

RFP No. GEN2116476P1	Advertising Agency Services		
Vendor Name	The Zimmerman Agency		
Vendor Address	1821 Miccosukee Commons Dr. Tallahassee, FL 32308		
EVALUATION CRITERIA			
<p>1) Ability of Professional Personnel Describe the qualifications and relevant experience of the Project Manager and all key staff that are intended to be assigned to this project. Include resumes for the Project Manager and all key staff described, including staffing to support media planning and buying. Include the qualifications and relevant experience of all subconsultants' key staff to be assigned to this project. <u>Total points: Maximum 10 points</u></p>	<p>The first three staff listed in the submittal are shown below. Qualifications and experience for all key staff see page(s) 29 – 36. CURTIS ZIMMERMAN President / CEO Curtis began his career in account management in Atlanta at the Southeast office of legendary Doyle Dane Bernbach. The Atlanta Business Chronicle soon named him the “Rising Star” in Atlanta’s Advertising Industry. His efforts were rewarded when, at 27, he was named partner, the first to be added in the 20-year history of the city’s largest independent agency. In 1987—with no clients, little money and a strong desire to raise their children in a smaller city—he and wife Carrie moved to Tallahassee to launch The Zimmerman Agency.</p> <p>ANDY JORISHIE EVP, Strategy Director Andy began his 25-year journey in the advertising business at Y&R NY, where he spent nearly a decade working on some of the agency’s largest brands, including The Walt Disney Company, CitiBank, US Army, and People Magazine. From there, he took a greater leadership role in strategy when he joined Kirshenbaum Bond & Partners and was responsible for the EFFIE Award-winning Citibank AAdvantage account and Sony’s foray into the online business. Andy joined the agency in 2004, and became Strategy Director in 2010. He is responsible for the creation and development of Momentum, the agency’s proprietary planning process.</p> <p>LIZ PARADISE Chief Creative Officer Liz is one of the most heralded creative talents to come out of the southeast. She began her career as a copywriter at The Martin Agency and after five years and many awards she moved to McKinney where she</p>		

RFP No. GEN2116476P1	Advertising Agency Services		
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1) Ability of Professional Personnel, continued.	<p>progressed to become the Executive Creative Director of the award-winning agency.</p> <p>Subconsultant qualifications and experience see page(s) <i>unable to find</i>.</p>		
<p>2) Project Approach</p> <p>Describe the prime Vendor’s approach to the project (message platform, channel strategy, integration). Include how the prime Vendor will use subconsultants in the project. Provide a sample timeline, for the entire agreement term, demonstrating the process/work program the Vendor would use to fulfil the marketing mission of the GFLCVB; describe major milestones related to planning, production and other recommendations. Describe how the team would develop cost estimates and controls, indicating how they are updated, providing specific examples of successful recommendations implemented and cost containment strategies used to maintain project budget without sacrificing quality. Include the following: <u>Total points: Maximum 15 points</u></p>	<p>Prime vendor approach to project see page(s) 37-68.</p> <p>Subconsultants see page(s) 166, 22-23, 98. The Zimmerman Agency has developed a working partnership with Adept Strategy & Public Relations to provide specific project support, local insight and planning, and to enhance the agency’s ability to execute and manage on the ground opportunities in Broward County. Adept is approved by the State of Florida as a Small Business Enterprise and as a Broward County Business Enterprise to provide the services required in this Request For Proposal.</p> <p>The Zimmerman Agency maintains a significant depth of resources in-house which will greatly limit the needs for sub-contractors. As previously described in this document, the agency is partnering with Adept Marketing, a local provider of marketing and communications services. For primary research, the agency partners with a number of firms based on the specific needs of and objectives of the research. The agency frequently partners with Downs & St. Germain, a primary research firm with significant presence in the hospitality and travel category.</p> <p>Sample timeline see page(s) 66. The RFP requests that we include a sample timeline that is representative of the process / work program to fulfill the marketing mission of the GFLCVB during the next five years. While the timeline below is representative, the reality is that together we will determine the path forward based on the business objectives, past experience, needs of your local industry partners and what could effectively result in the greatest return on your marketing investment the</p>		

RFP No. GEN2116476P1	Advertising Agency Services		
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2) Project Approach, continued.	<p>GFLCVB has ever realized.</p> <p>Cost estimates and controls see page(s) 65 and 125.</p> <p>The Zimmerman Agency had developed systems and control variables to ensure strict adherence to budget. Any assignment that requires an expenditure on behalf of the GFLCVB is entered into an internal system. The system ensures that any time, estimate, estimate approval, media expenditure of media request approval and creative assignment is linked directly to the assignment control, and purchase order. Any expenditure on behalf of the GFLCVB must have written approval. The agency maintains a working spreadsheet of the budget and each month will report on projected expenditures and actual expenditures and any required adjustments.</p>		
<p>2.1) Creative Portfolio</p> <p>a. Provide samples of creative portfolio under agency's current management as a measure of creative capabilities and quality (include printed and digital collateral, out-of home, broadcast).</p> <p>b. Provide tourism case studies that measure return on investment (ROI) on work developed under the agency's existing executive or creative management. Note - no speculative creative work specific to GFLCVB will be considered in the RFP evaluation and ranking.</p> <p>c. Provide explanations and samples of how the team approaches the development brand architecture for a destination or travel product.</p> <p>d. Provide explanations and samples of how the team approaches group sales marketing for a destination or travel product.</p> <p><u>Total points: Maximum 10 points</u></p>	<p>Samples of creative portfolio see page(s) 69-98.</p> <p>Tourism case studies see page(s) 99-120.</p> <p>VISIT VIRGINIA BEACH CASE STUDY CAYMAN ISLANDS CASE STUDY CLUB MED CASE STUDY ISLANDS OF THE BAHAMAS BRAND DEVELOPMENT</p> <p>Samples and explanations of approach to development of travel brand see page(s) 58-62, 111-120.</p> <p>BRAND PLANNING The process begins with the Momentum Planning Day(s) in order to gain an understanding of the brand from the inside, and a projection of what success looks like from the outside. The strategy provides navigation.</p> <p>BRAND DEVELOPMENT Design is only one way to craft the appropriate method to reflect the brand. Establishing beliefs and behaviors is the key to a brand that connects and stands out in</p>		

RFP No. GEN2116476P1	Advertising Agency Services		
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2.1) Creative Portfolio, continued.	<p>the mind of your audience.</p> <p>BRAND EXECUTION The ability to implement the brand at all connection points requires immense discipline, and the experience to foresee how, when, and where the brand will reach internal and external audiences.</p> <p>Samples and explanations of approach to travel group sales marketing see page(s) 64. In addition to the work we do for Destination Marketing Organizations, we have an amazing amount of experience working with hotels and resorts that rely on group business for a significant amount of the business mix. Too often the client doesn't include their agency in the sales process, let alone give them the ability to support them throughout the funnel. We believe great sales takes place at the intersection of brand and demand. For Greater Fort Lauderdale, the convention center is certainly the focus of opportunity, but in reality the backdrop of incredible properties with meeting space position the destination to have everything medium to large group meeting planners seek.</p> <p>LEAD GENERATING SUPPORT In the effort to generated leads, the agency can be a collaborator as we seek strategies to better position the destination and convention center to groups who seek what we have to offer. Email marketing, group promotions, landing pages, collateral, and more create a role for the agency.</p> <p>DIRECT SALES SUPPORT As we learn more about your sales team, structure, and approach, the agency should be a strong ally in the effort to attract, pitch. and close business. That includes creative pitch concepts, direct mail, email, presentations, and the development of content that is relevant to the group.</p>		

RFP No. GEN2116476P1	Advertising Agency Services		
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2.1) Creative Portfolio, continued.	<p>CRM SUPPORT CRM is obviously a critical component of direct sales for group business. And, while the focus on backend is the foundation of a successful CRM, the agency provides support in execution and implementation of creative and timely components of the program.</p> <p>PRODUCT POSITIONING Finally, the agency should play a significant role in the effort to position the destination for the types of groups you seek. Highlighting space, shopping, golf, attractions, dining options, the beach, transportation and more should be the cornerstone to grabbing a larger share of the group market.</p>		
<p>2.2) Account Management a. Indicate how the team will handle account management of the annual advertising budget, including creative production, digital production, and media placements. b. Indicate research, overall business intelligence and tourism industry knowledge specific to direct marketing organizations (DMOs) or a tourism product. <u>Total points: Maximum 5 points</u></p>	<p>How team will handle account management see page(s) 124-126. APPROACH TO COMPENSATION With more than thirty years of experience, we believe the best way to engage and compensate the agency should be based on five simple principles: Determine the approach through collaboration. There is no one-size-fits-all method. Allow the agency to utilize a level of manpower that will allow the team to succeed on your behalf. Remain totally transparent throughout the process. Even when things change. Agree upon a compensation that is fair to both parties and allows the agency to make a reasonable profit. Review compensation and performance every six months to ensure both parties are satisfied and motivated.</p> <p>RECOMMENDED METHODOLOGY Typically, the agency will begin a process like this by utilizing an equation recommended by the 4A's. We assess the anticipated manpower requirements, determine the cost of manpower based on cost, plus overhead, plus margin. The obvious downside to that approach is that we truly have not had the opportunity to adequately assess the needs of GFLCVB and your current structure and reporting.</p>		

RFP No. GEN2116476P1	Advertising Agency Services		
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2.2) Account Management, continued.	<p>In a perfect world, we would recommend an interim engagement of thirty days on a fixed fee basis where both parties would assess the true requirements, necessary manpower, most efficient method of reporting, and final level of compensation that would correspond to what we have learned during that period. During the first thirty days, the agency could also facilitate the ongoing needs of the client, ramp up teams and learnings, complete immersion trips to each park, establish best practices for communications, etc. At the conclusion of the first thirty days, teams would be in place, compensation would be established, and both GFLCVB and The Zimmerman Agency would have a foundation for success.</p> <p>We understand everything isn't based on a "perfect world" scenario, but this is a response to an RFP which often requires speculation, and an opportunity to provide optional considerations.</p> <p>Research, business intelligence see page(s) 47-50. The future of marketing for hospitality will required personalization. For Greater Fort Lauderdale, we will develop marketing tactics that aim to go beyond demographic groups and instead offer customized campaigns targeted at the individual. Algorithms help connect and identity at a personal level by looking to identify, graph, and match people based on attributes. Algorithms will use behavioral data and attributes to determine the target individual's unique personality and decide on the optimal creative to display or product to suggest from a set of possible options.</p> <p>Tourism industry knowledge see page(s) 24-27. From the sun and warmth of the country of Aruba to the ski slopes of Park City, Utah. From the shores of North Carolina's Crystal Coast to a college town experience in Tallahassee. From resorts on Miami Beach, to boutique hotels in Seattle. From new hotels on Tverskya Street in Moscow, to restored iconic hotels on Madison Avenue in New York. From the history of St. Augustine, Florida, to the hippest new offerings from Ibiza, Spain. From cruise</p>		

RFP No. GEN2116476P1	Advertising Agency Services		
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2.2) Account Management, continued.	ships to the fastest new ride in America's most famous theme park. Hospitality and travel is the lifeblood of The Zimmerman Agency. We will craft strategies, tactics, and messages to invite your audiences to experience more of what Broward County has to offer.		
2.3. Media Planning and Buying a. Indicate how the team can leverage value-added opportunities. b. Indicate how the team would handle industry co-op advertising opportunities and leverage media buys and sponsorships. <u>Total points: Maximum 10 points</u>	<p>Media planning and buying value-added opportunities see page(s) 52. Clients give The Zimmerman Agency media teams high marks for their ability to negotiate and deliver on value added media. For more than 10 consecutive years, the agency has delivered an average of 31% in value added return on our clients media investment. Value added can be delivered in matching media space, digital equivalency, promotions, co-brand promotions, schedule extensions, and more. The combination of our teams experience in hospitality and travel, the power and clout of Omnicom, and an approach to negotiating that places a value on our partnership with the media consistently delivers for our clients at the bottom line.</p> <p>Handling co-op advertising and leveraging media buys and sponsorships see page(s) 53. The Zimmerman Agency and our partners at Adept have considerable experience developing and implementing cooperative marketing programs. Adept will take the lead in securing cooperative partners, and ensure effective and efficient implementation and reporting. The agencies will collaborate with the GFLCVB team to gain an understanding of past success, and the programs that may have created obstacles. The teams have experience working on cooperative advertising programs for the following destination accounts.</p>		

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<p>3) Past Performance Evidence or Knowledge and Experience</p> <p>Describe prime Vendor’s experience on projects of similar nature, scope and duration, along with evidence of satisfactory completion, both on time and within budget, for the past five years. If Vendor is submitting as a Joint Venture, then Joint Venture’s experience shall include the experience of Joint Venture and each Joint Venture partner. Provide a minimum of three projects with references.</p> <p>Vendor should provide references for similar work performed to show evidence of qualifications and previous experience. Refer to Vendor Reference Verification Form and submit as instructed. Only provide references for non-Broward County Board of County Commissioners contracts. For Broward County contracts, the County will review performance evaluations in its database for vendors with previous or current contracts with the County. The County considers references and performance evaluations in the evaluation of Vendor’s past performance.</p> <p>In addition to information requested on the Vendor Reference Verification Form, append the following information for each project/reference:</p> <p>a. List Firm's project manager and other key professionals involved on the project/contract.</p> <p>b. Identify if the project included any of the following:</p> <p>i. Minority Demographic markets, including U.S. Domestic, African American, women owned, LGBT+ and Latino markets.</p> <p>ii. Provide description of the organization's</p>	<p>First project reference see page(s) 136. Visit Virginia Beach</p> <p>First project/reference additional information requested see page(s) 128, 100-104, 84, 90.</p> <p>Second project reference see page(s) 137. Visit Central Florida</p> <p>Second project/reference additional information requested see page(s) 128, 73.</p> <p>Third project reference see page(s) 138. Florida’s Sports Coast</p> <p>Third project/reference additional information requested see page(s) 128, 73, 83.</p>		

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3) Past Performance Evidence or Knowledge and Experience, continued. services, creative portfolio examples, and specific account processes (e.g. contract structure, billing, communication protocols with vendor and client, etc.) iii. Indicate the company's specific expertise in integrated marketing communications. iv. Identify any examples of co-op advertising opportunities and leverage media buys and sponsorships provided under project/contract. Total points: Maximum 20 points			
4) Workload of the Firm For the prime Vendor only, list all completed and active projects that Vendor has managed within the past five years. In addition, list all projected projects that Vendor will be working on in the near future. Identify any current or future clients with any potential conflicts of interest. Projected projects will be defined as a project(s) that Vendor is awarded a contract but the Notice to Proceed has not been issued. Identify any projects that Vendor worked on concurrently. Describe Vendor's approach in managing these projects. Were there or will there be any challenges for any of the listed projects? If so, describe how Vendor dealt or will deal with the projects' challenges. Total points: Maximum 5 points	List of all projects managed within last five years and list of projects in the near future see page(s) 122.		

RFP No. GEN2116476P1	Advertising Agency Services		
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<p>5) Location</p> <p>Refer to Vendor's Business Location Attestation Form and submit as instructed. A Vendor with a principal place of business location (also known as the nerve center)</p> <p>5) Location, continued.</p> <p>within Broward County for the last six months, prior to the solicitation submittal, will receive five points; a Vendor not meeting all of the local business requirements will receive zero points. The following applies for a Vendor responding as a Joint Venture (JV): if a member of the JV has 51% or more of the equity and meets all of the local business requirements, the JV will receive three points; if a member of the JV has 30 to 50% of the equity and meets all of the local business requirements, the JV will receive two points; and if a member of the JV has 10% to 29% of the equity and meets all of the local business requirements, the JV will receive one point.</p> <p>Total points: Maximum 5 points</p>	<p>Vendor's Business Location Attestation Form see page(s) 130.</p> <p>Vendor does not have a principal place of business location (also known as the nerve center) within Broward County.</p>		
<p>6) Price</p> <p>Provide proposed monthly fee for Flat Fee Services for the Initial Term (three years). Refer to ITEM RESPONSE FORM. Proposed monthly fee (Flat Fee Services) must include all creative development fees, project management, copy writing, digital media and content strategy, media buying, etc. Price must be submitted, in BidSync, by the time of solicitation due date in order to be responsive to solicitation requirements.</p> <p>Points for price will be calculated as follows: (lowest proposed price/proposer's price) x 10 = Price Score</p> <p>Total points: Maximum 10 points</p>	Provided.		

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7) Pricing Support Provide an average monthly projection of level of effort, including a breakdown of the hourly fees by job classification, and total hours for each job classification, for the 5) Location proposed project team, totaling to the Flat Fee Services by month (proposed in item no. 6). Provide Salary Rates for any positions not included in the Flat Fee Services that might be required in the provision of Optional Services, Adverse Impact Services, and Initial Branding Services. Total points: Maximum 10 points	Average monthly projection of level of effort (by hours and job classification) see page(s) 125. Salary Rates for any positions not included in the Flat Fee Service see page(s) 126.		