terms of such definitive agreement. Upon GMCVB's determination that the agency is performing in an exemplary fashion, GMCVB may negotiate an extension of the contract for a period not to exceed one (1) year. If an extension or renewal occurs, any changes in contract terms must be agreed upon by both parties at least 60 days prior to the beginning of the new contract or extension. The agreement may be terminated with or without cause by either party delivering (by certified or registered mail) written notice of such intention to the other party not less than sixty (60) days in advance of the specified termination date. This agreement shall automatically terminate upon the insolvency of Agency or Client's reasonable determination that Agency may not be able to pay its debts as they become due.

BUDGET

Please provide your Agency's proposed fee structure (i.e. minimum monthly retainer and monthly expense estimates, as well as hourly rates for staff according to level and position) for managing a high-profile destination account requiring full service. This must be provided or RFP will not be considered.

RFP PROCESS

The Screening Committee will review the RFPs and make recommendations on which firms to pursue with RFPs and presentations. GMCVB will notify selected Agencies. Selected Agencies will be required to conduct comprehensive presentations in-person.

SPECIAL INSTRUCTIONS

Please upload the proposal by 5 p.m. EST on Monday, August 19, 2024 to the following DropBox link [here](#). Agencies should submit responses corresponding to each numbered item under the section of Statement of Qualifications listed below. To ensure timely and fair consideration of each response, proposals should be concise, not to exceed 100 pages.

Agencies may submit for one or multiple lines of business. To develop a list of finalists, a Screening Committee comprised of GMCVB staff and industry partners will then review these responses and other submitted materials for sufficiency and ability to perform the scope of work.

The top-ranking agencies during this RFP process, will be selected as a finalist and invited to Miami for a formal presentation as part of the last round in the selection process.

Please send questions to: BrandAgencyRFP@GMCVB.com

STATEMENT OF QUALIFICATIONS

Responses submitted must contain, at a minimum, the following information. The evaluation of the proposals and presentation will consist of, but not be restricted to, these points. Please respond to each numbered section in order. The Agency should number the responses in the same sequence as below to make the review process easier.

1. AGENCY OVERVIEW (10 points)

- Provide company legal name, parent company, registration, ownership structure, mailing address, phone and email address.
- Establishment date of founding office. Establishment date of responding office (if different from founding office)?
- Primary business category
- Provide primary contact and individual(s) authorized to negotiate if different.
- Total number of full-time employees including ethnic/race/gender breakdown
- Number of full-time employees in Miami (if applicable)
- List and provide bios for the key individuals in the agency (not necessarily those that would work on this account).
- Physical locations including addresses of all branches.
- Explain the primary office location and team members who will be used to support the GMCVB account.

2. AGENCY EXPERIENCE (15 points)

- High-level summary of the most important aspects of your proposal, including a short explanation as to your qualifications and relevant experience.
- Listing of major accounts including current tourism/leisure/hospitality accounts.
- Details of client experiences within the last three (3) years relevant to the services requested in this RFP.
- List any other relevant experience of the agency (including knowledge of the travel, tourism, and meeting industry). If applicable, indicate the number of years and nature of your experience in the tourism industry.
- Describe the accounts or categories in which you believe you have special strengths.
- List experience in developing brand campaigns and marketing programs regionally, nationally and internationally. Provide at least current brand campaigns developed and produced by the proposed team.
- Is there anything special about your agency experience or expertise that a new business prospect should know about?
- All clients added and lost in the past five years.

3. FINANCIAL BACKGROUND (5 points)

Financial statements for the applicable legal entity(ies) (prime bidder and known subcontractors) sufficient to demonstrate the capability to perform this contract shall be provided for each of the last three (3) years. These should include:

Balance sheet
Statement of income
Statement of changes in financial position
Notes to financial statements
Auditor's reports

Financial information required:

1. Dun & Bradstreet Credit Reports
2. Most recent Annual Report

4. AGENCY BILLINGS (5 points)

The agency must agree to permit complete audits of its records relating to the GMCVB's account by any authorized representative of the GMCVB at the CVB's discretion.

- Provide total gross billing of the agency in each of the previous five (5) years.
- Provide average billing of the agency accounts.

5. CREATIVE DEVELOPMENT CAPABILITY (15 points)

- Provide the creative process the Agency takes to develop new campaigns. Include samples of creative product resulting from work performed under the direction of the current agency creative team. Please provide sample timelines for agency projects for major campaigns and creative updates.
- Please provide at least two case studies that show relevant experience to the stated objectives, needs and scope of work detailed in this RFP. For each case study, include a timeline of relevant details to easily understand where you started, what challenges were faced, how you overcame them – how did your team adjust and capitalize on learning? What did you do to change your approach? What impact did your change in approach have on the goals of the client, its brand, business and its audience?

6. BRAND STRATEGY AND CAMPAIGN EXECUTION PROCESS (15 points)

- Describe your process for researching, developing, executing and maintaining a brand that meets the client's strategy, goals and objectives.
- Provide an excerpt from a final deliverable of a brand strategy document that clearly demonstrates how the brand should be connected across more traditional and tangible media such as print to digital and social campaigns. The excerpts should also detail the various uses and different core elements that accompany brand creative in various channels and across multiple devices/platforms (the client's name, website can be removed).
- Describe how the agency would like to collaborate with the GMCVB to monitor and optimize programs for effectiveness, return on investment and future strategic planning.

7. BRAND MARKETING KNOWLEDGE (10 points)

- The Agency should demonstrate a comprehensive understanding of integrated brand marketing strategies, including the ability to cohesively blend traditional and digital marketing efforts to enhance brand visibility and visitor engagement. The selected agency must have a proven track record in crafting compelling brand narratives that resonate with diverse target audiences, driving tourism and consumer trust. An in-depth knowledge of current travel trends, visitor behavior analytics and competitive positioning is essential, enabling the agency to develop innovative marketing solutions that align and support the business objectives outlined in this RFP.

8. CLIENT SERVICES AND ACCOUNT MANAGEMENT (10 points)

- The Agency must provide a full-time Account Supervisor based in Miami to handle all day-to-day contact alongside GMCVB team, with appropriate support and resources to

handle a demanding and diverse destination account. In addition, a Senior Level Account executive with deep strategic expertise should be on the account to shepherd and guide the team as well as provide client counsel.

- State any services the Agency would need to subcontract on GMCVB's behalf.
- The Agency should detail the account team and include the number of experienced staff in all departments that will be working on this account. Experience and training relevant to this RFP should be specific.
- Explain the primary office location and team members who will be used to support the GMCVB account.

9. PRICING INFORMATION AND VALUE (10 points)

- State all services that the Agency would be willing to perform as part of the retainer and list any services that would not be included. State what routine expenses would need to be covered monthly by GMCVB (on average).

10. CONFLICT OF INTEREST

- The Agency must disclose any accounts that it currently services which may be perceived to be a conflict of interest (see Conflict of Interest section). The Agency must submit an agreement to terminate all conflict-of-interest accounts, if selected. List any accounts the Agency would perceive as a potential conflict.

11. REFERENCES (5 points)

- The Agency shall furnish at least three (3) corporate references with the proposal. The references shall include the company name, contact person and their telephone number. The reference shall describe where services similar in magnitude and scope to that requested in this RFP are currently provided and have been provided for at least six (6) months. Employees of GMCVB may not be used as corporate references. The GMCVB reserves the right to contact references or clients not listed in the RFP.