

**Bid Tabulation Packet
for
Solicitation GEN2116476P1**

Advertising Agency Services

Bid Designation: Public



Broward County Board of County Commissioners

Bid #GEN2116476P1 - Advertising Agency ServicesCreation Date **Jan 28, 2019**End Date **Mar 20, 2019 5:00:00 PM EDT**Start Date **Feb 1, 2019 3:25:33 PM EST**Awarded Date **Not Yet Awarded**

| GEN2116476P1--01-01 Flat Fee Services - Year 1 | | | | | |
|--|----------------------------|---|----------------|--------|------|
| Supplier | Unit Price | Qty/Unit | Total Price | Attch. | Docs |
| Zimmerman Agency [Ad] | First Offer - \$74,689.00 | 12 / month | \$896,268.00 | Y | Y |
| Product Code: Agency Notes: | | Supplier Product Code: Supplier Notes: Unit price is monthly fee | | | |
| Cactus Marketing Communications | First Offer - \$80,000.00 | 12 / month | \$960,000.00 | Y | Y |
| Product Code: Agency Notes: | | Supplier Product Code: Supplier Notes: Proposed monthly fee (Flat Fee Services) including all creative development fees, project management, copy writing, digital media and content strategy, media buying, etc. Total Annual Hours: 6,898 Total Monthly Hours: 575 | | | |
| MMGY Global | First Offer - \$83,245.00 | 12 / month | \$998,940.00 | Y | Y |
| Product Code: Agency Notes: | | Supplier Product Code: GEN2116476P1--01-01 Supplier Notes: MMGY Global's submission covers years 1, 2 and 3 of the stated contract. | | | |
| Metropolitan Public Strategies | First Offer - \$99,083.00 | 12 / month | \$1,188,996.00 | Y | Y |
| Product Code: Agency Notes: | | Supplier Product Code: Supplier Notes: | | | |
| &Barr | First Offer - \$99,500.00 | 12 / month | \$1,194,000.00 | Y | Y |
| Product Code: Agency Notes: | | Supplier Product Code: Supplier Notes: | | | |
| PPK | First Offer - \$103,335.00 | 12 / month | \$1,240,020.00 | Y | Y |
| Product Code: Agency Notes: | | Supplier Product Code: Supplier Notes: | | | |
| Aqua [Ad] | First Offer - \$123,916.00 | 12 / month | \$1,486,992.00 | Y | Y |
| Product Code: Agency Notes: | | Supplier Product Code: Supplier Notes: | | | |
| Starmark | First Offer - \$147,940.00 | 12 / month | \$1,775,280.00 | Y | Y |
| Product Code: Agency Notes: | | Supplier Product Code: Supplier Notes: See PDF for Evaluation Criteria See Excel Sheet for Pricing Support | | | |
| Fuseideas | First Offer - \$161,667.00 | 12 / month | \$1,940,004.00 | Y | Y |
| Product Code: Agency Notes: | | Supplier Product Code: Supplier Notes: Please see Fuseideas' uploaded response document for Pricing Support detail. | | | |

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|--|----------------------------|---|----------------|---|---|
| | | | | | |
| Relebrand | First Offer - \$200,000.00 | 12 / month | \$2,400,000.00 | Y | Y |
| Product Code: Agency Notes: | | Supplier Product Code: Supplier Notes: | | | |
| Pace Communications Group, Inc. | First Offer - \$231,450.00 | 12 / month | \$2,777,400.00 | Y | Y |
| Product Code: Agency Notes: | | Supplier Product Code: Supplier Notes: All forms in the documents section have been filled out and accepted within that designated area. All additional required forms or forms from the document section that required further action are included as uploads in this section. Our presentation for evaluation criteria is also included in as an upload in this section. | | | |
| ModOp | First Offer - \$264,148.00 | 12 / month | \$3,169,776.00 | Y | Y |
| Product Code: Agency Notes: | | Supplier Product Code: Supplier Notes: The attached monthly flat fee pricing is based on the services to be provided by our team members as well as estimated costs of all annual deliverables. This pricing does not include Optional Services such as initial Brand Strategy and Positioning or Website/APP design and development. | | | |
| Nobox Marketing | First Offer - \$268,197.00 | 12 / month | \$3,218,364.00 | Y | Y |
| Product Code: Agency Notes: | | Supplier Product Code: Supplier Notes: | | | |
| BVK | First Offer - \$291,666.66 | 12 / month | \$3,499,999.92 | Y | Y |
| Product Code: Agency Notes: | | Supplier Product Code: Supplier Notes: | | | |
| Paradise Advertising | First Offer - \$291,666.66 | 12 / month | \$3,499,999.92 | Y | Y |
| Product Code: Agency Notes: | | Supplier Product Code: Supplier Notes: | | | |
| Lightship Studios | First Offer - \$660,475.00 | 12 / month | \$7,925,700.00 | Y | Y |
| Product Code: Agency Notes: | | Supplier Product Code: Supplier Notes: | | | |


| GEN2116476P1--01-02 Flat Fee Services - Year 2 | | | | | |
|--|---------------------------|---|--------------|--------|------|
| Supplier | Unit Price | Qty/Unit | Total Price | Attch. | Docs |
| Cactus Marketing Communications | First Offer - \$70,000.00 | 12 / month | \$840,000.00 | | Y |
| Product Code: Agency Notes: | | Supplier Product Code: Supplier Notes: Total Annual Hours: 6,022 Total Monthly Hours: 502 | | | |
| Zimmerman Agency [Ad] | First Offer - \$74,689.00 | 12 / month | \$896,268.00 | | Y |
| Product Code: Agency Notes: | | Supplier Product Code: Supplier Notes: Unit price is monthly fee | | | |


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|--|----------------------------|---|----------------|--------|------|
| MMGY Global | First Offer - \$75,712.00 | 12 / month | \$908,544.00 | Y | Y |
| Product Code: Agency Notes: | | Supplier Product Code: GEN2116476P1--01-02 Supplier Notes: MMGY Global's submission covers years 1, 2 and 3 of the stated contract. | | | |
| Metropolitan Public Strategies | First Offer - \$99,083.00 | 12 / month | \$1,188,996.00 | | Y |
| Product Code: Agency Notes: | | Supplier Product Code: Supplier Notes: | | | |
| &Barr | First Offer - \$102,485.00 | 12 / month | \$1,229,820.00 | | Y |
| Product Code: Agency Notes: | | Supplier Product Code: Supplier Notes: | | | |
| Aqua [Ad] | First Offer - \$102,850.00 | 12 / month | \$1,234,200.00 | Y | Y |
| Product Code: Agency Notes: | | Supplier Product Code: Supplier Notes: | | | |
| PPK | First Offer - \$106,435.00 | 12 / month | \$1,277,220.00 | | Y |
| Product Code: Agency Notes: | | Supplier Product Code: Supplier Notes: | | | |
| Starmark | First Offer - \$147,940.00 | 12 / month | \$1,775,280.00 | Y | Y |
| Product Code: Agency Notes: | | Supplier Product Code: Supplier Notes: See PDF for Evaluation Criteria See Excel Sheet for Pricing Support | | | |
| Fuseideas | First Offer - \$161,667.00 | 12 / month | \$1,940,004.00 | | Y |
| Product Code: Agency Notes: | | Supplier Product Code: Supplier Notes: | | | |
| Relebrand | First Offer - \$170,000.00 | 12 / month | \$2,040,000.00 | Y | Y |
| Product Code: Agency Notes: | | Supplier Product Code: Supplier Notes: | | | |
| Pace Communications Group, Inc. | First Offer - \$231,450.00 | 12 / month | \$2,777,400.00 | | Y |
| Product Code: Agency Notes: | | Supplier Product Code: Supplier Notes: | | | |
| ModOp | First Offer - \$263,440.00 | 12 / month | \$3,161,280.00 | | Y |
| Product Code: Agency Notes: | | Supplier Product Code: Supplier Notes: We have used estimates based on expected deliverables, increasing video production and digital experiences. | | | |
| Nobox Marketing | First Offer - \$268,197.00 | 12 / month | \$3,218,364.00 | Y | Y |
| Product Code: Agency Notes: | | Supplier Product Code: Supplier Notes: | | | |
| BVK | First Offer - \$291,666.66 | 12 / month | \$3,499,999.92 | | Y |
| Product Code: Agency Notes: | | Supplier Product Code: Supplier Notes: | | | |
| Paradise Advertising | First Offer - \$291,666.66 | 12 / month | \$3,499,999.92 | Y | Y |
| Product Code: Agency Notes: | | Supplier Product Code: Supplier Notes: | | | |
| Lightship Studios | First Offer - \$644,758.00 | 12 / month | \$7,737,096.00 | | Y |
| Product Code: Agency Notes: | | Supplier Product Code: Supplier Notes: | | | |
| GEN2116476P1--01-03 Flat Fee Services - Year 3 | | | | | |
| Supplier | Unit Price | Qty/Unit | Total Price | Attch. | Docs |


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|--|----------------------------|---|----------------|---|---|
| Cactus Marketing Communications | First Offer - \$70,000.00 | 12 / month | \$840,000.00 | | Y |
| Product Code: Agency Notes: | | Supplier Product Code: Supplier Notes: Total Annual Hours: 6,022 Total Monthly Hours: 502 | | | |
| Zimmerman Agency [Ad] | First Offer - \$74,689.00 | 12 / month | \$896,268.00 | | Y |
| Product Code: Agency Notes: | | Supplier Product Code: Supplier Notes: Unit price is monthly fee | | | |
| MMGY Global | First Offer - \$75,712.00 | 12 / month | \$908,544.00 | Y | Y |
| Product Code: Agency Notes: | | Supplier Product Code: GEN2116476P1--01-03 Supplier Notes: MMGY Global's submission covers years 1, 2 and 3 of the stated contract. | | | |
| Metropolitan Public Strategies | First Offer - \$99,083.00 | 12 / month | \$1,188,996.00 | | Y |
| Product Code: Agency Notes: | | Supplier Product Code: Supplier Notes: | | | |
| Aqua [Ad] | First Offer - \$102,850.00 | 12 / month | \$1,234,200.00 | Y | Y |
| Product Code: Agency Notes: | | Supplier Product Code: Supplier Notes: | | | |
| &Barr | First Offer - \$105,560.00 | 12 / month | \$1,266,720.00 | | Y |
| Product Code: Agency Notes: | | Supplier Product Code: Supplier Notes: | | | |
| PPK | First Offer - \$109,628.00 | 12 / month | \$1,315,536.00 | | Y |
| Product Code: Agency Notes: | | Supplier Product Code: Supplier Notes: | | | |
| Starmark | First Offer - \$147,940.00 | 12 / month | \$1,775,280.00 | Y | Y |
| Product Code: Agency Notes: | | Supplier Product Code: Supplier Notes: See PDF for Evaluation Criteria See Excel Sheet for Pricing Support | | | |
| Fuseideas | First Offer - \$161,666.00 | 12 / month | \$1,939,992.00 | | Y |
| Product Code: Agency Notes: | | Supplier Product Code: Supplier Notes: | | | |
| Relebrand | First Offer - \$170,000.00 | 12 / month | \$2,040,000.00 | Y | Y |
| Product Code: Agency Notes: | | Supplier Product Code: Supplier Notes: | | | |
| Pace Communications Group, Inc. | First Offer - \$231,450.00 | 12 / month | \$2,777,400.00 | | Y |
| Product Code: Agency Notes: | | Supplier Product Code: Supplier Notes: | | | |
| ModOp | First Offer - \$262,440.00 | 12 / month | \$3,149,280.00 | | Y |
| Product Code: Agency Notes: | | Supplier Product Code: Supplier Notes: We have used estimates based on expected deliverables, increasing video production and digital experiences. | | | |
| Nobox Marketing | First Offer - \$268,197.00 | 12 / month | \$3,218,364.00 | Y | Y |
| Product Code: Agency Notes: | | Supplier Product Code: Supplier Notes: | | | |

| | | | | | |
|----------------------|----------------------------|-------------------------------|----------------|---|---|
| BVK | First Offer - \$291,666.66 | 12 / month | \$3,499,999.92 | | Y |
| Product Code: | | Supplier Product Code: | | | |
| Agency Notes: | | Supplier Notes: | | | |
| Paradise Advertising | First Offer - \$291,666.66 | 12 / month | \$3,499,999.92 | Y | Y |
| Product Code: | | Supplier Product Code: | | | |
| Agency Notes: | | Supplier Notes: | | | |
| Lightship Studios | First Offer - \$654,349.00 | 12 / month | \$7,852,188.00 | | Y |
| Product Code: | | Supplier Product Code: | | | |
| Agency Notes: | | Supplier Notes: | | | |






Supplier Totals






| | | | |
|-----------------------------------|--|----------------------------|---|
| f Cactus Marketing Communications | | \$2,640,000.00 (3/3 items) | |
| Bid Contact | Kristen Taylor Smith kristen@cactusinc.com Ph 303-455-7545 | Address | 2128 15th. Street Denver, CO 80202 |
| Bid Notes | Thank you, please enjoy! | | |
| Agency Notes: | | Supplier Notes: | Head Attch: |
| | | Thank you, please enjoy! |  |

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|-------------------------|---|----------------------------|---|
| f Zimmerman Agency [Ad] | | \$2,688,804.00 (3/3 items) | |
| Bid Contact | Angela Meredith ameredith@brightredagency.com Ph 850-668-2222 | Address | TALLAHASSEE, FL 32308 |
| Agency Notes: | | Supplier Notes: | Head Attch: |
| | | |  |

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| f MMGY Global | | \$2,816,028.00 (3/3 items) | |
| Bid Contact | Hawley Montgomery hmontgomery@mmgyglobal.com Ph 816-471-5988 | Address | 4601 Madison Avenue Kansas City, MO 64112 |
| Bid Notes | Thank you for including MMGY Global in your RFP process. Our team is excited and ready to hit the ground running. We are confident that our industry knowledge and expertise in advertising agency services for travel and hospitality brands will make us an ideal partner for Greater Fort Lauderdale. Our comprehensive proposal covers each year of the stated contract length and addresses the full scope of work. If you have any questions while reviewing please feel free to reach out to our team. Thank you again for the opportunity, we look forward to hearing from you! | | |
| Agency Notes: | | Supplier Notes: | Head Attch: |
| | | Thank you for including MMGY Global in your RFP process. Our team is excited and ready to hit the ground running. We are confident that our industry knowledge and expertise in advertising agency services for travel and hospitality brands will make us an ideal partner for Greater Fort Lauderdale. Our comprehensive proposal covers each year of the stated contract length and addresses the full scope of work. If you have any questions while reviewing please feel free to reach out to our team. Thank you again for the opportunity, we look forward to hearing from you! |  |

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|----------------------------------|-------------|----------------------------|------------------------------|
| f Metropolitan Public Strategies | | \$3,566,988.00 (3/3 items) | |
| Bid Contact | Jason Heard | Address | 1677 Lexington Avenue 2nd Fl |

| | | |
|---|--|---|
| jasonheard@gmail.com Ph 415-642-9970 New York, NY 10029 | | |
| Bid Notes | Please find attached the following items: * RFP Response * JV Agreement * CBE Letter of Intent * Workload history for MPS and SPARK * Vendor Reference forms for MPS and SPARK These documents apply to the entire bid. | |
| Agency Notes: | Supplier Notes: Please find attached the following items: * RFP Response * JV Agreement * CBE Letter of Intent * Workload history for MPS and SPARK * Vendor Reference forms for MPS and SPARK These documents apply to the entire bid. | Head Attch:  |
| f &Barr \$3,690,540.00 (3/3 items) | | |
| Bid Contact | Douglas White douglas.white@andbarr.co Ph 407-758-6509 | Address 600 E Washington Street Orlando, FL 32801 |
| Agency Notes: | Supplier Notes: | Head Attch:  |
| f PPK \$3,832,776.00 (3/3 items) | | |
| Bid Contact | tom kenney tkenney@uniteppk.com Ph 813-393-8564 | Address 1102 N. Florida Ave. Tampa, FL 33602 |
| Agency Notes: | Supplier Notes: | Head Attch:  |
| f Aqua [Ad] \$3,955,392.00 (3/3 items) | | |
| Bid Contact | Dave DiMaggio NewBiz@welcometoaqua.com Ph 727-687-4670 | Address SAINT PETERSBURG, FL 33701 |
| Agency Notes: | Supplier Notes: | Head Attch:  |
| f Starmark \$5,325,840.00 (3/3 items) | | |
| Bid Contact | Jacqui Hartnett lpunte@starmark.com Ph 954-874-9000 | Address 210 S. Andrews Fort Lauderdale, FL 33301 |
| Supplier Code | VC0000039094 | |
| Agency Notes: | Supplier Notes: | Head Attch:  |
| f Fuseideas \$5,820,000.00 (3/3 items) | | |
| Bid Contact | Dennis Franczak dfranczak@fuseideas.com Ph 617-776-5800 Fax 617-776-5821 | Address 8 Winchester Place Suite 303 Winchester, MA 01890 |

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| Qualifications SB | | |
| Agency Notes: | Supplier Notes: | Head Attch:  |
| f Relebrand \$6,480,000.00 (3/3 items) | | |
| Bid Contact Roberto S Schaps roberto@relebrand.com Ph 305-476-3536 | Address 800 Douglas Road La Puerta del Sol, Suite 230 Coral Gables, FL 33134 | |
| Agency Notes: | Supplier Notes: | Head Attch:  |
| f Pace Communications Group, Inc. \$8,332,200.00 (3/3 items) | | |
| Bid Contact Julie Bricker julie@paceadv.com Ph 561-931-2639 | Address 7301 North Federal Highway Studio B Boca Raton, FL 33487 | |
| Bid Notes All monthly flat fee pricing includes costs for agency time and production costs. The GFLCVB will not be billed for agency hours that are not utilized. | | |
| Agency Notes: | Supplier Notes: All monthly flat fee pricing includes costs for agency time and production costs. The GFLCVB will not be billed for agency hours that are not utilized. | Head Attch:  |
| f ModOp \$9,480,336.00 (3/3 items) | | |
| Bid Contact Nicole Taic nicole.taic@modop.com Ph 786-615-6720 | Address 444 Brickell Ave Suite 900 Miami, FL 33131 | |
| Bid Notes Please note: Under the Year 1 field, we attached our response that will cover all three years. | | |
| Agency Notes: | Supplier Notes: Please note: Under the Year 1 field, we attached our response that will cover all three years. | Head Attch:  |
| f Nobox Marketing \$9,655,092.00 (3/3 items) | | |
| Bid Contact Santiago Mas santiagomas@nobox.com Ph 786-427-5900 | Address 3390 Mary Street MIAMI, FL 33129 | |
| Bid Notes Hello GFLCVB team, Thank you for the opportunity to participate in this first round of the RFP! As South Florida locals and passionate advertising professionals, it would be an honor and a pleasure to work in partnership with you. After we got a positive response in the Q&A section, we decided to prepare a deck as our reply to the Evaluation points instead of a Word or Excel file, as we thought it would better illustrate our capabilities. The file is called: "NOBOX PROPOSAL I GFLCVB Bid #GEN2116476P1 - Advertising Agency Services.pdf" As requested in the Q&A section, we uploaded the Local Presence Form as one of the check boxes didn't exist in the digital form (BidSync). Looking forward to receiving your comments and next steps. Feel free to reach out with any questions or additional request. Warm Regards and Miles of Blessings, The Nobox Team. | | |
| Agency Notes: | Supplier Notes: Hello GFLCVB team, Thank you for the opportunity to participate in this first | Head Attch:  |

round of the RFP! As South Florida locals and passionate advertising professionals, it would be an honor and a pleasure to work in partnership with you. After we got a positive response in the Q&A section, we decided to prepare a deck as our reply to the Evaluation points instead of a Word or Excel file, as we thought it would better illustrate our capabilities. The file is called: "NOBOX PROPOSAL I GFLCVB Bid #GEN2116476P1 - Advertising Agency Services.pdf" As requested in the Q&A section, we uploaded the Local Presence Form as one of the check boxes didn't exist in the digital form (BidSync). Looking forward to receiving your comments and next steps. Feel free to reach out with any questions or additional request.

Warm Regards and Miles of Blessings,
The Nobox Team.

| | | |
|------------------------|--|--|
| f BVK | | \$10,499,999.76 (3/3 items) |
| Bid Contact | Mary DeLong mary.delong@bvk.com Ph 813-251-0398 | Address TAMPA, FL 33606 |
| Agency Notes: | Supplier Notes: | Head Attch:  |
| f Paradise Advertising | | \$10,499,999.76 (3/3 items) |
| Bid Contact | Rudy Webb rwebb@paradiseadv.com Ph 727-821-5155 | Address Saint Petersburg, FL 33701 |
| Agency Notes: | Supplier Notes: | Head Attch:  |
| f Lightship Studios | | \$23,514,984.00 (3/3 items) |
| Bid Contact | Andrew Perrott andy@lightshipstudios.com Ph 954-621-1350 | Address 4030 NE 6th Avenue Oakland Park, FL 33334 |
| Qualifications | SB | |
| Agency Notes: | Supplier Notes: | Head Attch:  |

* *

Nobox Marketing

Bid Contact **Santiago Mas**
santiagomas@nobox.com
Ph 786-427-5900

Address **3390 Mary Street**
MIAMI, FL 33129

Bid Notes Hello GFLCVB team,
Thank you for the opportunity to participate in this first round of the RFP! As South Florida locals and passionate advertising professionals, it would be an honor and a pleasure to work in partnership with you.
After we got a positive response in the Q&A section, we decided to prepare a deck as our reply to the Evaluation points instead of a Word or Excel file, as we thought it would better illustrate our capabilities. The file is called: "NOBOX PROPOSAL I GFLCVB Bid #GEN2116476P1 - Advertising Agency Services.pdf"
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Looking forward to receiving your comments and next steps. Feel free to reach out with any questions or additional request.
Warm Regards and Miles of Blessings,
The Nobox Team.

| Item # | Line Item Notes | Unit Price | Qty/Unit | Attch. | Docs |
|---------------------|----------------------------------|------------------------------|----------------------------|----------------|--------------------|
| GEN2116476P1--01-01 | Flat Fee Services - Year 1 | Supplier Product Code: | First Offer - \$268,197.00 | 12 / month | \$3,218,364.00 Y Y |
| GEN2116476P1--01-02 | Flat Fee Services - Year 2 | Supplier Product Code: | First Offer - \$268,197.00 | 12 / month | \$3,218,364.00 Y Y |
| GEN2116476P1--01-03 | Flat Fee Services - Year 3 | Supplier Product Code: | First Offer - \$268,197.00 | 12 / month | \$3,218,364.00 Y Y |
| | | | | Supplier Total | \$9,655,092.00 |

Nobox Marketing

Item: Flat Fee Services - Year 1

Attachments

GFL CVB_BID_Breakdown - Flat Fee Services_year1.pdf

GFL CVB_BID_Breakdown - Optional Services_year1.pdf

CBE_Letter_Of_Intent_FPM_Nobox Signed.pdf

Nobox_Proof_Of_Insurance.pdf

Local_Preference_and_tie-breaker_certification_form.pdf

MARRIOTT_Vendor_Reference_Verification_Form,_GEN2116476P1 copy.pdf

PEPSICO_Vendor_Reference_Verification_Form,_GEN2116476P1.pdf

SONY_Vendor_Reference_Verification_Form,_GEN2116476P1.pdf

GFL CVB_BID_Salaries_.pdf

NOBOX PROPOSAL I GFLCVB Bid GEN2116476P1 - Advertising Agency Services.pdf

| GFL CVB ADVERTISING SERVICES AGENCY / FLAT SERVICES FEE Year 1 | | | | | | | |
|--|-----------------------------|--|------|-------------------------------|----------|-------------|----------------|
| Department | Staff | Deliverable | Hrs. | Hrs./\$ | Cost | Mos. / # | Total / Year 1 |
| ACCOUNT | VP Client Services | Delivery + TDC and MAC Meetings + Status + Monthly Reports | 30 | \$160 | \$4,800 | 12 | \$57,600 |
| | Account Director | | 160 | \$120 | \$19,200 | 12 | \$230,400 |
| | Account Manager | | 160 | \$95 | \$15,200 | 12 | \$182,400 |
| PM | Sr. Project Manager | Project management related to production work. | 160 | \$110 | \$17,600 | 12 | \$211,200 |
| | Project Manager | | 160 | \$85 | \$13,600 | 12 | \$163,200 |
| STRATEGY | Sr. Strategic Planner | Strategy Year 1 + Communications Plan | 14 | \$130 | \$1,820 | 12 | \$21,840 |
| | Brand Strategist | | 14 | \$100 | \$1,400 | 12 | \$16,800 |
| | Media Strategist | | 14 | \$100 | \$1,400 | 12 | \$16,800 |
| | Research Analyst | | 14 | \$75 | \$1,050 | 12 | \$12,600 |
| | Travel Marketing Specialist | | 14 | \$215 | \$3,010 | 12 | \$36,120 |
| CREATIVE | Chief Creative Officer | Concepts + Design & Graphic Services + Editorial + Photo & Video Direction + Design, artwork, templates, typography, illustrations & photography + Copywriting, fact-checking, proofreading. | 30 | \$180 | \$5,400 | 12 | \$64,800 |
| | Creative Director | | 160 | \$130 | \$20,800 | 12 | \$249,600 |
| | Art Director | | 160 | \$95 | \$15,200 | 12 | \$182,400 |
| | Art Director | | 80 | \$95 | \$7,600 | 12 | \$91,200 |
| | Copywriter | | 160 | \$105 | \$16,800 | 12 | \$201,600 |
| | Copywriter | | 160 | \$105 | \$16,800 | 12 | \$201,600 |
| | Video Editor | | 80 | \$95 | \$7,600 | 12 | \$91,200 |
| | Proofreader | | 160 | \$75 | \$12,000 | 12 | \$144,000 |
| | Translations | | 80 | \$85 | \$6,800 | 12 | \$81,600 |
| DIGITAL | HTML Developer | Digital vacation planner + Email Program + Web Development + App Development | 160 | \$100 | \$16,000 | 12 | \$192,000 |
| | Digital Quality Assurance | | 80 | \$85 | \$6,800 | 12 | \$81,600 |
| MEDIA | Media Supervisor | Media Strategy, Plan, Buy and optimization + Co-Op | 30 | \$110 | \$3,300 | 12 | \$39,600 |
| | Media Planner | | 160 | \$85 | \$13,600 | 12 | \$163,200 |
| | | | | Agency Fee 12 Months | | \$2,733,360 | |
| | | | | Agency Fee 1 Month | | \$227,780 | |
| PRODUCTION | Printing | Promo materials + trade shows booths +Collaterals production + Translations + Talent fees. (up tp 4) | | | \$20,000 | 12 | \$240,000 |
| | PhotoShoot | | | | \$15,000 | 2 | \$30,000 |
| | Video Production | | | | \$55,000 | 2 | \$110,000 |
| | Trade Show Booth | | | | \$7,500 | 14 | \$105,000 |
| | | | | Production 12 Months | | \$485,000 | |
| | | | | Production 1 Month | | \$40,417 | |
| | | | | Total Flat Service Fee Yearly | | \$3,218,360 | |

| GFL CVB - ADVERTISING SERVICES AGENCY / OPTIONAL SERVICES Year 1 | | | | | | | |
|--|---------------------------|--|------|---------|----------|----------|-----------------|
| Item | Staff | Deliverable | Hrs. | Hrs./\$ | Cost | Mos. / # | Total |
| GFL CVB - ADVERTISING SERVICES AGENCY / OPTIONAL SERVICES Year 1 | | | | | | | |
| Item | Staff | Deliverable | Hrs. | Hrs./\$ | Cost | Mos. / # | Total |
| BRANDING | Chief Creative Officer | Services relating to the development, implementation, and publication of new branding for the GFLCVB. ONE TIME. | 40 | \$180 | \$7,200 | 1 | \$7,200 |
| | Creative Director | | 80 | \$130 | \$10,400 | 1 | \$10,400 |
| | Art Director | | 80 | \$95 | \$7,600 | 1 | \$7,600 |
| | Copywriter | | 80 | \$105 | \$8,400 | 1 | \$8,400 |
| | Proofreader | | 16 | \$75 | \$1,200 | 1 | \$1,200 |
| | | | | | | | \$34,800 |
| ADVERSE IMPACT | Chief Creative Officer | Services relating to a unique occurrence impacting the South Florida area that has a significant material adverse impact on tourism in Broward County (e.g. post-hurricane, regional public health crisis, etc.) PER OCCURRENCE. | 8 | \$180 | \$1,440 | 1 | \$1,440 |
| | Creative Director | | 8 | \$130 | \$1,040 | 1 | \$1,040 |
| | Art Director | | 16 | \$95 | \$1,520 | 1 | \$1,520 |
| | Copywriter | | 16 | \$105 | \$1,680 | 1 | \$1,680 |
| | Video Editor | | 24 | \$95 | \$2,280 | 1 | \$2,280 |
| | Proofreader | | 8 | \$75 | \$600 | 1 | \$600 |
| | | | | | | | \$8,560 |
| SOCIAL MEDIA | Social Media Manager | Creation and posting of organic content. Developing and executing campaigns and daily organic content; providing 24 hrs monitoring of owned social media channels. Assuming similar current frequency. MONTHLY. | 80 | \$100 | \$8,000 | 1 | \$8,000 |
| | Community Manager | | 160 | \$75 | \$12,000 | 1 | \$12,000 |
| | Art Director | | 80 | \$95 | \$7,600 | 1 | \$7,600 |
| | Copywriter | | 40 | \$105 | \$4,200 | 1 | \$4,200 |
| | Video Editor | | 80 | \$95 | \$7,600 | 1 | \$7,600 |
| | | | | | | | \$39,400 |
| WEB | HTML Developer | Developing and implementing a website that reflects new branding based in current complexity and volume. Non branded content provided by client. ONE TIME. | 320 | \$100 | \$32,000 | 1 | \$32,000 |
| | Art Director | | 160 | \$95 | \$15,200 | 1 | \$15,200 |
| | Copywriter | | 160 | \$105 | \$16,800 | 1 | \$16,800 |
| | Sr. Project Manager | | 160 | \$110 | \$17,600 | 1 | \$17,600 |
| | Digital Quality Assurance | | 160 | \$85 | \$13,600 | 1 | \$13,600 |
| | | | | | | | \$95,200 |



LETTER OF INTENT BETWEEN BIDDER/OFFEROR AND COUNTY BUSINESS ENTERPRISE (CBE) FIRM/SUPPLIER

This form is to be completed and signed for each CBE firm. If the PRIME is a CBE firm, please indicate the percentage performing with your own forces.

Solicitation No.: N/A

Project Title: Printing Support

Bidder/Offendor Name: Nobox Marketing LLC

Address: 3390 Mary Street Suite 310 City: Miami State: FL Zip: 33133

Authorized Representative: Sergio Montes Phone: +1 305 571 2008

CBE Firm/Supplier Name: Fresh Prints Miami, LLC

Address: 1464 SW 28th Terrace City: Fort Lauderdale State: FL Zip: 33312

Authorized Representative: Jarrold J. Urrely Phone: 305-903-1939

- A. This is a letter of intent between the bidder/offendor on this project and a CBE firm for the CBE to perform work on this project.
- B. By signing below, the bidder/offendor is committing to utilize the above-named CBE to perform the work described below.
- C. By signing below, the above-named CBE is committing to perform the work described below.
- D. By signing below, the bidder/offendor and CBE affirm that if the CBE subcontracts any of the work described below, it may only subcontract that work to another CBE.

Work to be performed by CBE Firm

| Description | NAICS ¹ | CBE Contract Amount ² | CBE Percentage of Total Project Value |
|------------------|--------------------|----------------------------------|---------------------------------------|
| Printing Support | 323111 | ~ \$ 150,000 | 6 % |
| | | | % |
| | | | % |

AFFIRMATION: I hereby affirm that the information above is true and correct.

CBE Firm/Supplier Authorized Representative

Signature: [Signature] Title: Jarrold Urrely (President) Date: 3/13/2019

Bidder/Offendor Authorized Representative

Signature: [Signature] Title: Sergio Montes Date: CFO

¹ Visit Census.gov and select [NAICS](#) to search and identify the correct codes. Match type of work with NAICS code as closely as possible.

² To be provided only when the solicitation requires that bidder/offendor include a dollar amount in its bid/offer.

In the event the bidder/offendor does not receive award of the prime contract, any and all representations in this Letter of Intent and Affirmation shall be null and void.

Rev.: June 2018

Compliance Form No. 004

02 This **Spectrum Policy** consists of the Declarations, Coverage Forms, Common Policy Conditions and any
 38 other Forms and Endorsements issued to be a part of the Policy. This insurance is provided by the stock
 RS insurance company of The Hartford Insurance Group shown below.

SBM

INSURER: SENTINEL INSURANCE COMPANY, LIMITED
 ONE HARTFORD PLAZA, HARTFORD, CT 06155
 COMPANY CODE: A

Policy Number: 21 SBM RS3802 DV



SPECTRUM POLICY DECLARATIONS

Named Insured and Mailing Address: NOBOX MARKETING, LLC
 (No., Street, Town, State, Zip Code)
 3390 MARY ST STE 310
 MIAMI FL 33133

Policy Period: **From** 06/17/18 **To** 06/17/19 1 YEAR
 12:01 a.m., Standard time at your mailing address shown above. **Exception:** 12 noon in New Hampshire.

Name of Agent/Broker: BROWN & BROWN OF FLORIDA INC/PHS
Code: 227176

Previous Policy Number: 21 SBM RS3802

Named Insured is: LIMITED LIAB CORP

Audit Period: NON-AUDITABLE

Type of Property Coverage: NONE

Insurance Provided: In return for the payment of the premium and subject to all of the terms of this policy, we agree with you to provide insurance as stated in this policy.

TOTAL ANNUAL PREMIUM IS: \$1,693

FLORIDA FC SURCHARGE: \$ 1.69
 FL EMERG MGMT SURCH: \$ 4.00

Suean L. Castaneda
 Countersigned by
 Authorized Representative

04/17/18
 Date

SPECTRUM POLICY DECLARATIONS (Continued)

POLICY NUMBER: 21 SBM RS3802

Location(s), Building(s), Business of Named Insured and Schedule of Coverages for Premises as designated by Number below.

Location: 001 **Building:** 001

3390 MARY ST STE 310
MIAMI FL 33133

Description of Business:

Advertising Agency

Deductible: NO COVERAGE

BUILDING AND BUSINESS PERSONAL PROPERTY LIMITS OF INSURANCE

BUILDING

NO COVERAGE

BUSINESS PERSONAL PROPERTY

REPLACEMENT COST

NO COVERAGE

PERSONAL PROPERTY OF OTHERS

REPLACEMENT COST

NO COVERAGE

MONEY AND SECURITIES

INSIDE THE PREMISES

NO COVERAGE

OUTSIDE THE PREMISES

NO COVERAGE

SPECTRUM POLICY DECLARATIONS (Continued)
POLICY NUMBER: 21 SBM RS3802

Broward County Board of
County Commissioners

GEN2116476P1

BUSINESS LIABILITY

LIMITS OF INSURANCE

LIABILITY AND MEDICAL EXPENSES

\$1,000,000

MEDICAL EXPENSES - ANY ONE PERSON

\$ 10,000

PERSONAL AND ADVERTISING INJURY

\$1,000,000

ADV INJ EXCL

**DAMAGES TO PREMISES RENTED TO YOU
ANY ONE PREMISES**

\$1,000,000

AGGREGATE LIMITS

PRODUCTS-COMPLETED OPERATIONS

\$2,000,000

GENERAL AGGREGATE

\$2,000,000

EMPLOYMENT PRACTICES LIABILITY

COVERAGE: FORM SS 09 01

EACH CLAIM LIMIT

\$ 10,000

DEDUCTIBLE - EACH CLAIM LIMIT

NOT APPLICABLE

AGGREGATE LIMIT

\$ 10,000

RETROACTIVE DATE: 06172015

This **Employment Practices Liability Coverage** contains claims made coverage. Except as may be otherwise provided herein, specified coverages of this insurance are limited generally to liability for injuries for which claims are first made against the insured while the insurance is in force. Please read and review the insurance carefully and discuss the coverage with your Hartford Agent or Broker.

The Limits of Insurance stated in this Declarations will be reduced, and may be completely exhausted, by the payment of "defense expense" and, in such event, The Company will not be obligated to pay any further "defense expense" or sums which the insured is or may become legally obligated to pay as "damages".

**BUSINESS LIABILITY OPTIONAL
COVERAGES**

HIRED/NON-OWNED AUTO LIABILITY

\$1,000,000

**UMBRELLA LIABILITY - SEE
SCHEDULE ATTACHED**

SPECTRUM POLICY DECLARATIONS (Continued)

POLICY NUMBER: 21 SBM RS3802

BUSINESS LIABILITY OPTIONAL COVERAGES (Continued)

LIMITS OF INSURANCE

EMPLOYEE BENEFITS LIABILITY

COVERAGE: FORM SS 40 50

EACH CLAIM

\$1,000,000

AGGREGATE

\$2,000,000

WAIVER OF SUBROGATION:

FORM SS 12 15

LOCATION: 001 BUILDING: 001

SEE FORM IH 12 00

UNMANNED AIRCRAFT LIABILITY

FORM: SS 42 06

SPECTRUM POLICY DECLARATIONS (Continued)

POLICY NUMBER: 21 SBM RS3802

**ADDITIONAL INSURED: THE FOLLOWING ARE ADDITIONAL INSURED FOR BUSINESS
LIABILITY COVERAGE IN THIS POLICY.**

LOCATION 001 BUILDING 001

TYPE MANAGER LESSOR

NAME SEE FORM IH 12 00

SPECTRUM POLICY DECLARATIONS (Continued)

POLICY NUMBER: 21 SBM RS3802

Form Numbers of Forms and Endorsements that apply:

| | | | |
|----------------|-------------------------------------|----------------|----------------|
| SS 00 01 03 14 | SS 00 05 10 08 | SS 00 08 04 05 | SS 00 60 09 15 |
| SS 00 64 09 16 | SS 01 58 09 16 | SS 42 06 03 17 | SS 04 38 09 09 |
| SS 40 50 10 08 | SS 41 63 06 11 | SS 05 47 09 15 | SS 09 01 12 14 |
| SS 09 67 09 14 | SS 09 70 12 14 | SS 09 71 12 14 | SS 09 85 12 14 |
| SS 12 15 03 00 | SS 50 19 01 15 | IH 99 40 04 09 | SX 80 01 06 97 |
| SS 83 76 01 15 | SS 89 93 07 16 | | |
| IH 12 00 11 85 | ADDITIONAL INSURED - MANAGER/LESSOR | | |
| IH 12 00 11 85 | WAIVER OF SUBROGATION | | |

Supplier Response Form

RFP-RLI-RFQ LOCAL PREFERENCE AND TIE BREAKER CERTIFICATION FORM

The completed and signed form should be returned with the Vendor's submittal to determine Local Preference eligibility, however it must be returned at time of solicitation submittal to qualify for the Tie Break criteria. If not provided with submittal, the Vendor must submit within three business days of County's request for evaluation of Local Preference. Proof of a local business tax should be submitted with this form. Failure to timely submit this form or local business tax receipt may render the business ineligible for application of the Local Preference or Tie Break Criteria.

In accordance with Section 21.31.d. of the Broward County Procurement Code, to qualify for the Tie Break Criteria, the undersigned Vendor hereby certifies that (check box if applicable):

- ☐ The Vendor is a local Vendor in Broward County and:
- a. has a valid Broward County local business tax receipt;
 - b. has been in existence for at least six-months prior to the solicitation opening;
 - c. at a business address physically located within Broward County;
 - d. in an area zoned for such business;
 - e. provides services from this location on a day-to-day basis, and
 - f. services provided from this location are a substantial component of the services offered in the Vendor's proposal.

In accordance with Local Preference, Section 1-74, et. seq., Broward County Code of Ordinances, a local business meeting the below requirements is eligible for Local Preference. To qualify for the Local Preference, the undersigned Vendor hereby certifies that (check box if applicable):

- ☐ The Vendor is a local Vendor in Broward and:
- a. has a valid Broward County local business tax receipt issued at least one year prior to solicitation opening;
 - b. has been in existence for at least one-year prior to the solicitation opening;
 - c. provides services on a day-to-day basis, at a business address physically located within the Broward County limits in an area zoned for such business; and
 - d. the services provided from this location are a substantial component of the services offered in the Vendor's proposal.

Local Business Address:

☒ Vendor does not qualify for Tie Break Criteria or Local Preference, in accordance with the above requirements. The undersigned Vendor hereby certifies that (check box if applicable): The Vendor is not a local Vendor in Broward County.

AUTHORIZED SIGNATURE/NAME

TITLE

COMPANY

DATE

Please enter your password below and click Save to update your response.

Please be aware that typing in your password acts as your electronic signature, which is just as legal and binding as an original signature. (See [Electronic Signatures in Global and National Commerce Act](#) for more information.)

To take exception:

- 1) Click Take Exception.
- 2) Create a Word document detailing your exceptions.
- 3) Upload exceptions as an attachment to your offer on BidSync's system.

By completing this form, your bid has not yet been submitted. Please click on the place offer button to finish filling out your bid.

Username **santlagomas@nobox.com**

Password *

* Required fields



Vendor Reference Verification Form

Broward County Solicitation No. and Title:

GEN2116476P1, Advertising Agency Services

Reference for: Nobox Marketing LLC

Organization/Firm Name providing reference:

MARRIOTT International

Contact Name: Norma Alvarez

Title: Brand Manager

Reference date: 3/06/19

Contact Email: norma.a.graham@marriott.com

Contact Phone:

Name of Referenced Project: Digital - Social Agency

Contract No.

N/A

Date Services Provided:

1/01/2018

to

1/01/2019

Project Amount:

\$1,300,000.00

Vendor's role in Project: ☒ Prime Vendor ☐ Subconsultant/SubcontractorWould you use this vendor again? ☒ Yes ☐ No If No, please specify in Additional Comments (below).

Description of services provided by Vendor:

Please rate your experience with the
referenced Vendor:Needs
Improvement

Satisfactory

Excellent

Not
Applicable

1. Vendor's Quality of Service

a. Responsive

☐☐☒☐

b. Accuracy

☐☐☒☐

c. Deliverables

☐☐☒☐

2. Vendor's Organization:

a. Staff expertise

☐☐☒☐

b. Professionalism

☐☐☒☐

c. Turnover

☐☐☒☐

3. Timeliness of:

a. Project

☐☐☒☐

b. Deliverables

☐☐☒☐

4. Project completed within budget

☐☐☒☐

5. Cooperation with:

a. Your Firm

☐☐☒☐

b. Subcontractor(s)/Subconsultant(s)

☐☐☒☐

c. Regulatory Agency(ies)

☐☐☒☐

Additional Comments: (provide on additional sheet if needed)

THIS SECTION FOR COUNTY USE ONLY

Verified via: _____ EMAIL _____ VERBAL _____ Verified by: _____ Division: _____ Date: _____



Vendor Reference Verification Form

Broward County Solicitation No. and Title:

GEN2116476P1, Advertising Agency Services

Reference for: Nobox Marketing LLC

Organization/Firm Name providing reference:

PepsiCo

Contact Name: Tiago Pinto

Title: Brand Manager

Reference date: 3/06/19

Contact Email: tiago.pinto@pepsico.com

Contact Phone:

Name of Referenced Project: Digital - Social Agency

Contract No.

N/A

Date Services Provided:

1/01/2018

to

1/01/2019

Project Amount:

160,000.00

Vendor's role in Project: ☒ Prime Vendor ☐ Subconsultant/SubcontractorWould you use this vendor again? ☒ Yes ☐ No If No, please specify in Additional Comments (below).

Description of services provided by Vendor:

Please rate your experience with the
referenced Vendor:Needs
Improvement

Satisfactory

Excellent

Not
Applicable

1. Vendor's Quality of Service

a. Responsive

☐☐☒☐

b. Accuracy

☐☐☒☐

c. Deliverables

☐☐☒☐

2. Vendor's Organization:

a. Staff expertise

☐☐☒☐

b. Professionalism

☐☐☒☐

c. Turnover

☐☐☒☐

3. Timeliness of:

a. Project

☐☐☒☐

b. Deliverables

☐☐☒☐

4. Project completed within budget

☐☐☒☐

5. Cooperation with:

a. Your Firm

☐☐☒☐

b. Subcontractor(s)/Subconsultant(s)

☐☐☒☐

c. Regulatory Agency(ies)

☐☐☒☐

Additional Comments: (provide on additional sheet if needed)

THIS SECTION FOR COUNTY USE ONLY

Verified via: _____ EMAIL _____ VERBAL _____ Verified by: _____ Division: _____ Date: _____



Vendor Reference Verification Form

Broward County Solicitation No. and Title:

GEN2116476P1, Advertising Agency Services

Reference for: Nobox Marketing LLC

Organization/Firm Name providing reference:

Sony Interactive Entertainment LLC

Contact Name: Jaime Casis

Title: Sr. Regional Manager

Reference date: 03/06/2018

Contact Email: jaime.casis@sony.com

Contact Phone:

Name of Referenced Project: UCL Promo Activation 2018

Contract No.

Date Services Provided:

Project Amount:

N/A

12/01/2017

to

06/30/2018

\$ 120,000.00

Vendor's role in Project: ☒ Prime Vendor ☐ Subconsultant/SubcontractorWould you use this vendor again? ☒ Yes ☐ No If No, please specify in Additional Comments (below).

Description of services provided by Vendor:

Strategy, Conceptualization, Execution, Logistics, Brand Support, Design, Copywriting, Community Management, Reporting, B2B support, Website Development

Please rate your experience with the referenced Vendor:

Needs Improvement

Satisfactory

Excellent

Not Applicable

1. Vendor's Quality of Service

a. Responsive

☐☐☒☐

b. Accuracy

☐☐☒☐

c. Deliverables

☐☐☒☐

2. Vendor's Organization:

a. Staff expertise

☐☐☒☐

b. Professionalism

☐☐☒☐

c. Turnover

☐☐☒☐

3. Timeliness of:

a. Project

☐☐☒☐

b. Deliverables

☐☐☒☐

4. Project completed within budget

☐☐☒☐

5. Cooperation with:

a. Your Firm

☐☐☒☐

b. Subcontractor(s)/Subconsultant(s)

☐☐☒☐

c. Regulatory Agency(ies)

☐☐☒☐

Additional Comments: (provide on additional sheet if needed)

THIS SECTION FOR COUNTY USE ONLY

Verified via: _____ EMAIL _____ VERBAL _____ Verified by: _____ Division: _____ Date: _____

| STAFF RATE CARD | | | | | |
|-----------------|----|-----------------------------|---------|---------------|----------|
| | # | STAFF | \$/ Hrs | Annual Salary | |
| ACCOUNTS | 1 | VP Client Services | \$160 | \$150,000 | \$161.54 |
| | 2 | Account Director | \$120 | \$110,000 | \$118.46 |
| | 3 | Account Manager | \$95 | \$90,000 | \$96.92 |
| | 4 | Account Executive | \$85 | \$80,000 | \$86.15 |
| PM | 5 | Sr. Project Manager | \$110 | \$100,000 | \$107.69 |
| | 6 | Project Manager | \$85 | \$80,000 | \$86.15 |
| PLANNING | 7 | Sr. Strategic Planner | \$130 | \$120,000 | \$129.23 |
| | 8 | Brand Strategist | \$100 | \$95,000 | \$102.31 |
| | 9 | Media Strategist | \$100 | \$95,000 | \$102.31 |
| | 10 | Research Analyst | \$75 | \$70,000 | \$75.38 |
| | 11 | Travel Marketing Specialist | \$215 | \$200,000 | \$215.38 |
| CREATIVE | 12 | Chief Creative Officer | \$180 | \$170,000 | \$183.08 |
| | 13 | Creative Director | \$130 | \$120,000 | \$129.23 |
| | 14 | Art Director | \$95 | \$90,000 | \$96.92 |
| | 15 | Copywriter | \$105 | \$100,000 | \$107.69 |
| | 16 | Video Editor | \$95 | \$90,000 | \$96.92 |
| | 17 | Illustrator | \$95 | \$90,000 | \$96.92 |
| | 18 | Editorial Copy | \$105 | \$95,000 | \$102.31 |
| | 19 | Proofreader | \$75 | \$70,000 | \$75.38 |
| MEDIA | 20 | Media Supervisor | \$110 | \$105,000 | \$113.08 |
| | 21 | Media Planner | \$85 | \$80,000 | \$86.15 |
| SM | 22 | Social Media Manager | \$100 | \$95,000 | \$102.31 |
| | 23 | Social Media Supervisor | \$90 | \$85,000 | \$91.54 |
| | 24 | Community Manager | \$75 | \$70,000 | \$75.38 |
| WEB | 25 | HTML Developer | \$100 | \$93,000 | \$100.15 |
| | 26 | Webmaster | \$75 | \$70,000 | \$75.38 |
| | 27 | Digital Quality Assurance | \$85 | \$80,000 | \$86.15 |
| | 28 | Translations | \$85 | \$80,000 | \$86.15 |



**IDEAS
THAT
PERFORM**

GREATER
FORT LAUDERDALE

Greater Fort Lauderdale Convention & Visitors Bureau
Advertising Agency Services RFP

March 20t, 2019

AGENDA

1. Nobox Credentials
2. Professional Personnel
3. Project Approach
 - a. *Creative Portfolio*
 - b. *Account Management*
 - c. *Media Planning and Buying*
4. Past Performance
5. Workload
6. Commercial

EXECUTIVE SUMMARY

As travelers continue to redefine the way they get inspired, plan, and book for travel, it has become more and more complex for brands to keep up. As an independent agency, our teams of geeks, creatives, executives, and digital pioneers continue to focus their attention on cracking that code. We test new technologies, optimize them for best results, and surprise users with meaningful brand moments along the way. As we think about this three-year project and how much the sector will evolve over that time, having that ability to pivot and adapt along the way will be key. This – combined with our extensive experience in applying this approach to travel brands, services, and destinations over the last decade and a half – creates the perfect environment for delivering and exceeding all your goals ahead.

As you will see in the subsequent slides, we could not be more excited about the opportunity to apply all that knowledge to promote a destination we feel we are so much a part of. The idea of collaborating with your team to develop a world-class marketing platform to promote our own backyard feels great, and we are confident about being the right partner.

Thank you again for considering our involvement.

Diego Fernandez, General Manager

Jayson Fittipaldi, Co-Founder and CIO



1. NOBOX CREDENTIALS

NBX.

IDEAS THAT PERFORM

WE ARE AN **INDEPENDENT** ADVERTISING AGENCY BASED IN MIAMI, FLORIDA

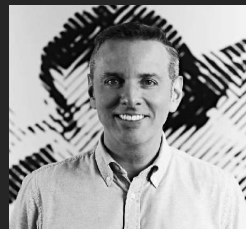
We are very close to Broward. :)

**WE CRAFT RELEVANT EXPERIENCES
ON PLATFORMS THAT CONNECT
BRANDS AND CONSUMERS**

**BY COMBINING CREATIVITY,
TECHNOLOGY, AND BUSINESS
PRAGMATISM TO CRAFT
IDEAS THAT PERFORM.**

THE PEOPLE BEHIND THE IDEAS

We are a collection of diverse people united by the belief that empathy is the key to delivering ideas that perform.



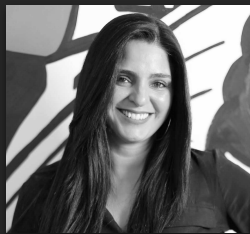
ALEXANDRE HOHAGEN
CEO

Ex-CEO of Facebook and Google for LATAM and USH. Expert in performance media.



DIEGO FERNANDEZ
GENERAL MANAGER

Former head of media for Burger King, with global experience (Europe, LATAM, US). Managing Director for Starcom.



TANIA SANJURJO
CLIENT PARTNER

10 years of experience in US general and Hispanic markets, leading teams in multiple categories.



PEDRO CABRAL
CHAIRMAN

Founder and former CEO of Agency Click in Brazil. Former Chairman of Isobar Global.



MILETTE ROSARIO
VP CLIENT SERVICES

Digital marketing strategist with experience in leading large teams of professionals.



JAYSON FITTIPALDI
CO-FOUNDER / CHIEF INNOVATION OFFICER

Award-winning creative leader with over 17 years of experience.

THE PEOPLE BEHIND THE IDEAS



LIZZY PETTIGREW
CREATIVE DIRECTOR

9 years of experience in the travel and hospitality industry focused on the Caribbean.



MARCUS KAWAMURA
CHIEF CREATIVE OFFICER

20 years of experience delivering big strategic ideas for Fortune 500 clients.



ANGEL VAN DER BIEST
ACD

A creative leader focused on entertainment advertising. 100 million combined views in his pocket.



WILMARIE VELEZ
SOCIAL MEDIA SUPERVISOR

Award-winning communications specialist focused on social media and influencer strategies for US and LATAM brands.



SANTIAGO MAS
CHIEF BUSINESS OFFICER

Former Omnicom lead for Fortune 100 brands in the US & LATAM. MasterCard Account Global Head for 4 years.



CARLOS RANGEL
VP OPERATIONS

Marketing professional with 15 years of experience executing marketing & advertising campaigns.

CURRENT ACTIVE CLIENTS

TRAVEL



CPG



ENTERTAINMENT TECHNOLOGY HEALTHCARE FINANCE



NOBOX TRAVEL INDUSTRY EXPERTISE GOES BEYOND MARRIOTT



10 years being their agency of record for digital and branding



2 years leading their creative and digital efforts for their primary tourism campaign



Developed co-op campaigns in partnership with Copa Airlines to promote the destination



Developed co-op campaigns in partnership with Copa Airlines to promote the destination



Developed digital campaigns to promote the destination and business travel related to their convention center



Developed digital campaign to promote cruising to millennials. Heavy content development in collaboration with influencers along with paid media

OUR CAPABILITIES ARE BROAD, BUT CENTERED ON DIGITAL

Branding & Communications

Building brands and driving sales with a digitally-led approach to marketing and communications

*Brand Research
Brand Strategy
Brand Communication Design
Marketing Strategy
Social Strategy
Campaign Creative Development
Content Strategy and Production
Campaign Production
Campaign Management
Influencer Management*

Platforms

Constructing digital experiences and platforms that transform businesses for the connected age

*Media Strategy & Amplification
SEM
Programmatic
UX and UI
Ecommerce Development
Mobile Application Development
Web Application Development
CRM Implementation
API Development and Integration
Optimization and Management*

Business Intelligence

Designing innovative products and services to create sustainable, scalable, and commercially viable enterprises

*Innovation Consulting
Business Consulting
Data Strategy
Real-Time Dashboards
Business Intelligence
Competitive Benchmarking
Market Research
Qual/Quant Studies*

HOW WE DO IT

We collaborate with you throughout this process from discovery to delivery and measurement.

01

Discover

Research and Observe
Findings and Stories

02

Define

Strategy
Insights and Problems

03

Develop

Ideation and Testing
Prototypes and
Concepts

04

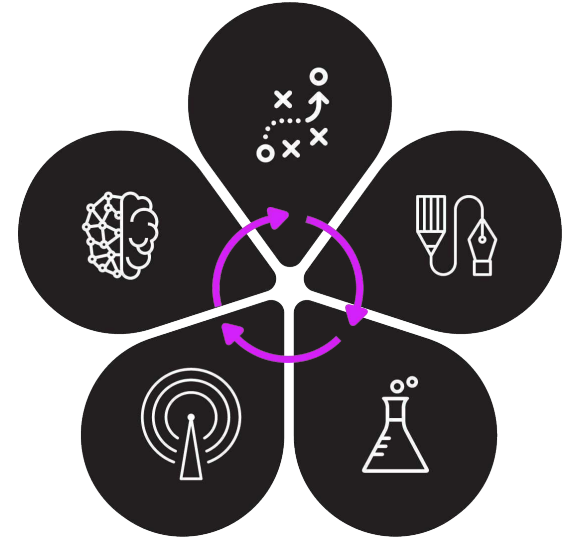
Deliver

Implementation
Plans

05

Measure/Data

Analytics



2. PROFESSIONAL PERSONNEL

Our biggest asset is our **people**.

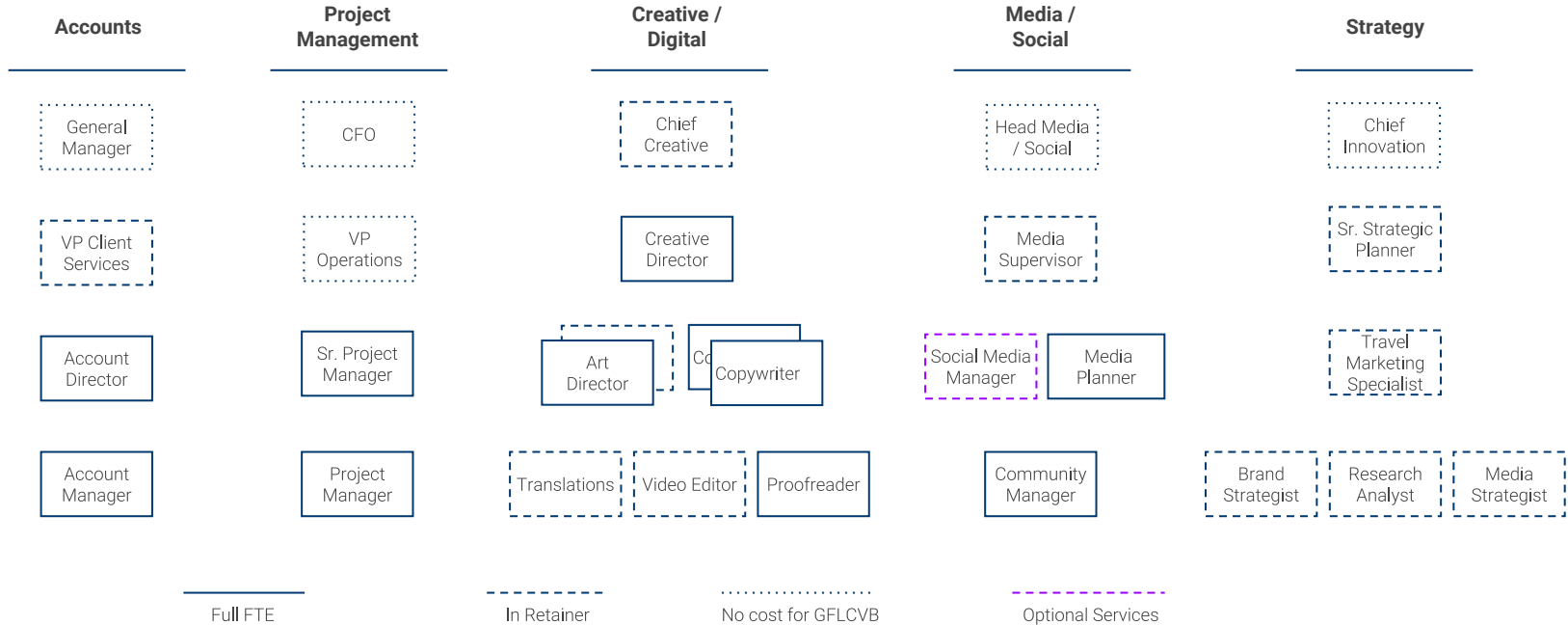
At Nobox, we all **understand our mission** and approach with a lot of respect for every project.

Cultivating empathy for our colleagues, our client partners, and the projects that we work on is how we do it every day.

The **diversity** of our team – a big part of our **culture** – fosters creativity and triggers a broader range of perspectives and ideas.



Team Structure



Account Team

We will ask a lot of questions so that we become GFLCVB experts and are aware of all pain points that need to be solved.

We will overcommunicate internally and with the client.

Our commitment to the brand and the travel and tourism industry will be our full-time agenda.

Accounts



DIEGO F.
[LinkedIn](#)

General
Manager

VP Client
Services



MILETTE R.
[LinkedIn](#)



TANIA S.
[LinkedIn](#)

Account
Director

Account
Manager

Although Diego is responsible for all areas, he will stay very close to the Accounts Team to make sure the partnership with GFLCVB **runs smoothly and efficiently** at all times.

Experience and Support. Millette has been working with the travel industry for over 4 years and has extensive experience leading large teams.

The Account Team members will be hired understanding the specific needs regarding **communications and management** required by the GFLCVB. Nobox works with a large South Florida network that makes the hiring process effective.

Full FTE

In Retainer

No cost for GFLCVB

Optional Services



Project Management Team

We are able to successfully develop, manage, and optimize projects at a highly efficient speed because we work in a flexible organizational structure with minimal hierarchy. This ensures smooth communications and dynamic approaches.

We optimize as we go along as opposed to when a project is completed. It helps us optimize our day-to-day work processes as well as the quality of our projects.

Project Management



SERGIO M.
[LinkedIn](#)

CFO



DENISE P.
[LinkedIn](#)

VP
Operations



CARLOS R.
[LinkedIn](#)

Sr. Project
Manager

Project
Manager

Sergio has been overseeing the finances of marketing projects for over 8 years. His budget control skills permit us to work in a complete safe and healthy environment no matter how creative our staff gets. Larger negotiations with vendors are his expertise.

With vast experience working at global top agencies, Carlos leads our Operations department making sure all project managers are trained and up to date with tools and knowledge.

Full FTE

In Retainer

No cost for GFLCVB

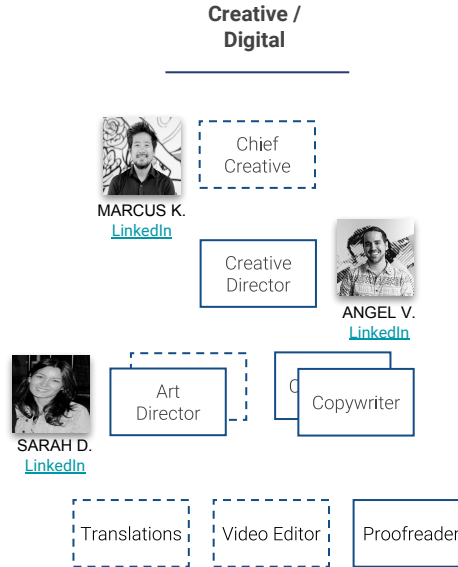
Optional Services



Creative Team

Lead by Kawa, our highly-awarded creative team understands that every great idea comes from a precise insight and takes planning to be executed optimally.

We do create amazing award-winning pieces, but we also understand that sometimes the speed of delivery or the volume are the priority.



Kawamura has extensive experience working at large **global creative agencies** such as BBDO and Crispin Porter Bogusky, where he was Global Creative Director at the agency's Boulder headquarters and Executive Creative Director at its Miami office.

Kawamura's focus will be to **elevate the GFLCVB brand** while helping integrate big-idea thinking into all levels of work.

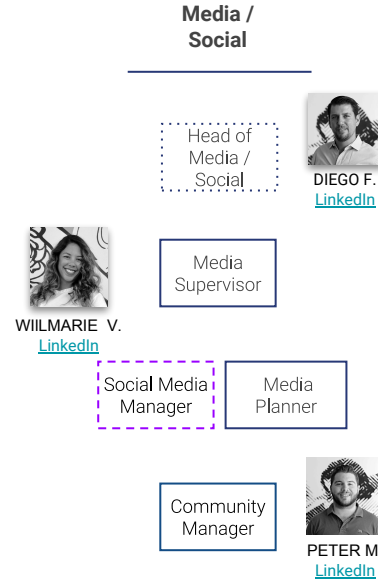
We are a proven team with a passion for creative excellence. Our collaborative team of marketing strategists, creative talent, and social/mobile experts will create engaging custom programs that generate **lasting connections** to the GFLCVB with measurable results.



Media / Social Team

Rooted in the background of our leadership team and their vast experience in planning and buying media in the US for many years, we craft our media plans in a way that guarantees every dollar has a clear objective.

We are obsessed with monitoring and optimizing; as a result, our media campaigns will always be efficient.



Diego Fernandez, our General Manager, led the media buying for Burger King in the United States for ten years. After that, he took on the role of General Manager at Starcom Latin America, which is among the largest media networks in the world and part of France's Publicis Groupe, the third-largest communications group globally.

With his vision and strategic approach, our team of media geeks and social media experts will execute campaigns that meet the right audience through the right channels; we will try multiple messages and focus on the ones that resonate more.

Strategy Team

We rarely start executing, writing, or designing without going through a **discovery** of the situation.

Our approach to strategy resides on finding the right insights that will be converted into relevant experiences with the brand.

Strategy



JAYSON F.
[LinkedIn](#)

Chief
Innovation



LUDWIG F.
[LinkedIn](#)

Sr. Strategic
Planner



INIDIRA B.
[LinkedIn](#)

Travel
Marketing
Specialist

Brand
Strategist

Research
Analyst

Media
Strategist

With all the great research that GFLCVB already has and its marketing plan as a reference, we will work on the creative strategy and the communications plan with the involvement of all our key people and leadership team.

After that initial strategic boost at the beginning of each year, we will continue to add strategic sessions to our execution to make sure we are up to date in terms of message, channels, and platforms.

Full FTE

In Retainer

No cost for GFLCVB

Optional Services

3. PROJECT APPROACH

Our Approach



STRATEGY

Audience Insights
Strategic Approach
Long-Term Vision
Social Media Plan



EXECUTION

Creative Approach
References
Content Ideas
Media Amplification
Community Management
Influencer Strategy



MEASUREMENT

Key Metrics
ROI
Tools

How do we stay top-of-mind as the main tourist destination?

Our Objective

WHAT

Make Greater Fort
Lauderdale the #1 tourist
destination within our
target group.

HOW

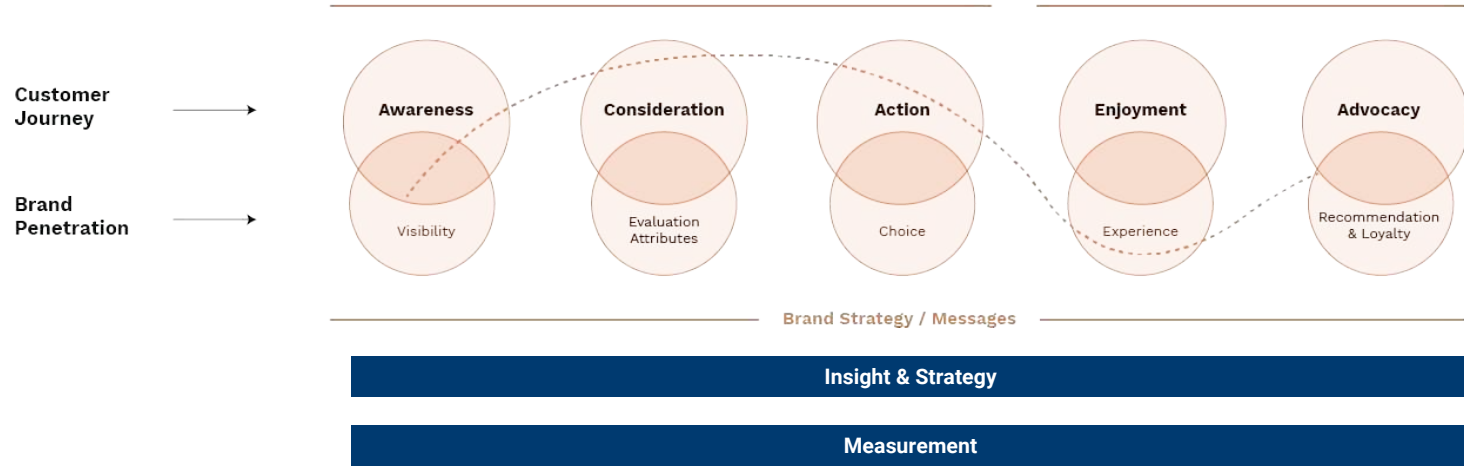
By leveraging what makes
it unique and a top travel
destination: it's year-round
sunny beaches.

WHERE

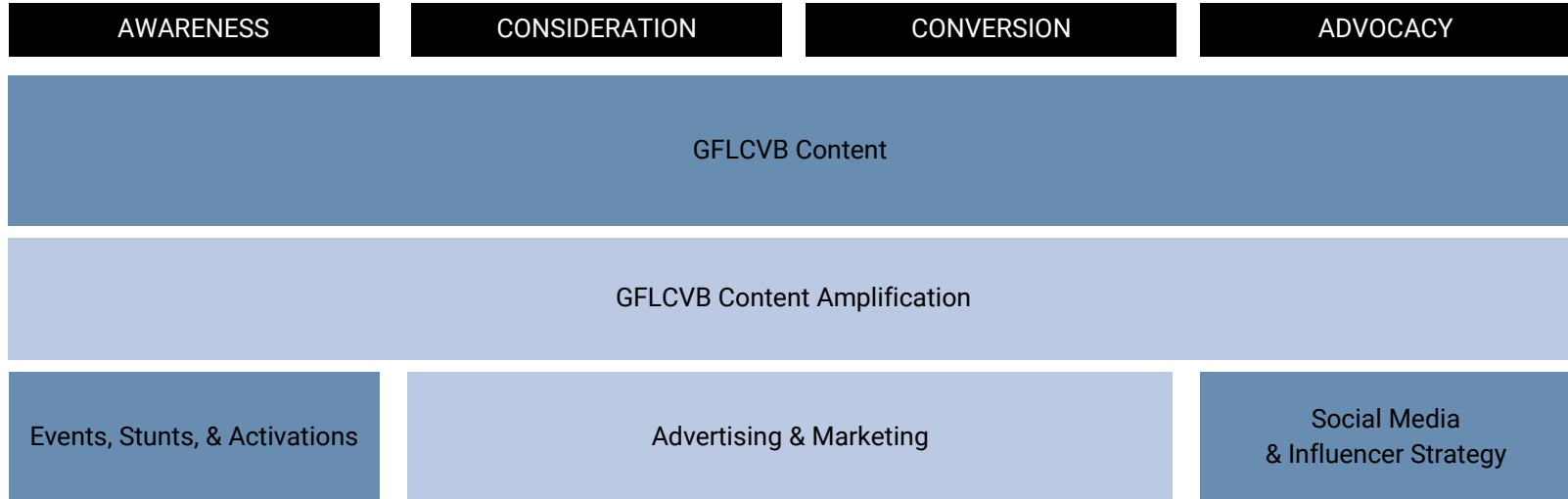
And giving travelers a taste
of it, wherever they may be.

Content Strategy

Understanding Each Step to Bring the Consumer Through the Journey to Conversion and Beyond



With the Right Mix of Content and Amplification to Drive Results at Each Step of the Funnel



Within the Right Content Framework

Scaled Content Structure

Support GFLCVB Objectives

Generate GFLCVB awareness and build on positioning with monthly calendar of evergreen content.

Always-on

Seasonal Campaigns

Drive consideration and booking by pushing special events during key moments of the year.

Hub

Hub

Hub

Hub

High Impact Activations

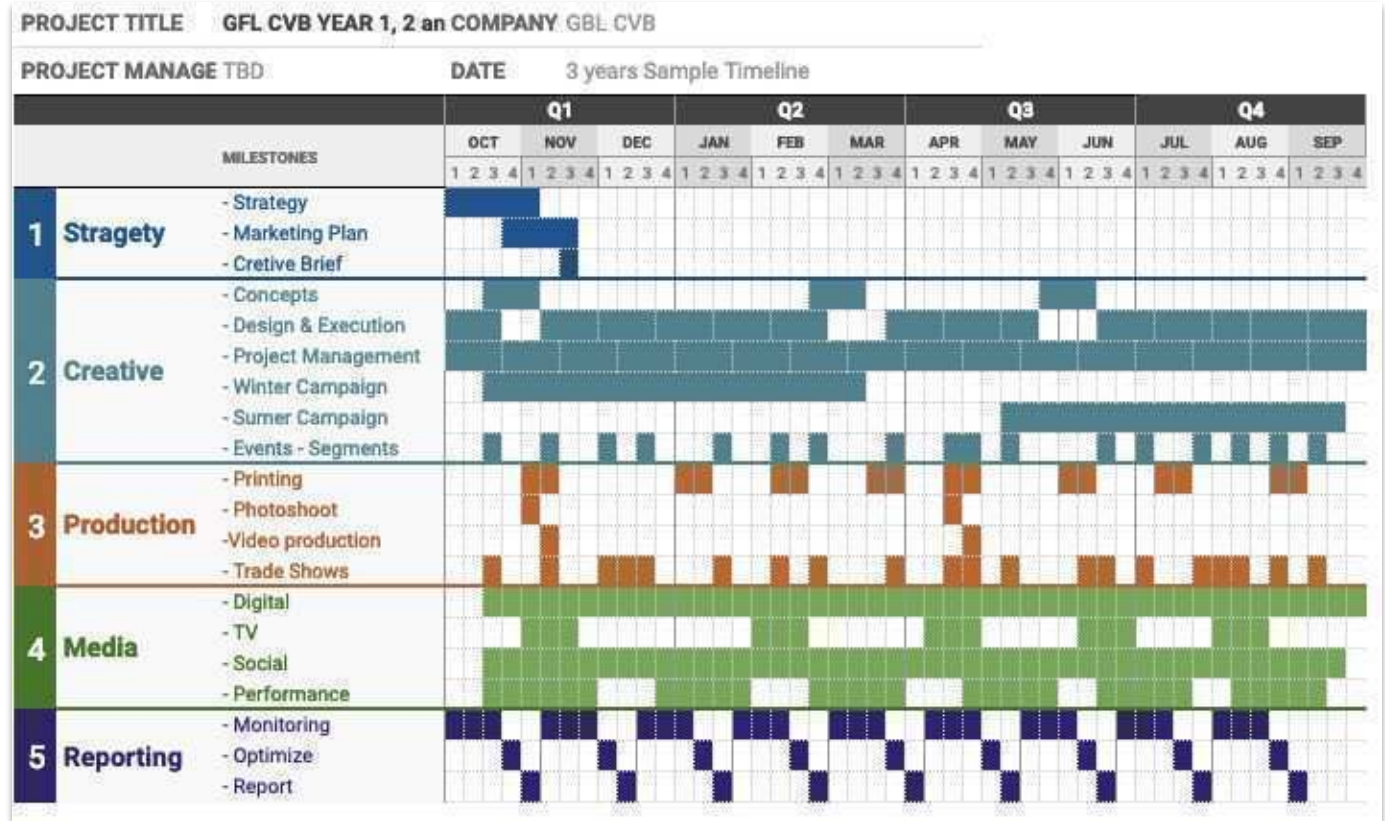
Increase top-of-mind awareness, engagement, and GFLCVB relevance.

Hero

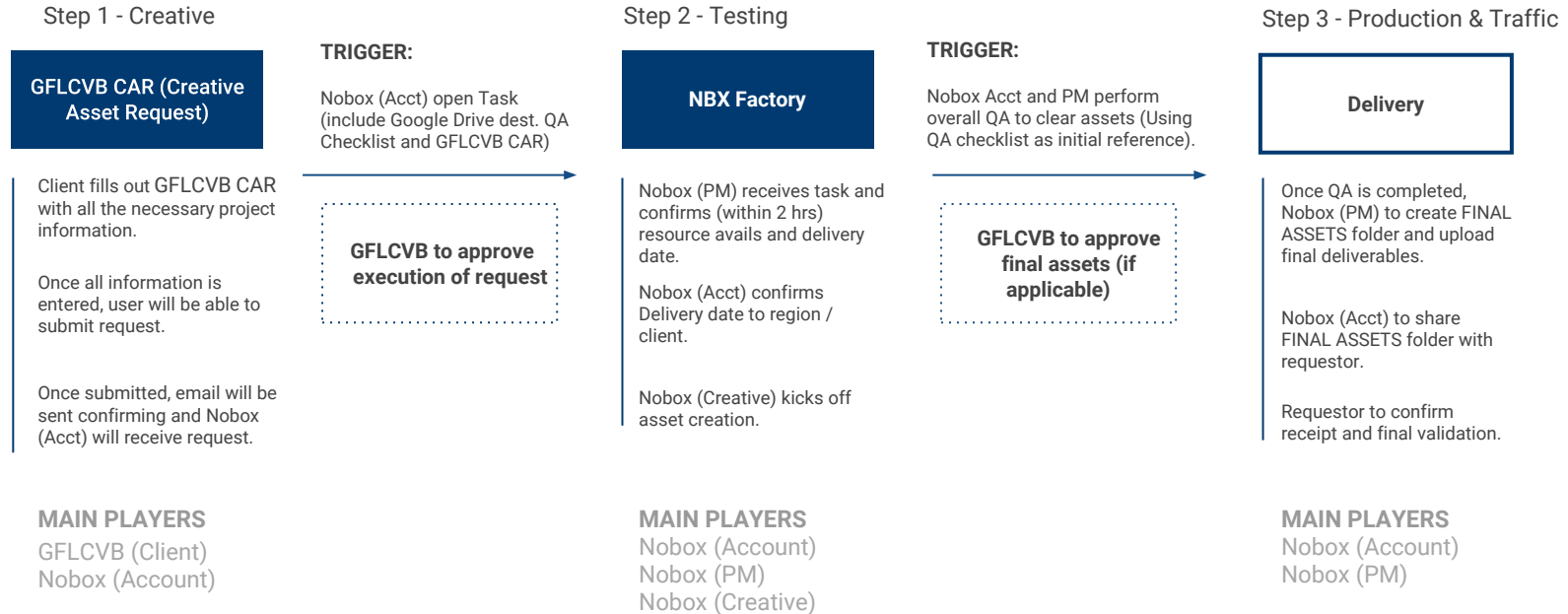
Hero



Sample Timeline – 3 Years



Optimizing Processes



Creative Portfolio

OOH | PRINT | DIGITAL | BROADCAST | COLLATERAL

Case Study – Digital Use of New Platforms

J Balvin + Musical.ly – Pepsi

Objective: Engage with younger demographic to generate positive brand and product association and increase intent to purchase.

Strategy: We developed a look and feel and campaign concept that would leverage J Balvin's success and affinity with the younger demographic to create a music-driven participatory activation offered by Pepsi.

“Show your moves through the [musical.ly](#) app for a chance to appear in J Balvin's next big music video. Do you have what it takes?”

Results: The campaign is still running, but with over 40K submissions by fans during the first part of the campaign, we anticipate huge success.

[View Promo Video](#)

Case Study – Digital Content

Content That Performs

The Ultimate Narcos Roast

People really hate to talk about Pablo Escobar in Latin America. The memories left behind and the current problems of the famous drug cartels are sensitive subjects. So, to promote Narcos Season 3, we gave them the chance to SING their frustrations away.

6M Organic Views
30.8K Shares on Facebook
128K Likes on Instagram

[View Case Study](#)

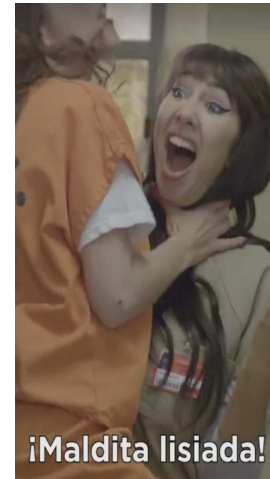


Storytelling That Breaks the Internet

What happens when take the most iconic meme-worthy telenovela villain of all time and lock her up in the Orange is the New Black prison? Spoiler alert... SHE CRIES IN SPANISH!

48M Organic Video Views
171K Shares
Dream PR Coverage

[View Case Study](#)



Case Study – Digital Media

Transforming MHS & JDCH into South Florida's Favorites Hospitals

Broward County Board of
County Commissioners

GEN2116476P1

We delivered a solid content strategy –amplified by a precise media plan – that anchored on the purpose of influencing and improving the patient's journey and relationship with the brands.

Utilizing sophisticated targeting tactics and analysis, we measured the impact of the media amplification at a county level based on geographical priorities and efficiencies.

During 2018, we achieved over 2.4M engagements by reaching 56% of the potential audience with a 22% engagement rate vs. the 15% industry benchmark and a \$0.56 CPC vs. the \$1.32 industry benchmark.

[View Quick Tips Video](#)



Case Study – Broadcast/OOH/Print Relaunch of a Legend

By collaborating and coordinating with retailers across the country on an Amazon.com strategy, we delivered a full-blown online and offline campaign to bring a legend back to US core markets.

The similarity with GFLCVB is the number of internal clients that we had to deal with, especially during the initial launch at the beginning of 2017.

[View Video of Part of the Process](#)



Case Study – Digital/Broadcast

New Brand, New Sales Strategies

From Apoyo Seguros to Lifefy, we developed the branding and go-to-market strategy for a financial startup that had to start converting from the very beginning.

As a local South Florida player, the client knew exactly how to address this market but wasn't sure how to talk to the rest of the general market in the US; that's where we came in with a universal, straightforward campaign and message structure.

[Watch Our 30" Spot](#)



Creative Portfolio

TOURISM, TRAVEL, AND ROI CASE STUDIES

Case Study – ROI

Promote Tourism, Big ROI

Objective: We needed to increase visits to Panama and position it as a world-class tourism destination. 65% of the budget was dedicated to an online campaign to encourage sales through a display and search media strategy. We also leveraged social platforms through earned, owned, and paid media.

Strategy: How do we encourage travelers to visit Panama and fly with Copa Airlines to get there? Intrigue them with creative and messaging that is specific to their interests deployed via a strong digital-centric 360 campaign. Considering every market has different knowledge of Panama, we devised a strategy to expose each one to their specific interests as a gateway to discovering all the country has to offer.

Results: The results went beyond our expectations! Throughout the span of six months of the campaign, this massive effort involved a team of 30 people and brought in amazing results not only for Copa Airlines but for the country as well. **The highlight was over 43K tickets being sold as a direct result of this effort.**

[View Case Study](#)



Only in Panama

Panama's geography, history and economy, proposes the unique contrasts you can find here. A place where you can explore the rainforest, the ocean, and the city, all in one day. Walk through streets of cobblestones, while overlooking the most modern skyline in Latin America. Shop in world-class stores, and find the only place in the world where you can see the sun rise from the Atlantic and set in the Pacific.



Special Deals



[VIEW MORE](#)

Case Study – Tourism Brand Architecture for a Destination

Marriott Augmented Reality App

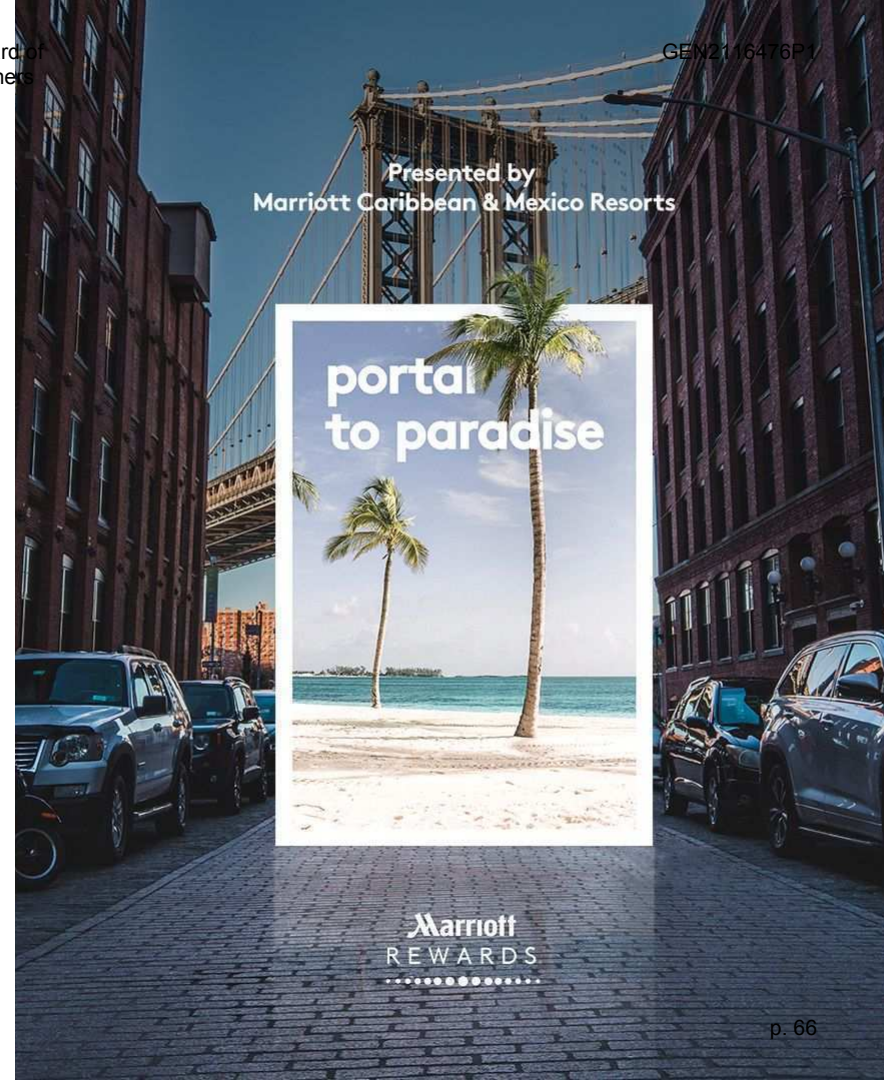
Objective: Promote bookings for Marriott properties in the Caribbean and Mexico after a negative year from hurricanes and crime-related bad PR.

Strategy: Using Apple Augmented Reality Kit technology, we developed an app that opens a portal right into your living room, allowing you to step into paradise.

It highlights eight unique properties to explore, giving users the chance to sit by the pool or walk by the beach and see with their own eyes that all is now great in paradise.

Results: The campaign recently launched, but with over 25 publications writing about the app, we know it will generate strong impact and that it's an *Idea that Performs*.

[View Case Study](#)



Case Study – ROI

Marketing Groups With Influencers

Royal Caribbean Marketing Campaign

Objective: Royal Caribbean wanted to get first-time millennial cruisers in Latin America to book their first voyage on Royal Caribbean. How do you get a group of South American millennials to try cruising for the first time? Show them the unique experiences Royal has to offer aboard their ships and at the destinations directly on their social media timelines.

Strategy: We created an influencer campaign that captured the experiences of our social stars. From Chile, we had comedians and YouTube stars Woki Toki; from Colombia, we had lifestyle Influencer Pau Tips. This content became the perfect bank of assets for service videos, social posts, and paid media including Facebook News Feed and Promoted posts. We then tapped into the Sales Representatives (Travel Agencies) of each of our target countries and created personalized landing pages per country to drive conversions.

Results: 1,626,425 Video Views | 2,509,531 Engagements | 1,127,355 Clicks 1.94% CTR | \$0.04 CPC | 89,787 Page Likes

[Watch Influencer Video](#)



1/2/2019

BidSync



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Case Study – Tourism & Travel

The World's First Luxury Hotel Instagram Magazine

Broward County Board of
County Commissioners

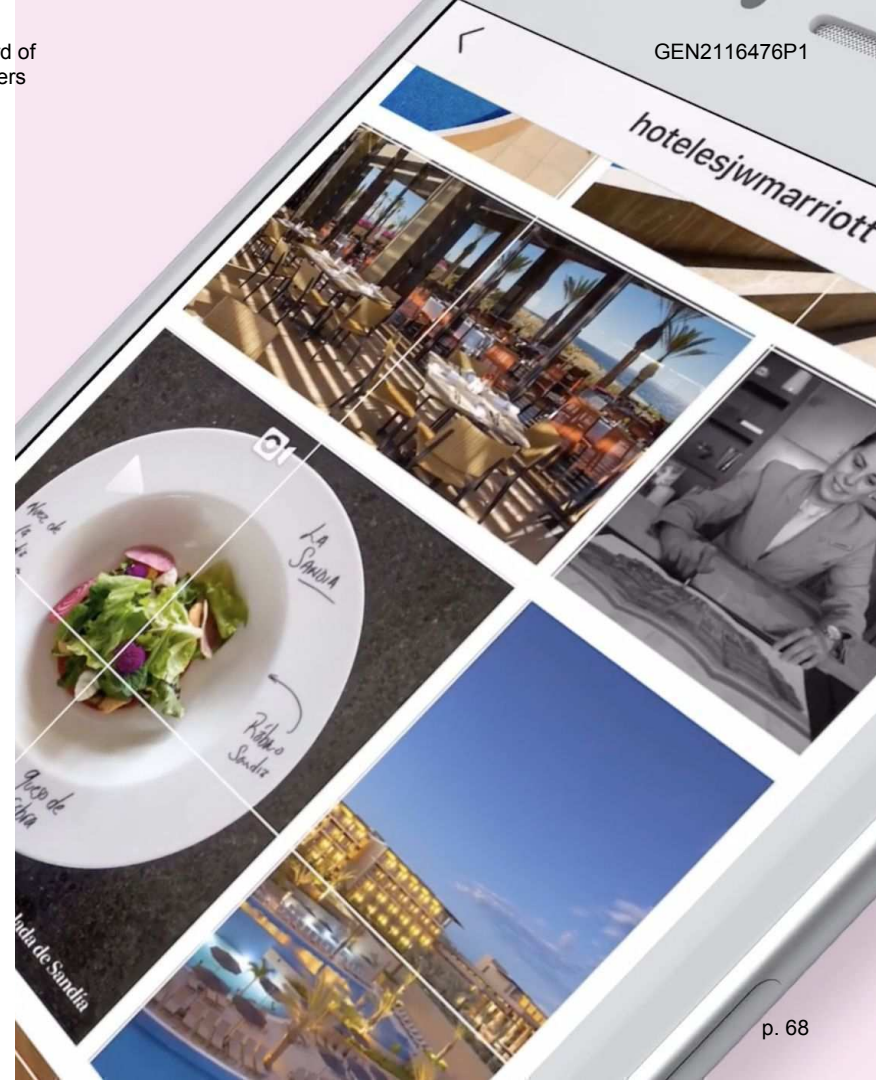
Marriott JW Instagram Magazine

Objective: Create a connection and engage users while showcasing the essence of JW Marriott Hotels by highlighting our main differentiators, service quality, gastronomy, and architecture.

Strategy: Inspired by the popularity of luxury magazines, we deconstructed our properties through an innovative, high-end storytelling approach that transformed our Instagram page into a magazine-like profile. Specially crafted videos showcased the artistic details of dishes, a new approach we now call “The Artistry Behind the Plating.” Instagram Stories were also used to drive traffic by showcasing this new approach and providing awareness around which locations were being highlighted.

Results: The magazine-style feed helped increase profile views by 314%. The average number of video views increased by 212% vs. content from 2017. Our followers increased by 20%. Social referral traffic increased by 102% for the first two hotels featured.

[View Case Study](#)



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7/2019
JW MARRIOTT

BidSync

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Case Study – ROI

Performance Media

3x More Downloads

Outstanding Media ROI

Stanley Black & Decker's last innovation investment needed critical mass of **Tracemen** in Mexico to start interacting with them. The objective for the first month based on industry benches was 3K downloads.

Through daily optimization of media bidding and creative assets, we achieved 11K+ downloads in the same time period.

Stanley Black & Decker

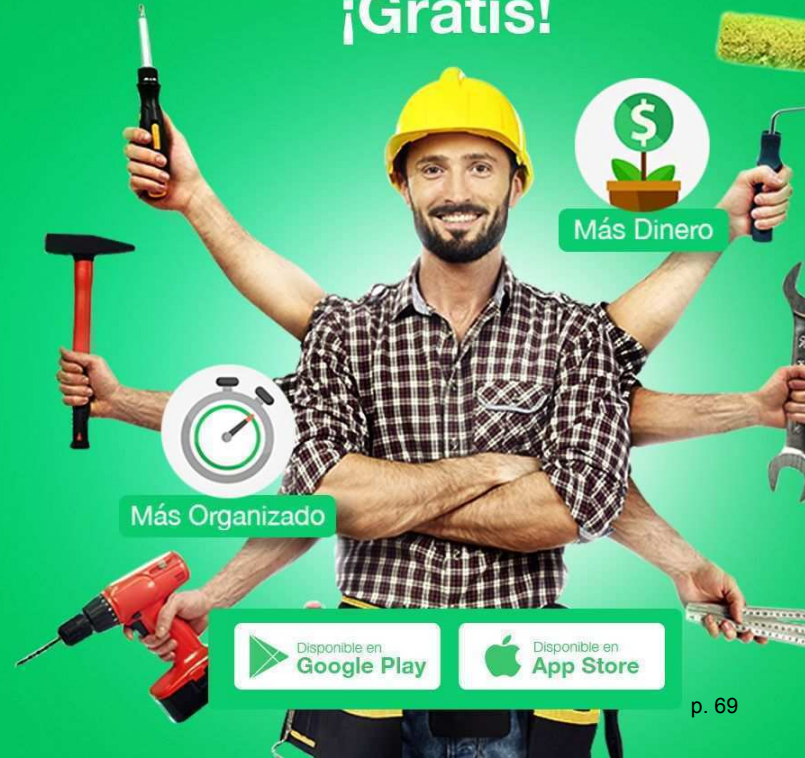
scala Pro

BidSync

GEN2116476P1

scala Pro

¡Crece tu negocio!
descarga la aplicación
¡Gratis!



Media Planning and Buying

Making a Difference

Planning Based on Full Consumer Journey

Implement insight-driven strategic plans to forecast needs at every level and prepare an always-on approach that is also flexible to the needs of the markets.

Test, Validate, and Optimize

Increase local relevance while maintaining global alignment by pretesting and confirming theories in the planning phase using primary research and tools.

Real-Time Performance Measurement

Enabled by innovation and an improved discovery process with local markets, we will optimize based on real-time data to meet KPIs and expectations at every level.

Media Economics

Increase GFLCVB's share of voice in key markets through more beneficial media deals by implementing a trading desk media buy approach.



Enabled By:

Process

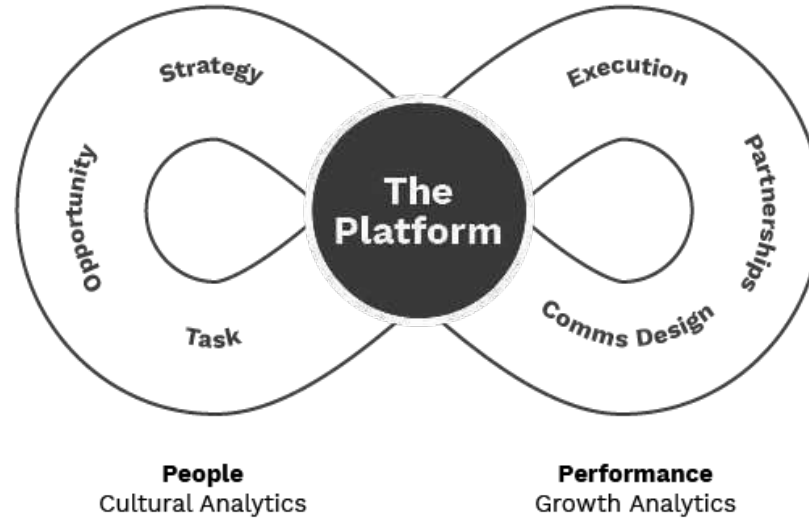
An improved and efficient process for planning, executing, and optimizing media plans that allows us to launch campaigns with high agility while ensuring goals are met.

Innovation

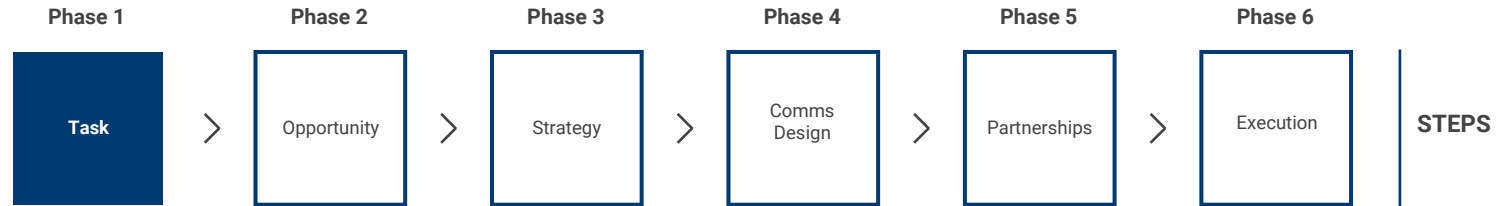
Implementing the right tools will enhance our planning capabilities to increase local relevance, improve our media buying value, and track performance through all touchpoints.



Media Process



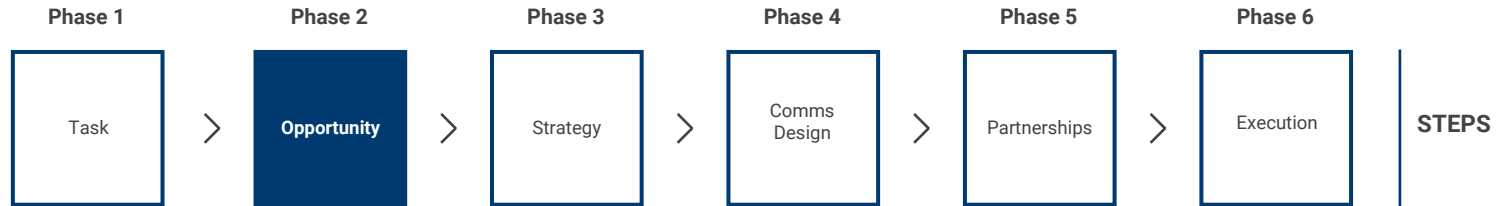
Media Process



Discovery process with global directives, regional team, and local markets.

Building brief with GFLCVB team, following new requirements and requests that will allow us to ensure our plans are effective.

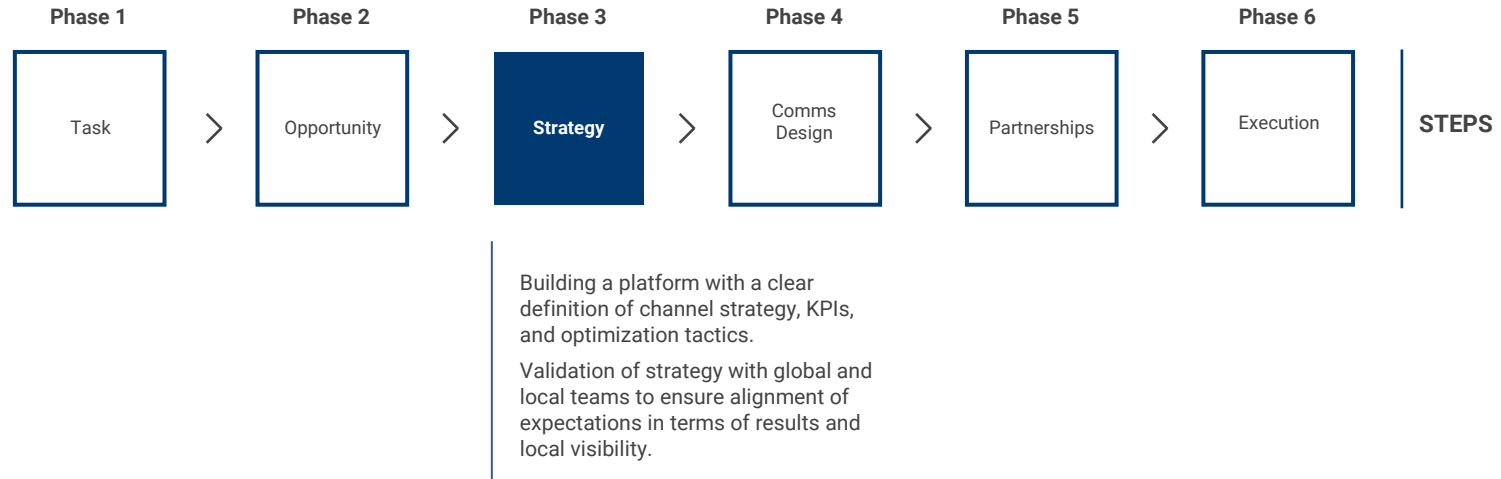
Media Process



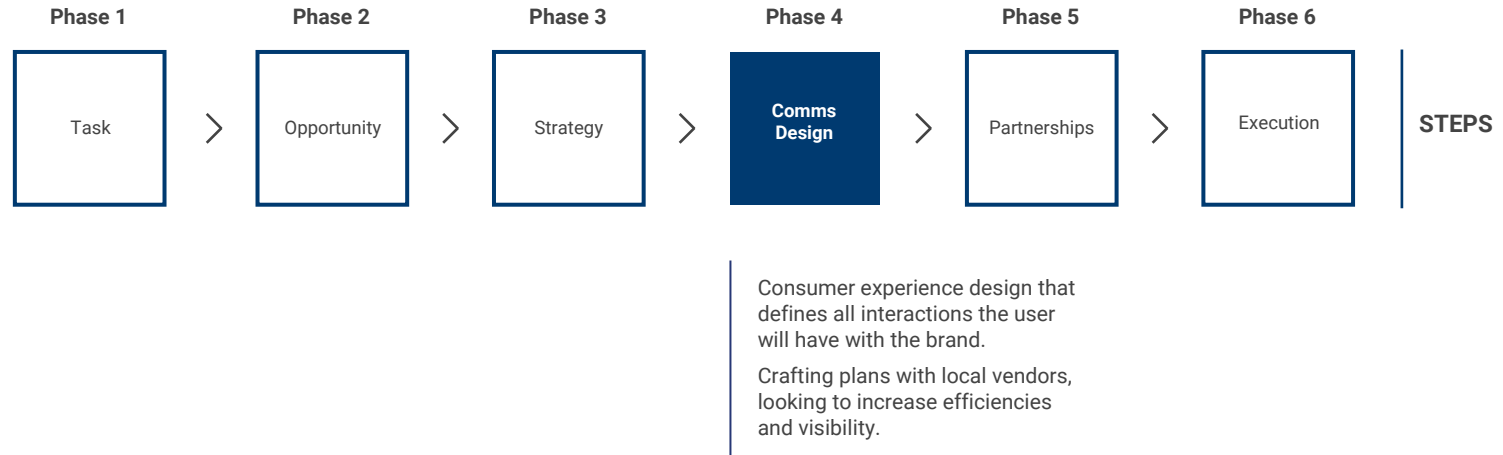
With a clear business goal, we will proceed to take on a local deep dive to the consumer journey per local market.

In this phase, we will look also to industry and competitive data to define the best way to win in the category.

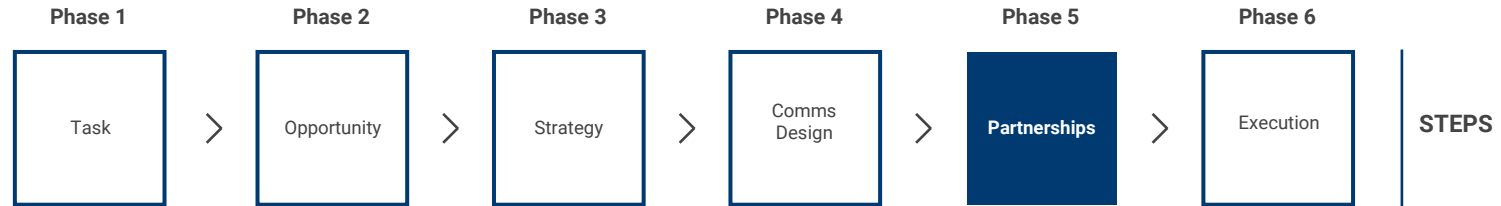
Media Process



Media Process

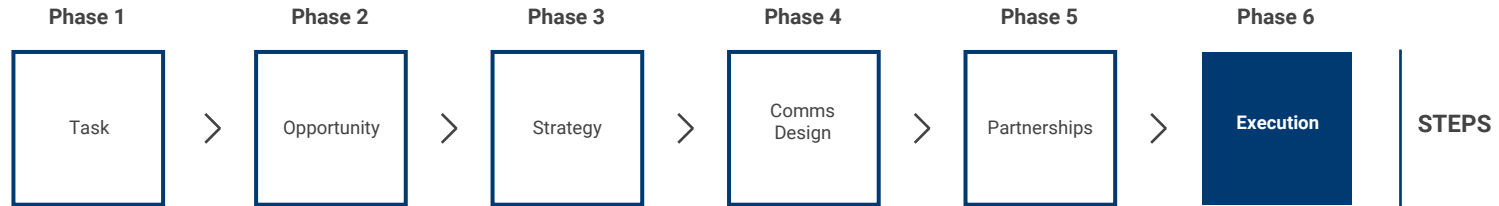


Media Process



To increase media value, we will pursue partnerships that provide additional visibility and opportunities to creatively impact our audience.

Media Process

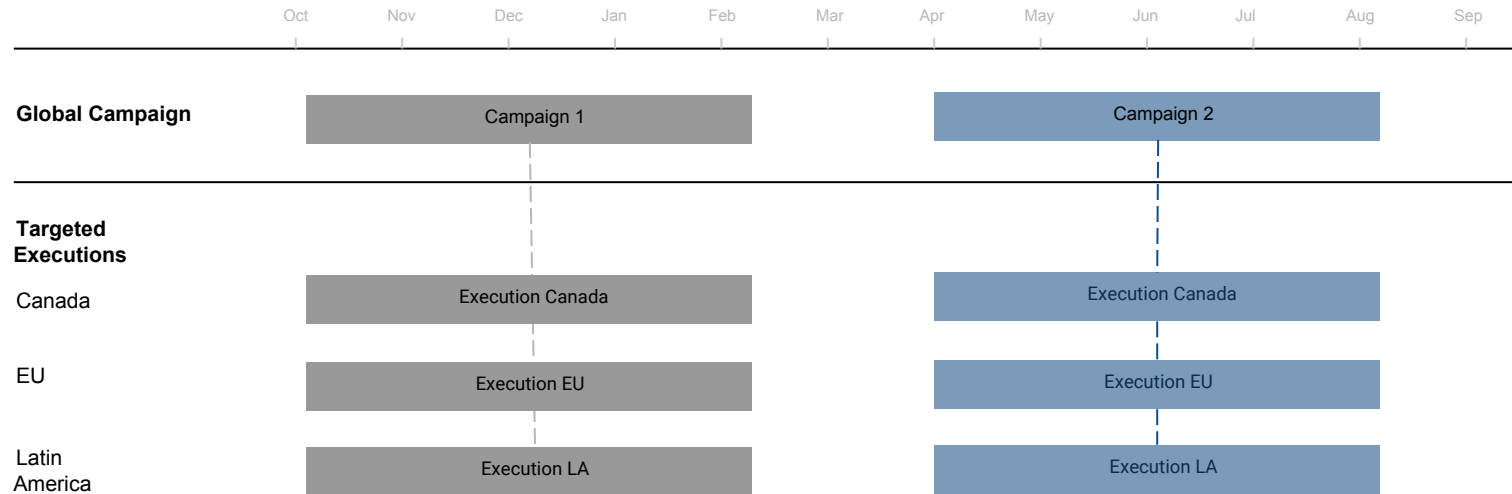


By establishing dedicated resources for media buying and implementation, we will become more agile to launch campaigns.

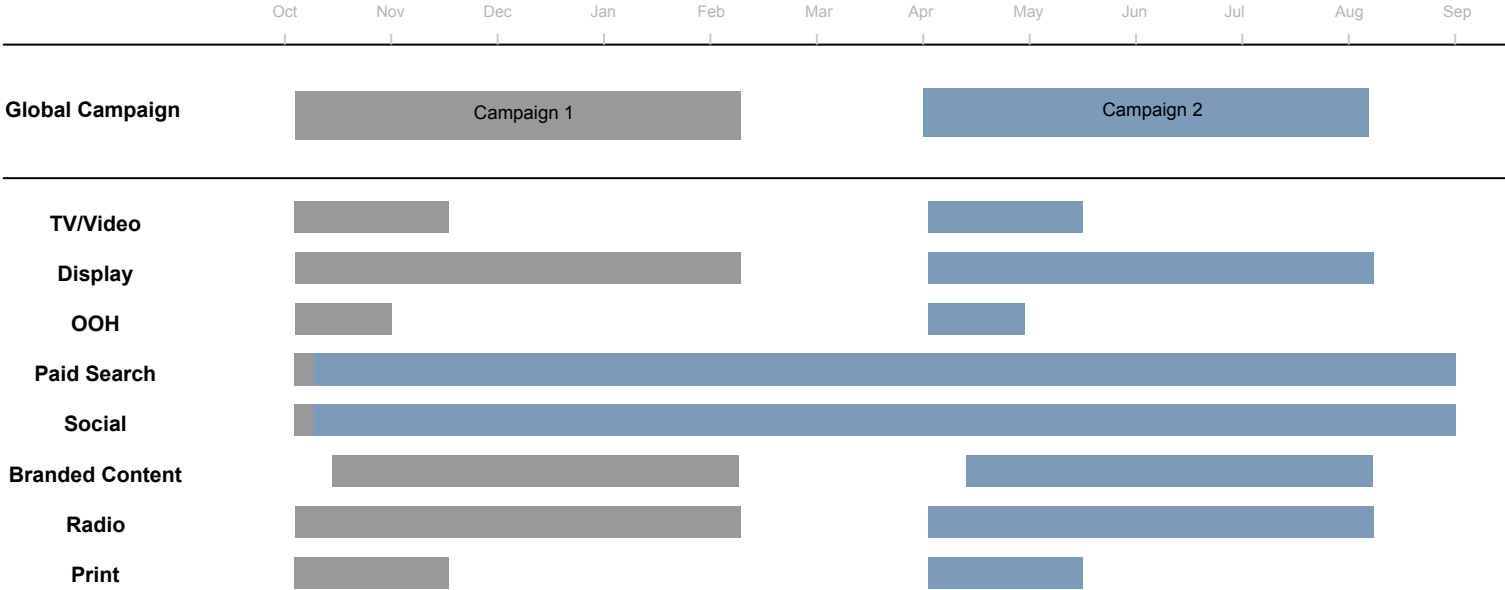
Real-time optimization in-platform will ensure efficiencies and tracking of results.

Reporting will also have a capacity to be real-time with KPI tracking and an AI for predictive insights to inform the optimizations to the campaign.

Addressing Multiple Markets and Different Priorities



With the Most Efficient Channel Mix



Optimizing Targeted Reach by Market

Trading practices vary, and every market requires its own approach. However, some common themes across our network include:

Nobox group agreements with key digital vendors delivering unique trading benefits such as first access to NPD and best-in-market pricing.

Combinations of local vendor trading agreements encompassing to achieve the best trading results.

Nobox digital RTB media buying exchanges, which provide our clients with improved targeting, lower costs, and substantially improved ROI.

Media market segmentation analyses, which enable us to negotiate and allocate budgets more efficiently by vendor. An example is identifying the engagement and efficiency marketplaces.



Leveraging Value-Added Opportunities Beyond TV

Savings are normally defined as follows:

Direct Cost Reductions: Lower media costs achieved as a result of negotiated price reductions.

Value-Added: Cost savings achieved through improved planning, improvements in booking procedures and booking flexibility, improvements in targeting, optimization of budgets by channel, modeling, and optimizing ROI.

Free additional brand exposure (e.g., promotions, sponsorships, content, and editorials).

Some examples of added value as part of our media negotiations are:

- Marriott and Discovery Channel partnering with Jason Silva [Link to content](#)
- Nokia MTV sponsorship [Link to the Capsule](#)
- The Innocents Netflix influencers [Link to the case](#)



How can we sell Greater Fort Lauderdale as a top destination in a cohesive way across all markets?

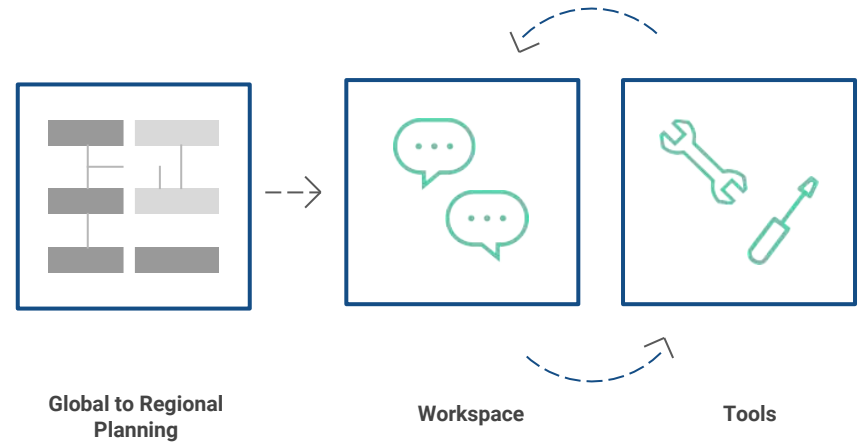
**By creating a centralized
workspace.**

The Right Framework

Creating a Centralized Workspace

To us, handling a global campaign across multiple regions and countries needs to be done in a coordinated way.

Information needs to flow seamlessly from the marketing team to the agency and back with as little friction as possible; stakeholders should also be able to monitor and stay in the loop of everything relevant to them.

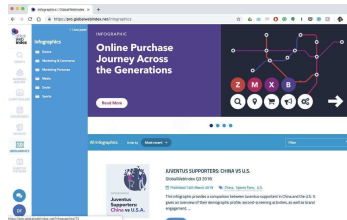


The Right Tools

AUDIENCE AND CULTURAL INSIGHTS



Understanding the cultural drivers and behaviors of our markets.



SOCIAL LISTENING



Qualifying the sentiment of our interactions will provide a higher sensibility to content performance and audience preference.

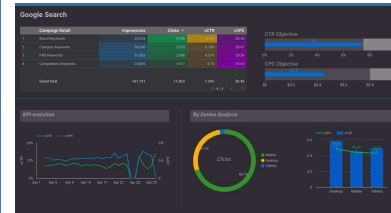
Benchmark against your competition and within your industry to see where you stand in terms of media and social metrics to set better targets.



REAL-TIME PERFORMANCE TRACKING



Integrated reporting for all digital and social channels, offline channels, and business results to ensure meeting performance goals and establishing clear ROI attribution. Optimizing content to ensure our audience is continuously engaged.



SOCIAL METRICS & COMPETITIVE BENCHMARKING



From fan growth to media boosting, we will be able to understand and optimize our strategy based on what our competition is doing.



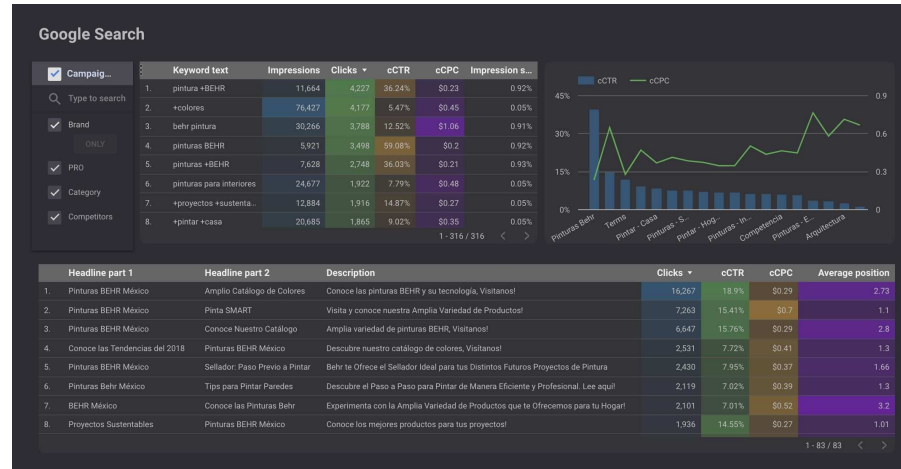
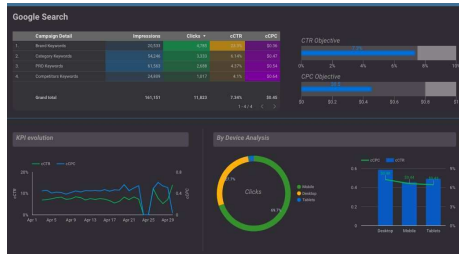


Google Data Studio

Real-Time Performance Tracking

Integrated reporting for all digital and social channels, offline channels, and business results to ensure meeting performance goals and establishing clear ROI attribution.

Optimizing content to ensure our audience is continuously engaged.



- GFLCVB and NBX to align before starting engagement to define the different levels of reporting and details before setting up campaigns.
- BI resource dedicated to analyzing and integrating campaign performance with business results.
- Access to real-time custom dashboards with monthly meetings to go over insights and optimizations with the GFLCVB analytics team.
- Quarterly business reviews with high-level stakeholders to ensure we're looking at performance over time.



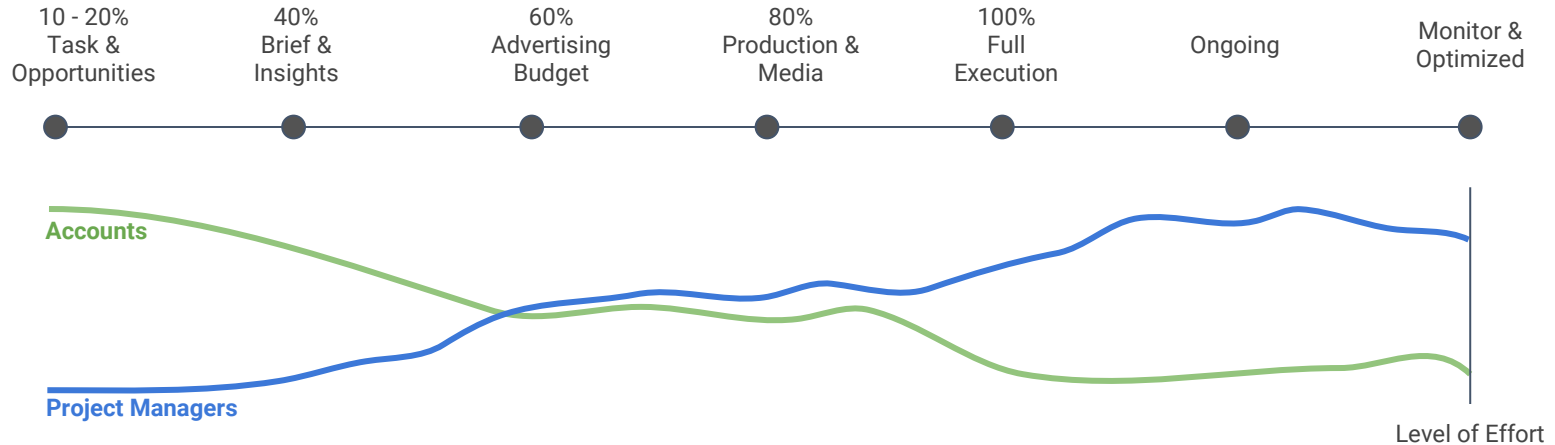
Relevant KPIs

| GOAL | AWARENESS | CONSIDERATION | CONVERSION | LOYALTY |
|-------------|--|--|--|--|
| TOUCHPOINTS | Social Media Video Display / Programmatic Spot TV / Radio / Print | Social Media Digital / Programmatic SEM Geofencing Website | SEM Digital / Programmatic Social Media Website | Social Media Digital |
| KPIs | Reach and Frequency % of Potential Audience Video Views Unique Impacted Audience Clicks, CTR Time Spent Engagements Registers | Reach and Frequency % of Potential Audience Clicks, CTR Time Spent Views Engagements Email Metrics | Reach Views Steps to Conversion Conversion Rate Time Spent Conversions ROI | Reach Return visitors Engagements Cross-Selling Rate Email metrics Sentiment / Satisfaction Rates |

When mapping out our tactics, we establish the communication plan based on the phases of the consumer journey. Each phase has a set of KPIs customized to the category and benchmarked against competitors and total potential audiences.

Account Management

Account Management Flow



Account Management Tasks

**10 - 20%
Task &
Opportunities**

40%
Brief &
Insights

60%
Advertising
Budget

80%
Production &
Media

100%
Full
Execution

OnGoing

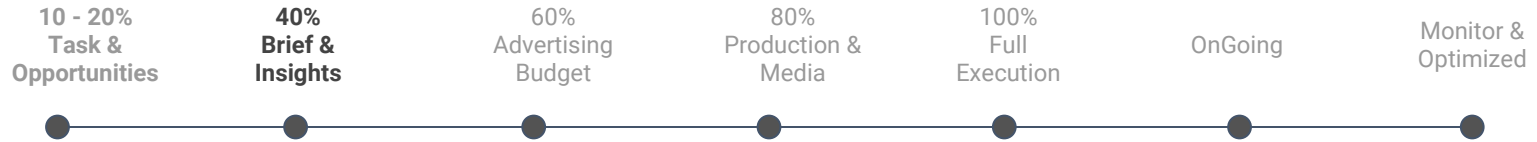
Monitor &
Optimized

Define level of investment for potential project with GFLCVB team.

Define client service efforts.

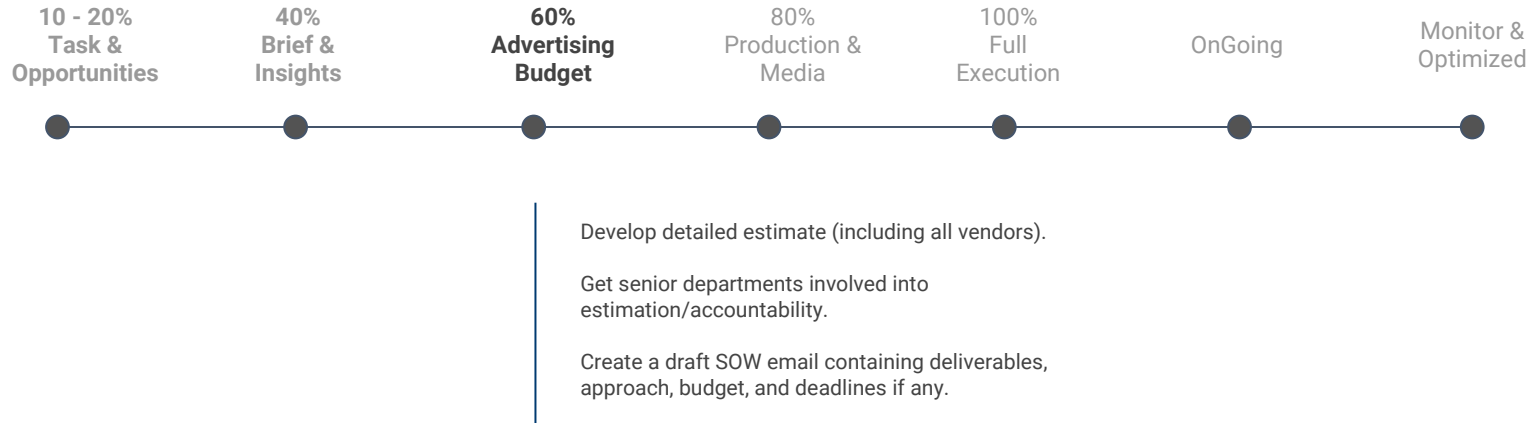
Identify potential additional subcontractors and/or talent to be allocated.

Account Management Tasks

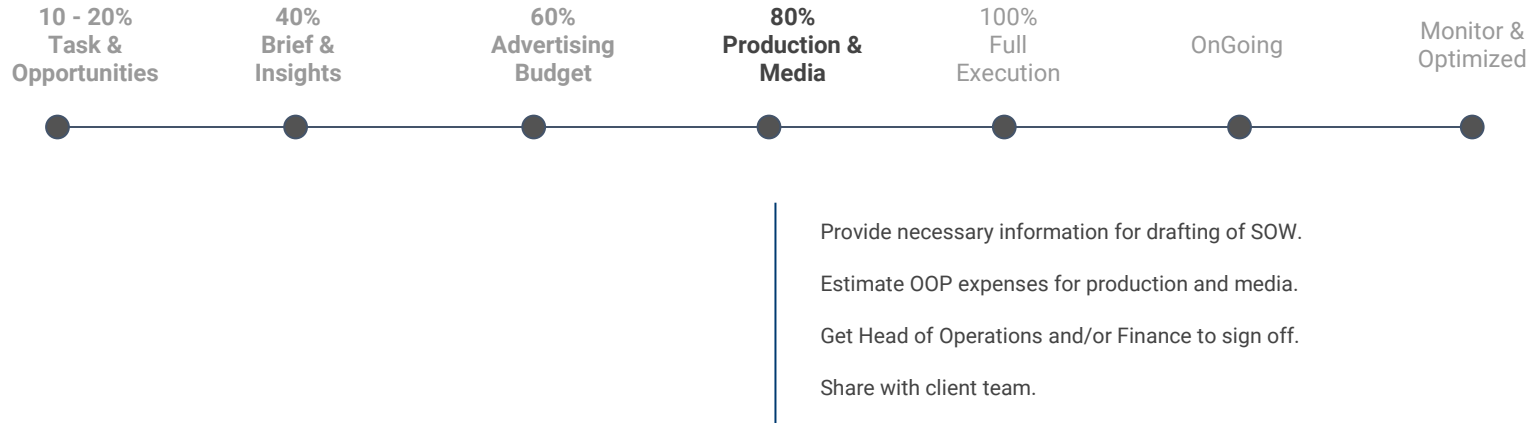


- Create a project environment (AC, Drive, etc).
- Define basics: Ask, approach, deliverables (email format), and duration.
- Evaluate feasibility and define vendors needed.
- Create a ballpark budget (+/- 30%).

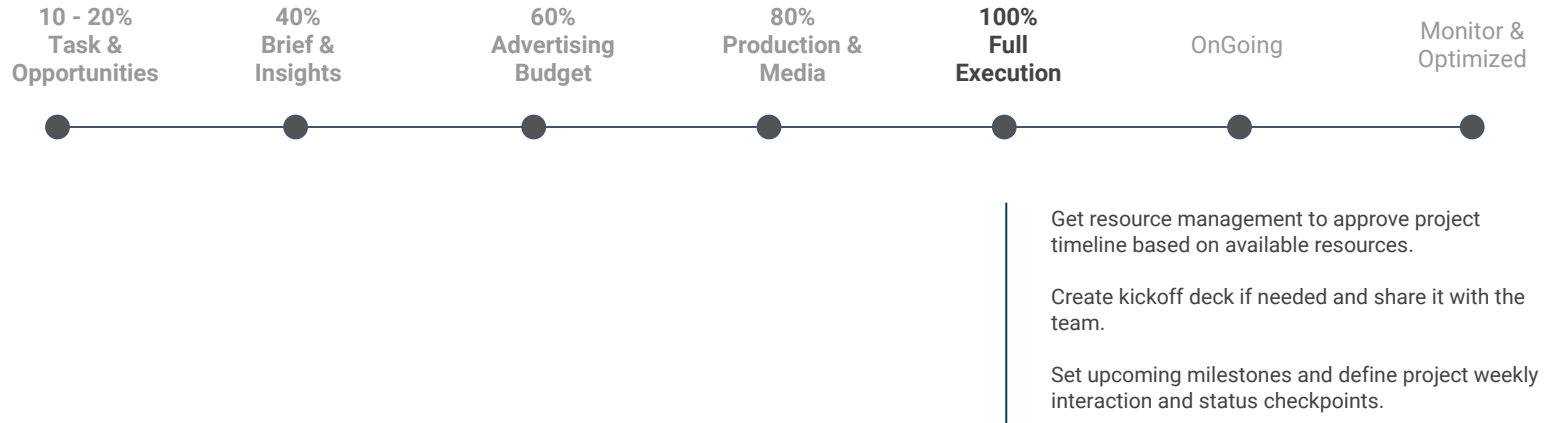
Account Management Tasks



Account Management Tasks



Account Management Tasks



Tourism Industry

We have conducted **primary research** for Marriott International to validate a concept before the launch of the campaign.

We manage research tools **GWl and Comscore** to surface key insights on the travel and tourism industry.

Combining our research with client-provided **business intelligence** on customer behavior and booking windows, we deliver on the marketing strategy for each brand.

Destination Marketing Organization

We collaborated with our past client **Copa Airlines** and the Panamá Tourism Association to build a performance campaign that leveraged data of the decision drivers and type of travel interest per market to create the messaging, creative, and media targeting of the campaign.

4. PAST PERFORMANCE

Projects of similar nature, scope, and duration.



Project: Management of Brand and Social Efforts for Portfolio of Brands

Objective: Develop and execute marketing campaigns to promote specific properties and initiatives, incentivizing booking conversion and brand awareness for LATAM.

Scope: Develop brand marketing campaigns and manage social platforms for entire brand portfolio.

Duration: 5+ years

Results: Delivered campaigns and projects on time and on budget, allowing the Marriott + Nobox partnership to grow year after year.

Budget: > \$1.5MM





Project: Management of Promotional Efforts for Portfolio of Brands

Objective: Develop and execute promotions and activations campaigns to promote Pepsi brands, incentivizing participation and brand awareness for LATAM.

Scope: Develop promotional marketing campaigns and manage social platforms for brand portfolio.

Duration: 5+ years

Results: Delivered campaigns and promotions on time and on budget, allowing the Pepsi + Nobox partnership to grow year after year.

Budget: < \$1MM





Project: Management of Promotional Efforts for Portfolio of Brands

Objective: Develop and execute promotions and activations campaigns to promote Playstation properties, incentivizing participation and brand awareness for LATAM.

Scope: Develop promotional marketing campaigns and manage social platforms for brand portfolio.

Duration: 5+ years

Results: Delivered campaigns and promotions on time and on budget, allowing the Playstation + Nobox partnership to grow year after year.

Budget: < \$1MM



NOKIA

Project: Management of Brand and Social Efforts for Portfolio of Products

Objective: Develop and execute marketing campaigns to promote the launch of Nokia's handheld devices in LATAM, incentivizing activations and brand awareness.

Scope: Develop brand marketing campaigns and manage social platforms for the entire product portfolio.

Duration: 1+ years

Results: Delivered campaigns and projects on time and on budget.

Budget: > \$1.5MM

Initiatives: Develop assets (collateral, OOH, print) to support co-op initiatives in the region. Provide optimal support to retailers, operators, and other partners by proposing an online request process to centralize all requests and expedite delivery.



5. WORKLOAD

| Client | Project |
|----------------------------------|--|
| Copa Airlines | Co-Op Marketing Campaigns for Panama (Panama Tourism Association), Curacao (Curacao Tourist Board), and Bahamas (Atlantis Paradise Island Resort) |
| Marriott | Portal to Paradise / Bon Voy Launch / TED Talk Medellin / JW Magazine / Management of Brand Portfolio's Social Platforms |
| Pepsi | Gatorade 5v5 (2015 – 2019) / J Balvin + Musically / UEFA Champions League Experience / Management of Brand Portfolio's Social Platforms |
| Amerant | Launch Campaign for New Brand Image (US) |
| Nokia | Launch Campaign for New Line of Handheld Devices (LATAM) |
| Joe DiMaggio Children's Hospital | Launch campaign for New Wellington Location, Management of Brand's Social Platforms |
| Netflix | Launch Social Campaign for the Following Properties: ROMA, Made in Mexico, The Innocents, Orange is the New Black, and Narcos / Management of Brand Portfolio's Social Platforms |
| Playstation | UEFA Champions League Promotion, Management of Brand's Social Platforms (LATAM) |



6. COMMERCIAL

Agency Fees

As requested:

All services have been annualized in order to visualize a consistent monthly cost, although some deliverables (i.e., "strategy") will be worked on a yearly basis.

| County Commissioners | | | | | | | |
|--|-----------------------------|---|------|--------------------|----------|----------|----------------|
| GFL CVB ADVERTISING SERVICES AGENCY / FLAT SERVICES FEE Year | | | | | | | |
| Department | Staff | Deliverable | Hrs. | Hrs./\$ | Cost | Mos. / # | Total / Year 1 |
| ACCOUNT | VP Client Services | Delivery + TDC and MAC Meetings + Status + Monthly Report | 30 | \$160 | \$4,800 | 12 | \$57,600 |
| | Account Director | | 160 | \$120 | \$19,200 | 12 | \$230,400 |
| | Account Manager | | 160 | \$95 | \$15,200 | 12 | \$182,400 |
| PM | Sr. Project Manager | Project Management Related to Production Work | 160 | \$110 | \$17,600 | 12 | \$211,200 |
| | Project Manager | | 160 | \$85 | \$13,600 | 12 | \$163,200 |
| STRATEGY | Sr. Strategic Planner | Strategy Year 1 + Communications Plan | 14 | \$130 | \$1,820 | 12 | \$21,840 |
| | Brand Strategist | | 14 | \$100 | \$1,400 | 12 | \$16,800 |
| | Media Strategist | | 14 | \$100 | \$1,400 | 12 | \$16,800 |
| | Research Analyst | | 14 | \$75 | \$1,050 | 12 | \$12,600 |
| | Travel Marketing Specialist | | 14 | \$215 | \$3,010 | 12 | \$36,120 |
| CREATIVE | Chief Creative Officer | Concepts + Design & Graphic Services + Editorial + Photo & Video Direction + Design, Artwork, Templates, Typography, illustrations & Photography + Copywriting, Fact-Checking, Proofreading | 30 | \$180 | \$5,400 | 12 | \$64,800 |
| | Creative Director | | 160 | \$130 | \$20,800 | 12 | \$249,600 |
| | Art Director | | 160 | \$95 | \$15,200 | 12 | \$182,400 |
| | Art Director | | 80 | \$95 | \$7,600 | 12 | \$91,200 |
| | Copywriter | | 160 | \$105 | \$16,800 | 12 | \$201,600 |
| | Copywriter | | 160 | \$105 | \$16,800 | 12 | \$201,600 |
| | Video Editor | | 80 | \$95 | \$7,600 | 12 | \$91,200 |
| | Proofreader | | 160 | \$75 | \$12,000 | 12 | \$144,000 |
| DIGITAL | HTML Developer | Digital Vacation Planner + Email Program + Web Development + App Development | 160 | \$100 | \$16,000 | 12 | \$192,000 |
| | Digital Quality Assurance | | 80 | \$85 | \$6,800 | 12 | \$81,600 |
| MEDIA | Media Supervisor | Media Strategy, Plan, Buy and Optimization + Co-Op | 30 | \$110 | \$3,300 | 12 | \$39,600 |
| | Media Planner | | 160 | \$85 | \$13,600 | 12 | \$163,200 |
| | | | | Annual Agency Fee | | | \$2,733,360 |
| | | | | Monthly Agency Fee | | | \$227,780 |



Production Budget

As requested:

Production costs are estimated based on the information given by GFLCVB in the RFP and will be accrued and reported on a monthly basis to properly track budget expenditure.

| Production Budget | | | | | |
|-------------------|------------------|---|----------------------|-----------|-----------|
| PRODUCTION | Printing | Promo Materials + Trade Shows Booths + Collateral Production Translations + Talent Fees (up to 4) | \$20,000 | 12 | \$240,000 |
| | Photoshoot | | \$15,000 | 2 | \$30,000 |
| | Video Production | | \$55,000 | 2 | \$110,000 |
| | Trade Show Booth | | \$7,500 | 14 | \$105,000 |
| | | | Production 12 Months | \$485,000 | |
| | | | Production 1 Months | \$40,417 | |

Optional Services

| GFL CVB ADVERTISING SERVICES AGENCY / OPTIONAL SERVICES Year 3 | | | | | | | |
|--|---------------------------|--|------|---------|----------|----------|-----------------|
| Item | Staff | Deliverable | Hrs. | Hrs./\$ | Cost | Mos. / # | Total |
| BRANDING | Chief Creative Officer | Services relating to the development, implementation, and publication of new branding for the GFLCVB. ONE TIME | 40 | \$180 | \$7,200 | 1 | \$7,200 |
| | Creative Director | | 80 | \$130 | \$10,400 | 1 | \$10,400 |
| | Art Director | | 80 | \$95 | \$7,600 | 1 | \$7,600 |
| | Copywriter | | 80 | \$105 | \$8,400 | 1 | \$8,400 |
| | Proofreader | | 16 | \$75 | \$1,200 | 1 | \$1,200 |
| | | | | | | | \$34,800 |
| ADVERSE IMPACT | Chief Creative Officer | Services relating to a unique occurrence impacting the South Florida area that has a significant material adverse impact on tourism in Broward County (e.g., post-hurricane, regional public health crisis, etc.) PER OCCURRENCE | 8 | \$180 | \$1,440 | 1 | \$1,440 |
| | Creative Director | | 8 | \$130 | \$1,040 | 1 | \$1,040 |
| | Art Director | | 16 | \$95 | \$1,520 | 1 | \$1,520 |
| | Copywriter | | 16 | \$105 | \$1,680 | 1 | \$1,680 |
| | Video Editor | | 24 | \$95 | \$2,280 | 1 | \$2,280 |
| | Proofreader | | 8 | \$75 | \$600 | 1 | \$600 |
| | | | | | | | \$8,560 |
| SOCIAL MEDIA | Social Media Manager | Creation and posting of organic content. Developing and executing campaigns and daily organic content; providing 24-hour monitoring of owned social media channels. Assuming similar current frequency. MONTHLY | 80 | \$100 | \$8,000 | 1 | \$8,000 |
| | Community Manager | | 160 | \$75 | \$12,000 | 1 | \$12,000 |
| | Art Director | | 80 | \$95 | \$7,600 | 1 | \$7,600 |
| | Copywriter | | 40 | \$105 | \$4,200 | 1 | \$4,200 |
| | Video Editor | | 80 | \$95 | \$7,600 | 1 | \$7,600 |
| | | | | | | | \$39,400 |
| WEB | HTML Developer | Developing and implementing a website that reflects new branding based on current complexity and volume. Non-branded content provided by client. ONE TIME | 320 | \$100 | \$32,000 | 1 | \$32,000 |
| | Art Director | | 160 | \$95 | \$15,200 | 1 | \$15,200 |
| | Copywriter | | 160 | \$105 | \$16,800 | 1 | \$16,800 |
| | Sr. Project Manager | | 160 | \$110 | \$17,600 | 1 | \$17,600 |
| | Digital Quality Assurance | | 160 | \$85 | \$13,600 | 1 | \$13,600 |
| | | | | | | | \$95,200 |

Salaries

Broward County Board of County Commissioners

GEN2116476P1

| STAFF RATE CARD | | | | |
|-----------------|----|-----------------------------|---------|---------------|
| | # | STAFF | \$/ Hrs | Annual Salary |
| ACCOUNTS | 1 | VP Client Services | \$160 | \$150,000 |
| | 2 | Account Director | \$120 | \$110,000 |
| | 3 | Account Manager | \$95 | \$90,000 |
| | 4 | Account Executive | \$85 | \$80,000 |
| PM | 5 | Sr. Project Manager | \$110 | \$100,000 |
| | 6 | Project Manager | \$85 | \$80,000 |
| PLANNING | 7 | Sr. Strategic Planner | \$130 | \$120,000 |
| | 8 | Brand Strategist | \$100 | \$95,000 |
| | 9 | Media Strategist | \$100 | \$95,000 |
| | 10 | Research Analyst | \$75 | \$70,000 |
| | 11 | Travel Marketing Specialist | \$215 | \$200,000 |
| CREATIVE | 12 | Chief Creative Officer | \$180 | \$170,000 |
| | 13 | Creative Director | \$130 | \$120,000 |
| | 14 | Art Director | \$95 | \$90,000 |
| | 15 | Copywriter | \$105 | \$100,000 |
| | 16 | Video Editor | \$95 | \$90,000 |
| | 17 | Illustrator | \$95 | \$90,000 |
| | 18 | Editorial Copy | \$105 | \$95,000 |
| | 19 | Proofreader | \$75 | \$70,000 |
| MEDIA | 20 | Media Supervisor | \$110 | \$105,000 |
| | 21 | Media Planner | \$85 | \$80,000 |
| SM | 22 | Social Media Manager | \$100 | \$95,000 |
| | 23 | Social Media Supervisor | \$90 | \$85,000 |
| | 24 | Community Manager | \$75 | \$70,000 |
| WEB | 25 | HTML Developer | \$100 | \$93,000 |
| | 26 | Webmaster | \$75 | \$70,000 |
| | 27 | Digital Quality Assurance | \$85 | \$80,000 |
| | 28 | Translations | \$85 | \$80,000 |

Summary

| SUMMARY | | |
|-----------------------------|---------------------------------------|-------------|
| Flat Fee Services (Yearly) | A. Brand Strategy & Creative Services | \$3,218,360 |
| | B. Account Maintenance | |
| | C. Media Planning | |
| Commissioned Media Services | Flat Fee Services (Yearly) | 5% |
| | B. Assets Production | On Demand |
| Optional Services | A. Initial Branding Services | \$34,800 |
| | B. Adverse Impact Services | \$8,560 |
| | C. Social Media Services | \$39,400 |
| | D. Website Design Services | \$95,200 |



WHY NOBOX ?

Full-service agency with a
focus on driving
performance.

Expertise harnessing the power
of media in the tourism and
travel industry

Miami-based with an
in-depth understanding of
the South Florida culture

Thank you!

Nobox Marketing

Item: Flat Fee Services - Year 2

Attachments

GFL CVB_BID_Breakdown - Flat Fee Services_year2.pdf

GFL CVB_BID_Breakdown - Optional Services_year2.pdf

GFL CVB_BID_Salaries_.pdf

CBE_Letter_Of_Intent_FPM_Nobox Signed.pdf

Nobox_Proof_Of_Insurance.pdf

Local_Preference_and_tie-breaker_certification_form.pdf

MARRIOTT_Vendor_Reference_Verification_Form,_GEN2116476P1 copy.pdf

PEPSICO_Vendor_Reference_Verification_Form,_GEN2116476P1.pdf

SONY_Vendor_Reference_Verification_Form,_GEN2116476P1.pdf

NOBOX PROPOSAL I GFLCVB Bid GEN2116476P1 - Advertising Agency Services.pdf

| GFL CVB ADVERTISING SERVICES AGENCY / FLAT SERVICES FEE Year 2 | | | | | | | |
|--|-----------------------------|--|------|-------------------------------|----------|-------------|----------------|
| Department | Staff | Deliverable | Hrs. | Hrs./\$ | Cost | Mos. / # | Total / Year 1 |
| ACCOUNT | VP Client Services | Delivery + TDC and MAC Meetings + Status + Monthly Reports | 30 | \$160 | \$4,800 | 12 | \$57,600 |
| | Account Director | | 160 | \$120 | \$19,200 | 12 | \$230,400 |
| | Account Manager | | 160 | \$95 | \$15,200 | 12 | \$182,400 |
| PM | Sr. Project Manager | Project management related to production work. | 160 | \$110 | \$17,600 | 12 | \$211,200 |
| | Project Manager | | 160 | \$85 | \$13,600 | 12 | \$163,200 |
| STRATEGY | Sr. Strategic Planner | Strategy Year 1 + Communications Plan | 14 | \$130 | \$1,820 | 12 | \$21,840 |
| | Brand Strategist | | 14 | \$100 | \$1,400 | 12 | \$16,800 |
| | Media Strategist | | 14 | \$100 | \$1,400 | 12 | \$16,800 |
| | Research Analyst | | 14 | \$75 | \$1,050 | 12 | \$12,600 |
| | Travel Marketing Specialist | | 14 | \$215 | \$3,010 | 12 | \$36,120 |
| CREATIVE | Chief Creative Officer | Concepts + Design & Graphic Services + Editorial + Photo & Video Direction + Design, artwork, templates, typography, illustrations & photography + Copywriting, fact-checking, proofreading. | 30 | \$180 | \$5,400 | 12 | \$64,800 |
| | Creative Director | | 160 | \$130 | \$20,800 | 12 | \$249,600 |
| | Art Director | | 160 | \$95 | \$15,200 | 12 | \$182,400 |
| | Art Director | | 80 | \$95 | \$7,600 | 12 | \$91,200 |
| | Copywriter | | 160 | \$105 | \$16,800 | 12 | \$201,600 |
| | Copywriter | | 160 | \$105 | \$16,800 | 12 | \$201,600 |
| | Video Editor | | 80 | \$95 | \$7,600 | 12 | \$91,200 |
| | Proofreader | | 160 | \$75 | \$12,000 | 12 | \$144,000 |
| | Translations | | 80 | \$85 | \$6,800 | 12 | \$81,600 |
| DIGITAL | HTML Developer | Digital vacation planner + Email Program + Web Development + App Development | 160 | \$100 | \$16,000 | 12 | \$192,000 |
| | Digital Quality Assurance | | 80 | \$85 | \$6,800 | 12 | \$81,600 |
| MEDIA | Media Supervisor | Media Strategy, Plan, Buy and optimization + Co-Op | 30 | \$110 | \$3,300 | 12 | \$39,600 |
| | Media Planner | | 160 | \$85 | \$13,600 | 12 | \$163,200 |
| | | | | Agency Fee 12 Months | | \$2,733,360 | |
| | | | | Agency Fee 1 Month | | \$227,780 | |
| PRODUCTION | Printing | Promo materials + trade shows booths +Collaterals production + Translations + Talent fees. (up tp 4) | | | \$20,000 | 12 | \$240,000 |
| | PhotoShoot | | | | \$15,000 | 2 | \$30,000 |
| | Video Production | | | | \$55,000 | 2 | \$110,000 |
| | Trade Show Booth | | | | \$7,500 | 14 | \$105,000 |
| | | | | Production 12 Months | | \$485,000 | |
| | | | | Production 1 Month | | \$40,417 | |
| | | | | Total Flat Service Fee Yearly | | \$3,218,360 | |

| GFL CVB - ADVERTISING SERVICES AGENCY / OPTIONAL SERVICES Year 2 | | | | | | | |
|--|---------------------------|--|------|---------|----------|----------|-----------------|
| Item | Staff | Deliverable | Hrs. | Hrs./\$ | Cost | Mos. / # | Total |
| BRANDING | Chief Creative Officer | Services relating to the development, implementation, and publication of new branding for the GFLCVB. ONE TIME. | 40 | \$180 | \$7,200 | 1 | \$7,200 |
| | Creative Director | | 80 | \$130 | \$10,400 | 1 | \$10,400 |
| | Art Director | | 80 | \$95 | \$7,600 | 1 | \$7,600 |
| | Copywriter | | 80 | \$105 | \$8,400 | 1 | \$8,400 |
| | Proofreader | | 16 | \$75 | \$1,200 | 1 | \$1,200 |
| | | | | | | | \$34,800 |
| ADVERSE IMPACT | Chief Creative Officer | Services relating to a unique occurrence impacting the South Florida area that has a significant material adverse impact on tourism in Broward County (e.g. post-hurricane, regional public health crisis, etc.) PER OCCURRENCE. | 8 | \$180 | \$1,440 | 1 | \$1,440 |
| | Creative Director | | 8 | \$130 | \$1,040 | 1 | \$1,040 |
| | Art Director | | 16 | \$95 | \$1,520 | 1 | \$1,520 |
| | Copywriter | | 16 | \$105 | \$1,680 | 1 | \$1,680 |
| | Video Editor | | 24 | \$95 | \$2,280 | 1 | \$2,280 |
| | Proofreader | | 8 | \$75 | \$600 | 1 | \$600 |
| | | | | | | | \$8,560 |
| SOCIAL MEDIA | Social Media Manager | Creation and posting of organic content. Developing and executing campaigns and daily organic content; providing 24 hrs monitoring of owned social media channels. Assuming similar current frequency. MONTHLY. | 80 | \$100 | \$8,000 | 1 | \$8,000 |
| | Community Manager | | 160 | \$75 | \$12,000 | 1 | \$12,000 |
| | Art Director | | 80 | \$95 | \$7,600 | 1 | \$7,600 |
| | Copywriter | | 40 | \$105 | \$4,200 | 1 | \$4,200 |
| | Video Editor | | 80 | \$95 | \$7,600 | 1 | \$7,600 |
| | | | | | | | \$39,400 |
| WEB | HTML Developer | Developing and implementing a website that reflects new branding based in current complexity and volume. Non branded content provided by client. ONE TIME. | 320 | \$100 | \$32,000 | 1 | \$32,000 |
| | Art Director | | 160 | \$95 | \$15,200 | 1 | \$15,200 |
| | Copywriter | | 160 | \$105 | \$16,800 | 1 | \$16,800 |
| | Sr. Project Manager | | 160 | \$110 | \$17,600 | 1 | \$17,600 |
| | Digital Quality Assurance | | 160 | \$85 | \$13,600 | 1 | \$13,600 |
| | | | | | | | \$95,200 |

| STAFF RATE CARD | | | | | |
|-----------------|----|-----------------------------|---------|---------------|----------|
| | # | STAFF | \$/ Hrs | Annual Salary | |
| ACCOUNTS | 1 | VP Client Services | \$160 | \$150,000 | \$161.54 |
| | 2 | Account Director | \$120 | \$110,000 | \$118.46 |
| | 3 | Account Manager | \$95 | \$90,000 | \$96.92 |
| | 4 | Account Executive | \$85 | \$80,000 | \$86.15 |
| PM | 5 | Sr. Project Manager | \$110 | \$100,000 | \$107.69 |
| | 6 | Project Manager | \$85 | \$80,000 | \$86.15 |
| PLANNING | 7 | Sr. Strategic Planner | \$130 | \$120,000 | \$129.23 |
| | 8 | Brand Strategist | \$100 | \$95,000 | \$102.31 |
| | 9 | Media Strategist | \$100 | \$95,000 | \$102.31 |
| | 10 | Research Analyst | \$75 | \$70,000 | \$75.38 |
| | 11 | Travel Marketing Specialist | \$215 | \$200,000 | \$215.38 |
| CREATIVE | 12 | Chief Creative Officer | \$180 | \$170,000 | \$183.08 |
| | 13 | Creative Director | \$130 | \$120,000 | \$129.23 |
| | 14 | Art Director | \$95 | \$90,000 | \$96.92 |
| | 15 | Copywriter | \$105 | \$100,000 | \$107.69 |
| | 16 | Video Editor | \$95 | \$90,000 | \$96.92 |
| | 17 | Illustrator | \$95 | \$90,000 | \$96.92 |
| | 18 | Editorial Copy | \$105 | \$95,000 | \$102.31 |
| | 19 | Proofreader | \$75 | \$70,000 | \$75.38 |
| MEDIA | 20 | Media Supervisor | \$110 | \$105,000 | \$113.08 |
| | 21 | Media Planner | \$85 | \$80,000 | \$86.15 |
| SM | 22 | Social Media Manager | \$100 | \$95,000 | \$102.31 |
| | 23 | Social Media Supervisor | \$90 | \$85,000 | \$91.54 |
| | 24 | Community Manager | \$75 | \$70,000 | \$75.38 |
| WEB | 25 | HTML Developer | \$100 | \$93,000 | \$100.15 |
| | 26 | Webmaster | \$75 | \$70,000 | \$75.38 |
| | 27 | Digital Quality Assurance | \$85 | \$80,000 | \$86.15 |
| | 28 | Translations | \$85 | \$80,000 | \$86.15 |



LETTER OF INTENT BETWEEN BIDDER/OFFEROR AND COUNTY BUSINESS ENTERPRISE (CBE) FIRM/SUPPLIER

This form is to be completed and signed for each CBE firm. If the PRIME is a CBE firm, please indicate the percentage performing with your own forces.

Solicitation No.: N/A

Project Title: Printing Support

Bidder/Offeror Name: Nobox Marketing LLC

Address: 3390 Mary Street Suite 310 City: Miami State: FL Zip: 33133

Authorized Representative: Sergio Montes Phone: +1 305 571 2008

CBE Firm/Supplier Name: Fresh Prints Miami, LLC

Address: 1464 SW 28th Terrace City: Fort Lauderdale State: FL Zip: 33312

Authorized Representative: Jarrod J. Urrely Phone: 305-903-1939

- A. This is a letter of intent between the bidder/offeror on this project and a CBE firm for the CBE to perform work on this project.
- B. By signing below, the bidder/offeror is committing to utilize the above-named CBE to perform the work described below.
- C. By signing below, the above-named CBE is committing to perform the work described below.
- D. By signing below, the bidder/offeror and CBE affirm that if the CBE subcontracts any of the work described below, it may only subcontract that work to another CBE.

Work to be performed by CBE Firm

| Description | NAICS ¹ | CBE Contract Amount ² | CBE Percentage of Total Project Value |
|------------------|--------------------|----------------------------------|---------------------------------------|
| Printing Support | 323111 | ~ \$ 150,000 | 6 % |
| | | | % |
| | | | % |

AFFIRMATION: I hereby affirm that the information above is true and correct.

CBE Firm/Supplier Authorized Representative

Signature: [Signature] Title: Jarrod Urrely (President) Date: 3/13/2019

Bidder/Offeror Authorized Representative

Signature: [Signature] Title: Sergio Montes Date: CFO

¹ Visit Census.gov and select [NAICS](#) to search and identify the correct codes. Match type of work with NAICS code as closely as possible.

² To be provided only when the solicitation requires that bidder/offeror include a dollar amount in its bid/offer.

In the event the bidder/offeror does not receive award of the prime contract, any and all representations in this Letter of Intent and Affirmation shall be null and void.

Rev.: June 2018

Compliance Form No. 004

02 This **Spectrum Policy** consists of the Declarations, Coverage Forms, Common Policy Conditions and any
 38 other Forms and Endorsements issued to be a part of the Policy. This insurance is provided by the stock
 RS insurance company of The Hartford Insurance Group shown below.
 SBM

INSURER: SENTINEL INSURANCE COMPANY, LIMITED
 ONE HARTFORD PLAZA, HARTFORD, CT 06155
 COMPANY CODE: A

Policy Number: 21 SBM RS3802 DV



SPECTRUM POLICY DECLARATIONS

Named Insured and Mailing Address: NOBOX MARKETING, LLC
 (No., Street, Town, State, Zip Code)
 3390 MARY ST STE 310
 MIAMI FL 33133

Policy Period: From 06/17/18 To 06/17/19 1 YEAR
 12:01 a.m., Standard time at your mailing address shown above. **Exception:** 12 noon in New Hampshire.

Name of Agent/Broker: BROWN & BROWN OF FLORIDA INC/PHS
Code: 227176

Previous Policy Number: 21 SBM RS3802

Named Insured is: LIMITED LIAB CORP

Audit Period: NON-AUDITABLE

Type of Property Coverage: NONE

Insurance Provided: In return for the payment of the premium and subject to all of the terms of this policy, we agree with you to provide insurance as stated in this policy.

TOTAL ANNUAL PREMIUM IS: \$1,693

FLORIDA FC SURCHARGE: \$ 1.69
 FL EMERG MGMT SURCH: \$ 4.00

Suean L. Castaneda
 Countersigned by
 Authorized Representative

04/17/18
 Date

SPECTRUM POLICY DECLARATIONS (Continued)

POLICY NUMBER: 21 SBM RS3802

Location(s), Building(s), Business of Named Insured and Schedule of Coverages for Premises as designated by Number below.

Location: 001 **Building:** 001

3390 MARY ST STE 310
MIAMI FL 33133

Description of Business:

Advertising Agency

Deductible: NO COVERAGE

BUILDING AND BUSINESS PERSONAL PROPERTY LIMITS OF INSURANCE

BUILDING

NO COVERAGE

BUSINESS PERSONAL PROPERTY

REPLACEMENT COST

NO COVERAGE

PERSONAL PROPERTY OF OTHERS

REPLACEMENT COST

NO COVERAGE

MONEY AND SECURITIES

INSIDE THE PREMISES

NO COVERAGE

OUTSIDE THE PREMISES

NO COVERAGE

SPECTRUM POLICY DECLARATIONS (Continued)

Broward County Board of
County Commissioners

GEN2116476P1

POLICY NUMBER: 21 SBM RS3802

BUSINESS LIABILITY

LIMITS OF INSURANCE

LIABILITY AND MEDICAL EXPENSES

\$1,000,000

MEDICAL EXPENSES - ANY ONE PERSON

\$ 10,000

PERSONAL AND ADVERTISING INJURY

\$1,000,000

ADV INJ EXCL

**DAMAGES TO PREMISES RENTED TO YOU
ANY ONE PREMISES**

\$1,000,000

AGGREGATE LIMITS

PRODUCTS-COMPLETED OPERATIONS

\$2,000,000

GENERAL AGGREGATE

\$2,000,000

EMPLOYMENT PRACTICES LIABILITY

COVERAGE: FORM SS 09 01

EACH CLAIM LIMIT

\$ 10,000

DEDUCTIBLE - EACH CLAIM LIMIT

NOT APPLICABLE

AGGREGATE LIMIT

\$ 10,000

RETROACTIVE DATE: 06172015

This **Employment Practices Liability Coverage** contains claims made coverage. Except as may be otherwise provided herein, specified coverages of this insurance are limited generally to liability for injuries for which claims are first made against the insured while the insurance is in force. Please read and review the insurance carefully and discuss the coverage with your Hartford Agent or Broker.

The Limits of Insurance stated in this Declarations will be reduced, and may be completely exhausted, by the payment of "defense expense" and, in such event, The Company will not be obligated to pay any further "defense expense" or sums which the insured is or may become legally obligated to pay as "damages".

**BUSINESS LIABILITY OPTIONAL
COVERAGES**

HIRED/NON-OWNED AUTO LIABILITY

\$1,000,000

**UMBRELLA LIABILITY - SEE
SCHEDULE ATTACHED**

SPECTRUM POLICY DECLARATIONS (Continued)

POLICY NUMBER: 21 SBM RS3802

BUSINESS LIABILITY OPTIONAL COVERAGES (Continued)

LIMITS OF INSURANCE

EMPLOYEE BENEFITS LIABILITY

COVERAGE: FORM SS 40 50

EACH CLAIM

\$1,000,000

AGGREGATE

\$2,000,000

WAIVER OF SUBROGATION:

FORM SS 12 15

LOCATION: 001 BUILDING: 001

SEE FORM IH 12 00

UNMANNED AIRCRAFT LIABILITY

FORM: SS 42 06

SPECTRUM POLICY DECLARATIONS (Continued)

POLICY NUMBER: 21 SBM RS3802

**ADDITIONAL INSURED: THE FOLLOWING ARE ADDITIONAL INSURED FOR BUSINESS
LIABILITY COVERAGE IN THIS POLICY.**

LOCATION 001 BUILDING 001

TYPE MANAGER LESSOR

NAME SEE FORM IH 12 00

SPECTRUM POLICY DECLARATIONS (Continued)

POLICY NUMBER: 21 SBM RS3802

Form Numbers of Forms and Endorsements that apply:

| | | | |
|----------------|-------------------------------------|----------------|----------------|
| SS 00 01 03 14 | SS 00 05 10 08 | SS 00 08 04 05 | SS 00 60 09 15 |
| SS 00 64 09 16 | SS 01 58 09 16 | SS 42 06 03 17 | SS 04 38 09 09 |
| SS 40 50 10 08 | SS 41 63 06 11 | SS 05 47 09 15 | SS 09 01 12 14 |
| SS 09 67 09 14 | SS 09 70 12 14 | SS 09 71 12 14 | SS 09 85 12 14 |
| SS 12 15 03 00 | SS 50 19 01 15 | IH 99 40 04 09 | SX 80 01 06 97 |
| SS 83 76 01 15 | SS 89 93 07 16 | | |
| IH 12 00 11 85 | ADDITIONAL INSURED - MANAGER/LESSOR | | |
| IH 12 00 11 85 | WAIVER OF SUBROGATION | | |

Supplier Response Form

RFP-RLI-RFQ LOCAL PREFERENCE AND TIE BREAKER CERTIFICATION FORM

The completed and signed form should be returned with the Vendor's submittal to determine Local Preference eligibility, however it must be returned at time of solicitation submittal to qualify for the Tie Break criteria. If not provided with submittal, the Vendor must submit within three business days of County's request for evaluation of Local Preference. Proof of a local business tax should be submitted with this form. Failure to timely submit this form or local business tax receipt may render the business ineligible for application of the Local Preference or Tie Break Criteria.

In accordance with Section 21.31.d. of the Broward County Procurement Code, to qualify for the Tie Break Criteria, the undersigned Vendor hereby certifies that (check box if applicable):

- ☐ The Vendor is a local Vendor in Broward County and:
- a. has a valid Broward County local business tax receipt;
 - b. has been in existence for at least six-months prior to the solicitation opening;
 - c. at a business address physically located within Broward County;
 - d. in an area zoned for such business;
 - e. provides services from this location on a day-to-day basis, and
 - f. services provided from this location are a substantial component of the services offered in the Vendor's proposal.

In accordance with Local Preference, Section 1-74, et. seq., Broward County Code of Ordinances, a local business meeting the below requirements is eligible for Local Preference. To qualify for the Local Preference, the undersigned Vendor hereby certifies that (check box if applicable):

- ☐ The Vendor is a local Vendor in Broward and:
- a. has a valid Broward County local business tax receipt issued at least one year prior to solicitation opening;
 - b. has been in existence for at least one-year prior to the solicitation opening;
 - c. provides services on a day-to-day basis, at a business address physically located within the Broward County limits in an area zoned for such business; and
 - d. the services provided from this location are a substantial component of the services offered in the Vendor's proposal.

Local Business Address:

☒ Vendor does not qualify for Tie Break Criteria or Local Preference, in accordance with the above requirements. The undersigned Vendor hereby certifies that (check box if applicable): The Vendor is not a local Vendor in Broward County.

AUTHORIZED SIGNATURE/NAME

TITLE

COMPANY

DATE

Please enter your password below and click Save to update your response.

Please be aware that typing in your password acts as your electronic signature, which is just as legal and binding as an original signature. (See [Electronic Signatures in Global and National Commerce Act](#) for more information.)

To take exception:

- 1) Click Take Exception.
- 2) Create a Word document detailing your exceptions.
- 3) Upload exceptions as an attachment to your offer on BidSync's system.

By completing this form, your bid has not yet been submitted. Please click on the place offer button to finish filling out your bid.

Username **santlagomas@nobox.com**

Password *

Save

Take Exception

Close

* Required fields



Vendor Reference Verification Form

Broward County Solicitation No. and Title:

GEN2116476P1, Advertising Agency Services

Reference for: **Nobox Marketing LLC**

Organization/Firm Name providing reference:

MARRIOTT InternationalContact Name: **Norma Alvarez**Title: **Brand Manager**Reference date: **3/06/19**Contact Email: **norma.a.graham@marriott.com**

Contact Phone:

Name of Referenced Project: **Digital - Social Agency**

Contract No.

N/A

Date Services Provided:

1/01/2018

to

1/01/2019

Project Amount:

\$1,300,000.00Vendor's role in Project: ☒ Prime Vendor ☐ Subconsultant/SubcontractorWould you use this vendor again? ☒ Yes ☐ No If No, please specify in Additional Comments (below).

Description of services provided by Vendor:

Please rate your experience with the
referenced Vendor:Needs
Improvement

Satisfactory

Excellent

Not
Applicable

1. Vendor's Quality of Service

a. Responsive

☐☐☒☐

b. Accuracy

☐☐☒☐

c. Deliverables

☐☐☒☐

2. Vendor's Organization:

a. Staff expertise

☐☐☒☐

b. Professionalism

☐☐☒☐

c. Turnover

☐☐☒☐

3. Timeliness of:

a. Project

☐☐☒☐

b. Deliverables

☐☐☒☐

4. Project completed within budget

☐☐☒☐

5. Cooperation with:

a. Your Firm

☐☐☒☐

b. Subcontractor(s)/Subconsultant(s)

☐☐☒☐

c. Regulatory Agency(ies)

☐☐☒☐

Additional Comments: (provide on additional sheet if needed)

THIS SECTION FOR COUNTY USE ONLY

Verified via: ☐ EMAIL ☐ VERBAL Verified by: _____ Division: _____ Date: _____



Vendor Reference Verification Form

Broward County Solicitation No. and Title:

GEN2116476P1, Advertising Agency Services

Reference for: Nobox Marketing LLC

Organization/Firm Name providing reference:

PepsiCo

Contact Name: Tiago Pinto

Title: Brand Manager

Reference date: 3/06/19

Contact Email: tiago.pinto@pepsico.com

Contact Phone:

Name of Referenced Project: Digital - Social Agency

Contract No.

N/A

Date Services Provided:

1/01/2018

to

1/01/2019

Project Amount:

160,000.00

Vendor's role in Project: ☒ Prime Vendor ☐ Subconsultant/SubcontractorWould you use this vendor again? ☒ Yes ☐ No If No, please specify in Additional Comments (below).

Description of services provided by Vendor:

Please rate your experience with the
referenced Vendor:Needs
Improvement

Satisfactory

Excellent

Not
Applicable

1. Vendor's Quality of Service

a. Responsive

☐☐☒☐

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2. Vendor's Organization:

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☐☐☒☐

b. Professionalism

☐☐☒☐

c. Turnover

☐☐☒☐

3. Timeliness of:

a. Project

☐☐☒☐

b. Deliverables

☐☐☒☐

4. Project completed within budget

☐☐☒☐

5. Cooperation with:

a. Your Firm

☐☐☒☐

b. Subcontractor(s)/Subconsultant(s)

☐☐☒☐

c. Regulatory Agency(ies)

☐☐☒☐

Additional Comments: (provide on additional sheet if needed)

THIS SECTION FOR COUNTY USE ONLY

Verified via: _____ EMAIL _____ VERBAL _____ Verified by: _____ Division: _____ Date: _____



Vendor Reference Verification Form

Broward County Solicitation No. and Title:

GEN2116476P1, Advertising Agency Services

Reference for: [Nobox Marketing LLC](#)

Organization/Firm Name providing reference:

[Sony Interactive Entertainment LLC](#)Contact Name: [Jaime Casis](#)

Title: Sr. Regional Manag

Reference date: [03/06/2018](#)Contact Email: jaime.casis@sony.com

Contact Phone:

Name of Referenced Project: [UCL Promo Activation 2018](#)

Contract No.

Date Services Provided:

Project Amount:

[N/A](#)[12/01/2017](#)

to

[06/30/2018](#)[\\$ 120,000.00](#)Vendor's role in Project: ☒ Prime Vendor ☐ Subconsultant/SubcontractorWould you use this vendor again? ☒ Yes ☐ No If No, please specify in Additional Comments (below).**Description of services provided by Vendor:**[Strategy, Conceptualization, Execution, Logistics, Brand Support, Design, Copywriting, Community Managment, Reporting, B2B support, Website Development](#)**Please rate your experience with the referenced Vendor:**Needs
Improvement

Satisfactory

Excellent

Not
Applicable

1. Vendor's Quality of Service

a. Responsive

☐☐☒☐

b. Accuracy

☐☐☒☐

c. Deliverables

☐☐☒☐

2. Vendor's Organization:

a. Staff expertise

☐☐☒☐

b. Professionalism

☐☐☒☐

c. Turnover

☐☐☒☐

3. Timeliness of:

a. Project

☐☐☒☐

b. Deliverables

☐☐☒☐

4. Project completed within budget

☐☐☒☐

5. Cooperation with:

a. Your Firm

☐☐☒☐

b. Subcontractor(s)/Subconsultant(s)

☐☐☒☐

c. Regulatory Agency(ies)

☐☐☒☐

Additional Comments: (provide on additional sheet if needed)

THIS SECTION FOR COUNTY USE ONLY

Verified via: ☐ EMAIL ☐ VERBAL Verified by: _____ Division: _____ Date: _____



**IDEAS
THAT
PERFORM**

GREATER
FORT LAUDERDALE

Greater Fort Lauderdale Convention & Visitors Bureau
Advertising Agency Services RFP

March 20t, 2019

AGENDA

1. Nobox Credentials
2. Professional Personnel
3. Project Approach
 - a. *Creative Portfolio*
 - b. *Account Management*
 - c. *Media Planning and Buying*
4. Past Performance
5. Workload
6. Commercial

EXECUTIVE SUMMARY

As travelers continue to redefine the way they get inspired, plan, and book for travel, it has become more and more complex for brands to keep up. As an independent agency, our teams of geeks, creatives, executives, and digital pioneers continue to focus their attention on cracking that code. We test new technologies, optimize them for best results, and surprise users with meaningful brand moments along the way. As we think about this three-year project and how much the sector will evolve over that time, having that ability to pivot and adapt along the way will be key. This – combined with our extensive experience in applying this approach to travel brands, services, and destinations over the last decade and a half – creates the perfect environment for delivering and exceeding all your goals ahead.

As you will see in the subsequent slides, we could not be more excited about the opportunity to apply all that knowledge to promote a destination we feel we are so much a part of. The idea of collaborating with your team to develop a world-class marketing platform to promote our own backyard feels great, and we are confident about being the right partner.

Thank you again for considering our involvement.

Diego Fernandez, General Manager

Jayson Fittipaldi, Co-Founder and CIO



1. NOBOX CREDENTIALS

NBX.

IDEAS THAT PERFORM

WE ARE AN **INDEPENDENT** ADVERTISING AGENCY BASED IN MIAMI, FLORIDA

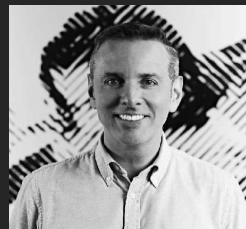
We are very close to Broward. :)

**WE CRAFT RELEVANT EXPERIENCES
ON PLATFORMS THAT CONNECT
BRANDS AND CONSUMERS**

**BY COMBINING CREATIVITY,
TECHNOLOGY, AND BUSINESS
PRAGMATISM TO CRAFT
IDEAS THAT PERFORM.**

THE PEOPLE BEHIND THE IDEAS

We are a collection of diverse people united by the belief that empathy is the key to delivering ideas that perform.



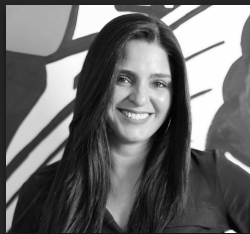
ALEXANDRE HOHAGEN
CEO

Ex-CEO of Facebook and Google for LATAM and USH. Expert in performance media.



DIEGO FERNANDEZ
GENERAL MANAGER

Former head of media for Burger King, with global experience (Europe, LATAM, US). Managing Director for Starcom.



TANIA SANJURJO
CLIENT PARTNER

10 years of experience in US general and Hispanic markets, leading teams in multiple categories.



PEDRO CABRAL
CHAIRMAN

Founder and former CEO of Agency Click in Brazil. Former Chairman of Isobar Global.



MILETTE ROSARIO
VP CLIENT SERVICES

Digital marketing strategist with experience in leading large teams of professionals.



JAYSON FITTIPALDI
CO-FOUNDER / CHIEF INNOVATION OFFICER

Award-winning creative leader with over 17 years of experience.

THE PEOPLE BEHIND THE IDEAS



LIZZY PETTIGREW
CREATIVE DIRECTOR

9 years of experience in the travel and hospitality industry focused on the Caribbean.



MARCUS KAWAMURA
CHIEF CREATIVE OFFICER

20 years of experience delivering big strategic ideas for Fortune 500 clients.



ANGEL VAN DER BIEST
ACD

A creative leader focused on entertainment advertising. 100 million combined views in his pocket.



WILMARIE VELEZ
SOCIAL MEDIA SUPERVISOR

Award-winning communications specialist focused on social media and influencer strategies for US and LATAM brands.



SANTIAGO MAS
CHIEF BUSINESS OFFICER

Former Omnicom lead for Fortune 100 brands in the US & LATAM. MasterCard Account Global Head for 4 years.



CARLOS RANGEL
VP OPERATIONS

Marketing professional with 15 years of experience executing marketing & advertising campaigns.

CURRENT ACTIVE CLIENTS

TRAVEL



MARRIOTT



JW MARRIOTT

COURTYARD®



SPG
Starwood
Preferred
Guest

MARRIOTT BONVOY™



MARRIOTT
RESORTS
CARIBBEAN & MEXICO

CPG



pepsi



Good fun!



GATORADE



ENTERTAINMENT TECHNOLOGY HEALTHCARE FINANCE

NETFLIX



PlayStation



Memorial
Healthcare System

AMERANT



Joe DiMaggio
Children's Hospital
A HCA COMPANY

NOBOX TRAVEL INDUSTRY EXPERTISE GOES BEYOND MARRIOTT



10 years being their agency of record for digital and branding



2 years leading their creative and digital efforts for their primary tourism campaign



Developed co-op campaigns in partnership with Copa Airlines to promote the destination



Developed co-op campaigns in partnership with Copa Airlines to promote the destination



Developed digital campaigns to promote the destination and business travel related to their convention center



Developed digital campaign to promote cruising to millennials. Heavy content development in collaboration with influencers along with paid media

OUR CAPABILITIES ARE BROAD, BUT CENTERED ON DIGITAL

Branding & Communications

Building brands and driving sales with a digitally-led approach to marketing and communications

*Brand Research
Brand Strategy
Brand Communication Design
Marketing Strategy
Social Strategy
Campaign Creative Development
Content Strategy and Production
Campaign Production
Campaign Management
Influencer Management*

Platforms

Constructing digital experiences and platforms that transform businesses for the connected age

*Media Strategy & Amplification
SEM
Programmatic
UX and UI
Ecommerce Development
Mobile Application Development
Web Application Development
CRM Implementation
API Development and Integration
Optimization and Management*

Business Intelligence

Designing innovative products and services to create sustainable, scalable, and commercially viable enterprises

*Innovation Consulting
Business Consulting
Data Strategy
Real-Time Dashboards
Business Intelligence
Competitive Benchmarking
Market Research
Qual/Quant Studies*

HOW WE DO IT

We collaborate with you throughout this process from discovery to delivery and measurement.

01

Discover

Research and Observe
Findings and Stories

02

Define

Strategy
Insights and Problems

03

Develop

Ideation and Testing
Prototypes and
Concepts

04

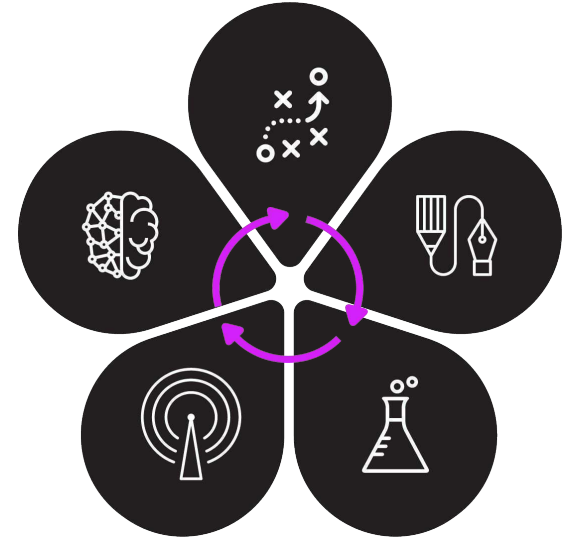
Deliver

Implementation
Plans

05

Measure/Data

Analytics



2. PROFESSIONAL PERSONNEL

Our biggest asset is our **people**.

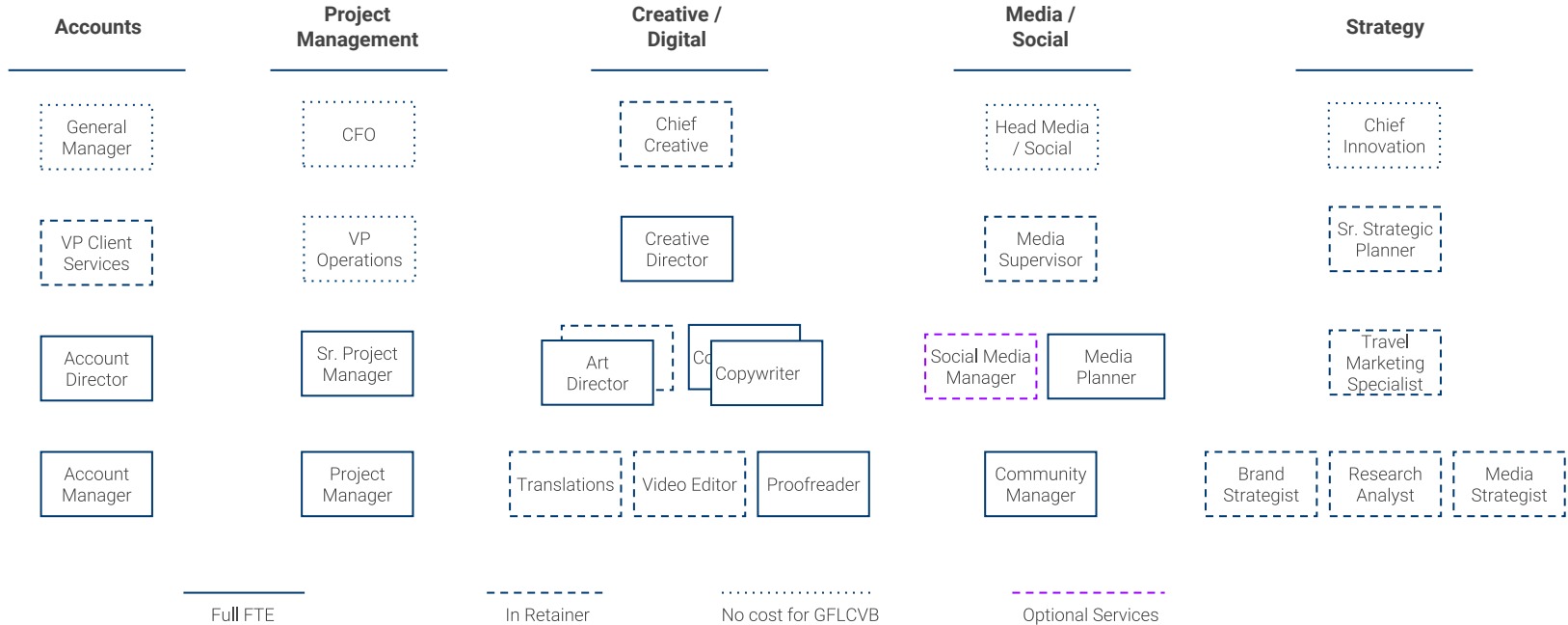
At Nobox, we all **understand our mission** and approach with a lot of respect for every project.

Cultivating empathy for our colleagues, our client partners, and the projects that we work on is how we do it every day.

The **diversity** of our team – a big part of our **culture** – fosters creativity and triggers a broader range of perspectives and ideas.



Team Structure



Account Team

We will ask a lot of questions so that we become GFLCVB experts and are aware of all pain points that need to be solved.

We will overcommunicate internally and with the client.

Our commitment to the brand and the travel and tourism industry will be our full-time agenda.

Accounts



DIEGO F.
[LinkedIn](#)

General
Manager

VP Client
Services



MILETTE R.
[LinkedIn](#)



TANIA S.
[LinkedIn](#)

Account
Director

Account
Manager

Although Diego is responsible for all areas, he will stay very close to the Accounts Team to make sure the partnership with GFLCVB **runs smoothly and efficiently** at all times.

Experience and Support. Millette has been working with the travel industry for over 4 years and has extensive experience leading large teams.

The Account Team members will be hired understanding the specific needs regarding **communications and management** required by the GFLCVB. Nobox works with a large South Florida network that makes the hiring process effective.

Full FTE

In Retainer

No cost for GFLCVB

Optional Services



Project Management Team

We are able to successfully develop, manage, and optimize projects at a highly efficient speed because we work in a flexible organizational structure with minimal hierarchy. This ensures smooth communications and dynamic approaches.

We optimize as we go along as opposed to when a project is completed. It helps us optimize our day-to-day work processes as well as the quality of our projects.

Project Management



SERGIO M.
[LinkedIn](#)

CFO



DENISE P.
[LinkedIn](#)

VP
Operations



CARLOS R.
[LinkedIn](#)

Sr. Project
Manager

Project
Manager

Sergio has been overseeing the finances of marketing projects for over 8 years. His budget control skills permit us to work in a complete safe and healthy environment no matter how creative our staff gets. Larger negotiations with vendors are his expertise.

With vast experience working at global top agencies, Carlos leads our Operations department making sure all project managers are trained and up to date with tools and knowledge.

Full FTE

In Retainer

No cost for GFLCVB

Optional Services

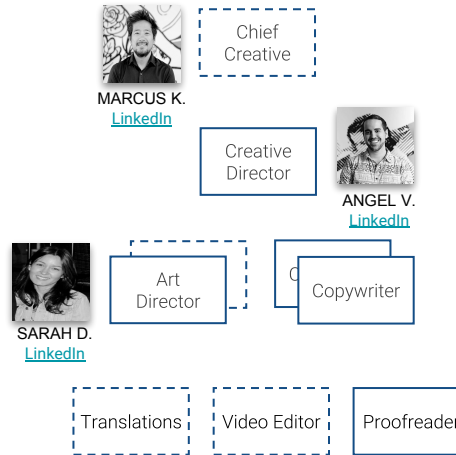


Creative Team

Lead by Kawa, our highly-awarded creative team understands that every great idea comes from a precise insight and takes planning to be executed optimally.

We do create amazing award-winning pieces, but we also understand that sometimes the speed of delivery or the volume are the priority.

Creative / Digital



Kawamura has extensive experience working at large **global creative agencies** such as BBDO and Crispin Porter Bogusky, where he was Global Creative Director at the agency's Boulder headquarters and Executive Creative Director at its Miami office.

Kawamura's focus will be to **elevate the GFLCVB brand** while helping integrate big-idea thinking into all levels of work.

We are a proven team with a passion for creative excellence. Our collaborative team of marketing strategists, creative talent, and social/mobile experts will create engaging custom programs that generate **lasting connections** to the GFLCVB with measurable results.

Full FTE

In Retainer

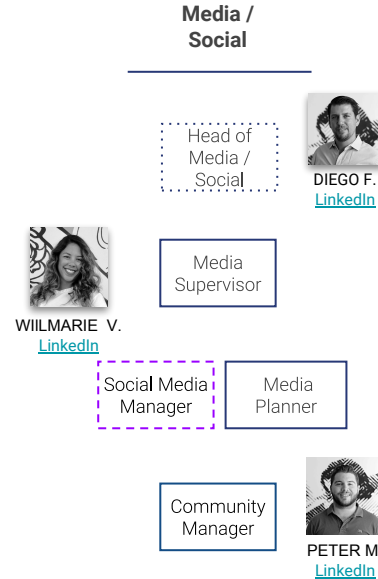
No cost for GFLCVB

Optional Services

Media / Social Team

Rooted in the background of our leadership team and their vast experience in planning and buying media in the US for many years, we craft our media plans in a way that guarantees every dollar has a clear objective.

We are obsessed with monitoring and optimizing; as a result, our media campaigns will always be efficient.



Diego Fernandez, our General Manager, led the media buying for Burger King in the United States for ten years. After that, he took on the role of General Manager at Starcom Latin America, which is among the largest media networks in the world and part of France's Publicis Groupe, the third-largest communications group globally.

With his vision and strategic approach, our team of media geeks and social media experts will execute campaigns that meet the right audience through the right channels; we will try multiple messages and focus on the ones that resonate more.

Full FTE

In Retainer

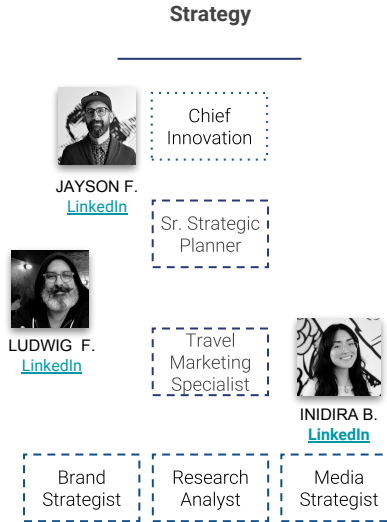
No cost for GFLCVB

Optional Services

Strategy Team

We rarely start executing, writing, or designing without going through a **discovery** of the situation.

Our approach to strategy resides on finding the right insights that will be converted into relevant experiences with the brand.



With all the great research that GFLCVB already has and its marketing plan as a reference, we will work on the creative strategy and the communications plan with the involvement of all our key people and leadership team.

After that initial strategic boost at the beginning of each year, we will continue to add strategic sessions to our execution to make sure we are up to date in terms of message, channels, and platforms.

3. PROJECT APPROACH

Our Approach



STRATEGY

Audience Insights
Strategic Approach
Long-Term Vision
Social Media Plan



EXECUTION

Creative Approach
References
Content Ideas
Media Amplification
Community Management
Influencer Strategy



MEASUREMENT

Key Metrics
ROI
Tools

How do we stay top-of-mind as the main tourist destination?

Our Objective

WHAT

Make Greater Fort
Lauderdale the #1 tourist
destination within our
target group.

HOW

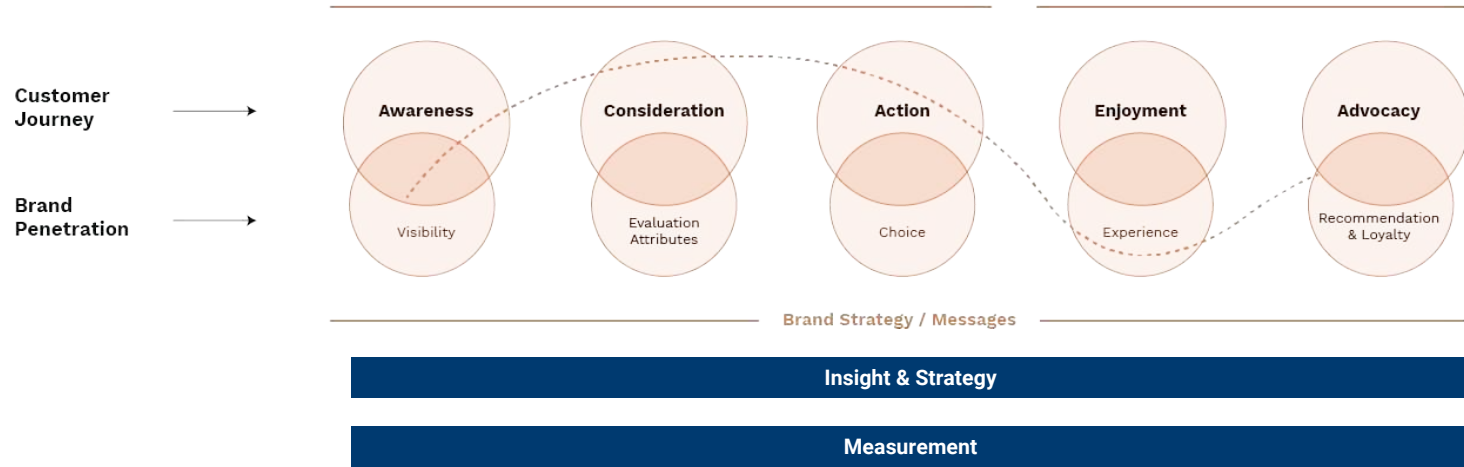
By leveraging what makes
it unique and a top travel
destination: it's year-round
sunny beaches.

WHERE

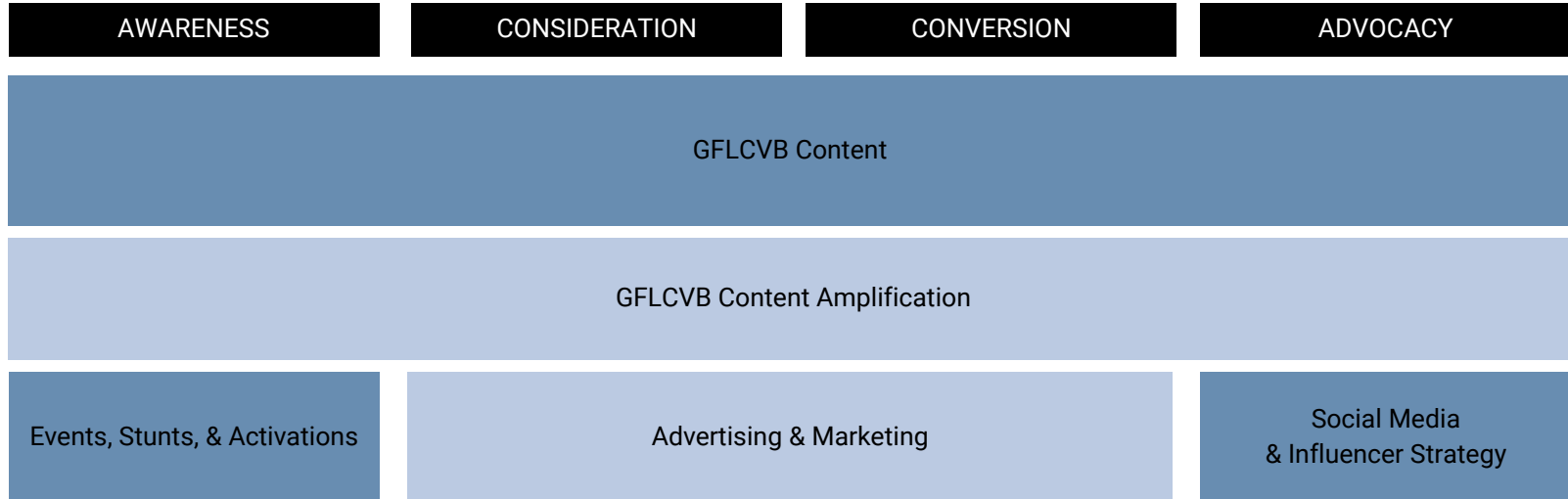
And giving travelers a taste
of it, wherever they may be.

Content Strategy

Understanding Each Step to Bring the Consumer Through the Journey to Conversion and Beyond



With the Right Mix of Content and Amplification to Drive Results at Each Step of the Funnel



Within the Right Content Framework

Scaled Content Structure

Support GFLCVB Objectives

Generate GFLCVB awareness and build on positioning with monthly calendar of evergreen content.

Always-on

Seasonal Campaigns

Drive consideration and booking by pushing special events during key moments of the year.

Hub

Hub

Hub

Hub

High Impact Activations

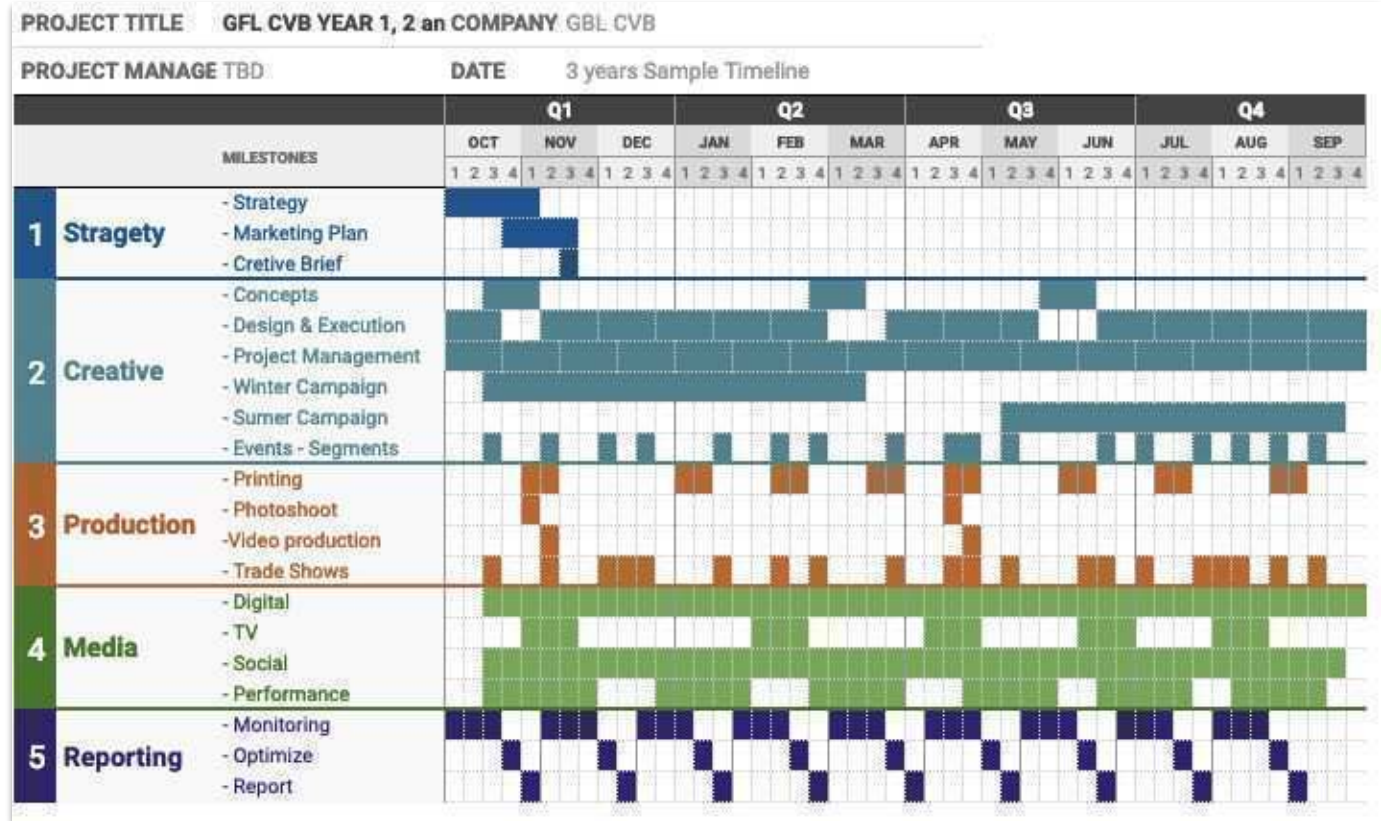
Increase top-of-mind awareness, engagement, and GFLCVB relevance.

Hero

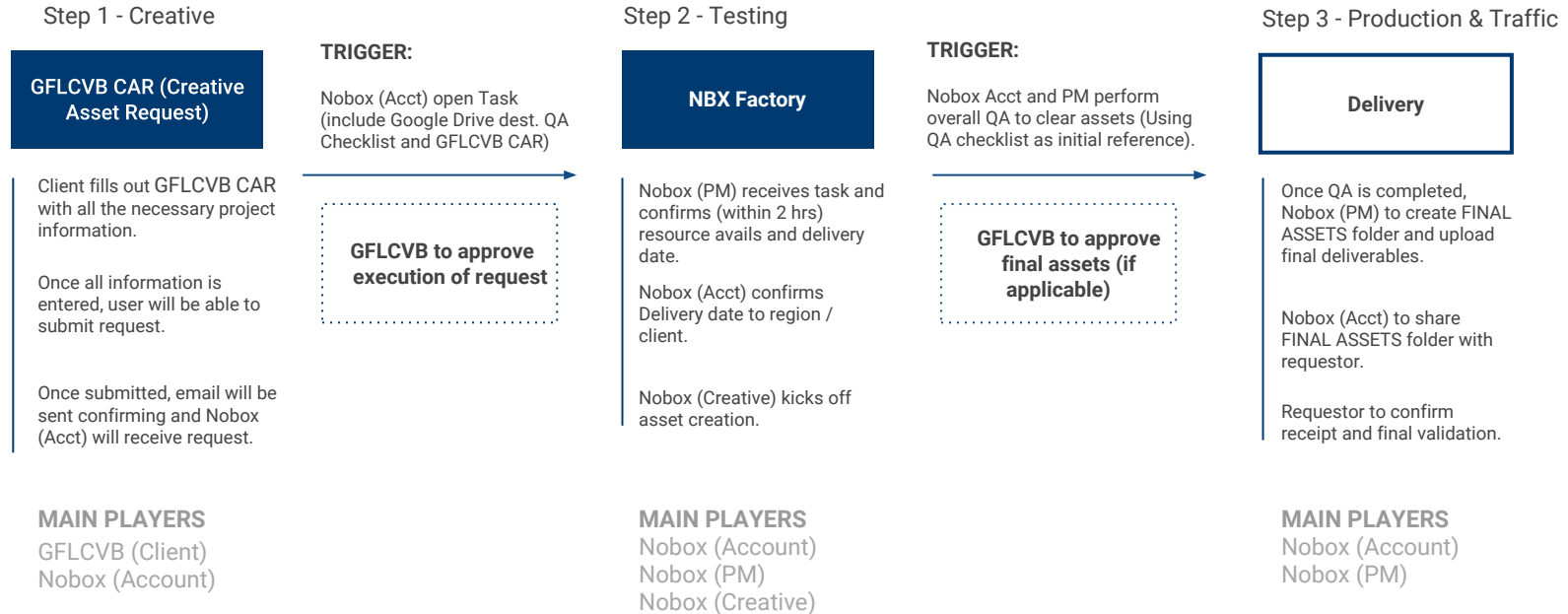
Hero



Sample Timeline – 3 Years



Optimizing Processes



Creative Portfolio

OOH | PRINT | DIGITAL | BROADCAST | COLLATERAL

Case Study – Digital Use of New Platforms

J Balvin + Musical.ly – Pepsi

Objective: Engage with younger demographic to generate positive brand and product association and increase intent to purchase.

Strategy: We developed a look and feel and campaign concept that would leverage J Balvin's success and affinity with the younger demographic to create a music-driven participatory activation offered by Pepsi.

“Show your moves through the [musical.ly](#) app for a chance to appear in J Balvin's next big music video. Do you have what it takes?”

Results: The campaign is still running, but with over 40K submissions by fans during the first part of the campaign, we anticipate huge success.

[View Promo Video](#)

Case Study – Digital Content

Content That Performs

The Ultimate Narcos Roast

People really hate to talk about Pablo Escobar in Latin America. The memories left behind and the current problems of the famous drug cartels are sensitive subjects. So, to promote Narcos Season 3, we gave them the chance to SING their frustrations away.

6M Organic Views
30.8K Shares on Facebook
128K Likes on Instagram

[View Case Study](#)

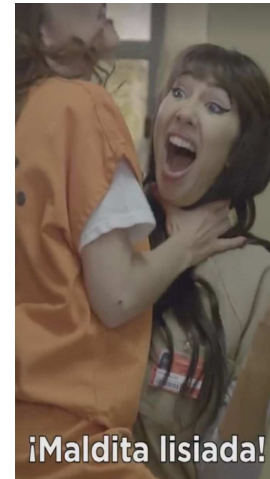


Storytelling That Breaks the Internet

What happens when take the most iconic meme-worthy telenovela villain of all time and lock her up in the Orange is the New Black prison? Spoiler alert... SHE CRIES IN SPANISH!

48M Organic Video Views
171K Shares
Dream PR Coverage

[View Case Study](#)



Case Study – Digital Media

Transforming MHS & JDCH into South Florida's Favorites Hospitals

Broward County Board of
County Commissioners

GEN2116476P1

We delivered a solid content strategy –amplified by a precise media plan – that anchored on the purpose of influencing and improving the patient's journey and relationship with the brands.

Utilizing sophisticated targeting tactics and analysis, we measured the impact of the media amplification at a county level based on geographical priorities and efficiencies.

During 2018, we achieved over 2.4M engagements by reaching 56% of the potential audience with a 22% engagement rate vs. the 15% industry benchmark and a \$0.56 CPC vs. the \$1.32 industry benchmark.

[View Quick Tips Video](#)



BidSync



p. 163

Case Study – Broadcast/OOH/Print Relaunch of a Legend

By collaborating and coordinating with retailers across the country on an Amazon.com strategy, we delivered a full-blown online and offline campaign to bring a legend back to US core markets.

The similarity with GFLCVB is the number of internal clients that we had to deal with, especially during the initial launch at the beginning of 2017.

[View Video of Part of the Process](#)



Case Study – Digital/Broadcast

New Brand, New Sales Strategies

From Apoyo Seguros to Lifefy, we developed the branding and go-to-market strategy for a financial startup that had to start converting from the very beginning.

As a local South Florida player, the client knew exactly how to address this market but wasn't sure how to talk to the rest of the general market in the US; that's where we came in with a universal, straightforward campaign and message structure.

[Watch Our 30" Spot](#)



Creative Portfolio

TOURISM, TRAVEL, AND ROI CASE STUDIES

Case Study – ROI

Promote Tourism, Big ROI

Objective: We needed to increase visits to Panama and position it as a world-class tourism destination. 65% of the budget was dedicated to an online campaign to encourage sales through a display and search media strategy. We also leveraged social platforms through earned, owned, and paid media.

Strategy: How do we encourage travelers to visit Panama and fly with Copa Airlines to get there? Intrigue them with creative and messaging that is specific to their interests deployed via a strong digital-centric 360 campaign. Considering every market has different knowledge of Panama, we devised a strategy to expose each one to their specific interests as a gateway to discovering all the country has to offer.

Results: The results went beyond our expectations! Throughout the span of six months of the campaign, this massive effort involved a team of 30 people and brought in amazing results not only for Copa Airlines but for the country as well. **The highlight was over 43K tickets being sold as a direct result of this effort.**

[View Case Study](#)



Only in Panama

Panama's geography, history and economy, proposes the unique contrasts you can find here. A place where you can explore the rainforest, the ocean, and the city, all in one day. Walk through streets of cobblestones, while overlooking the most modern skyline in Latin America. Shop in world-class stores, and find the only place in the world where you can see the sun rise from the Atlantic and set in the Pacific.



Special Deals



[VIEW MORE](#)

Case Study – Tourism

Brand Architecture

for a Destination

Marriott Augmented Reality App

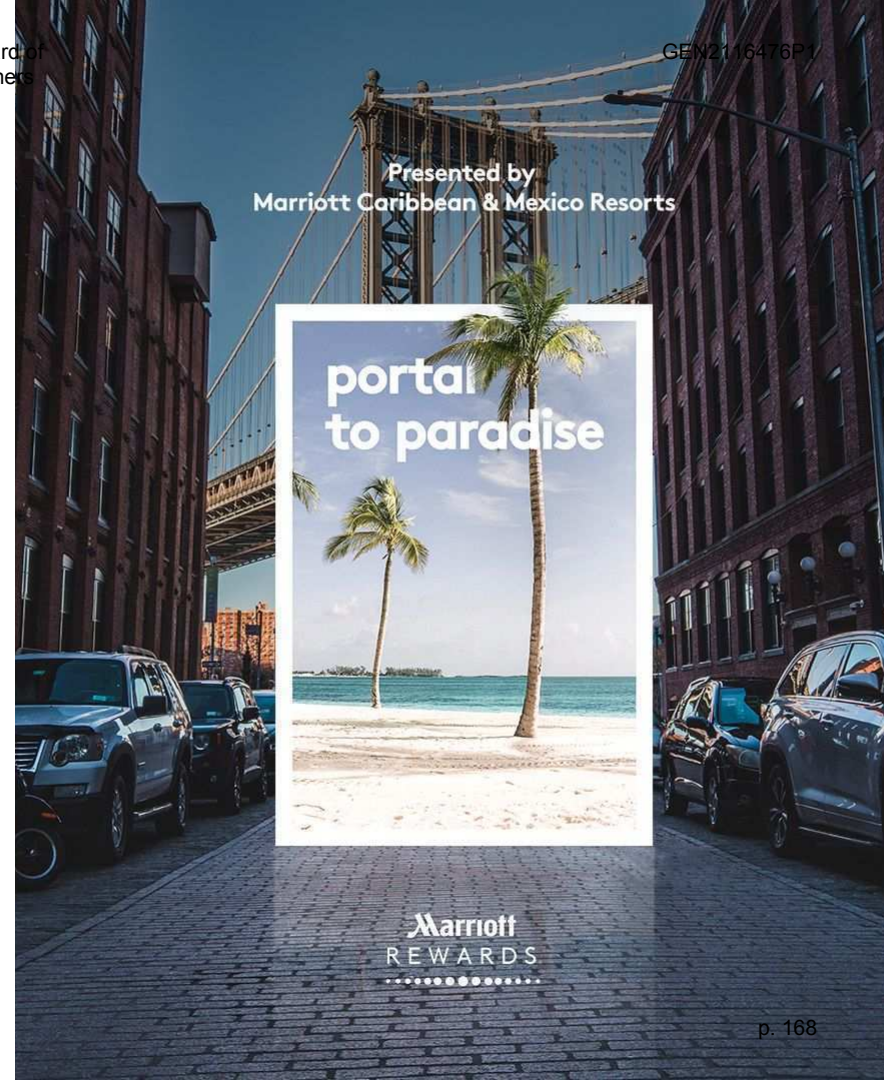
Objective: Promote bookings for Marriott properties in the Caribbean and Mexico after a negative year from hurricanes and crime-related bad PR.

Strategy: Using Apple Augmented Reality Kit technology, we developed an app that opens a portal right into your living room, allowing you to step into paradise.

It highlights eight unique properties to explore, giving users the chance to sit by the pool or walk by the beach and see with their own eyes that all is now great in paradise.

Results: The campaign recently launched, but with over 25 publications writing about the app, we know it will generate strong impact and that it's an *Idea that Performs*.

[View Case Study](#)



Case Study – ROI

Marketing Groups With Influencers

Royal Caribbean Marketing Campaign

Objective: Royal Caribbean wanted to get first-time millennial cruisers in Latin America to book their first voyage on Royal Caribbean. How do you get a group of South American millennials to try cruising for the first time? Show them the unique experiences Royal has to offer aboard their ships and at the destinations directly on their social media timelines.

Strategy: We created an influencer campaign that captured the experiences of our social stars. From Chile, we had comedians and YouTube stars Woki Toki; from Colombia, we had lifestyle Influencer Pau Tips. This content became the perfect bank of assets for service videos, social posts, and paid media including Facebook News Feed and Promoted posts. We then tapped into the Sales Representatives (Travel Agencies) of each of our target countries and created personalized landing pages per country to drive conversions.

Results: 1,626,425 Video Views | 2,509,531 Engagements | 1,127,355 Clicks 1.94% CTR | \$0.04 CPC | 89,787 Page Likes

[Watch Influencer Video](#)



1/2/2019

BidSync



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Case Study – Tourism & Travel

The World's First Luxury Hotel Instagram Magazine

Broward County Board of
County Commissioners

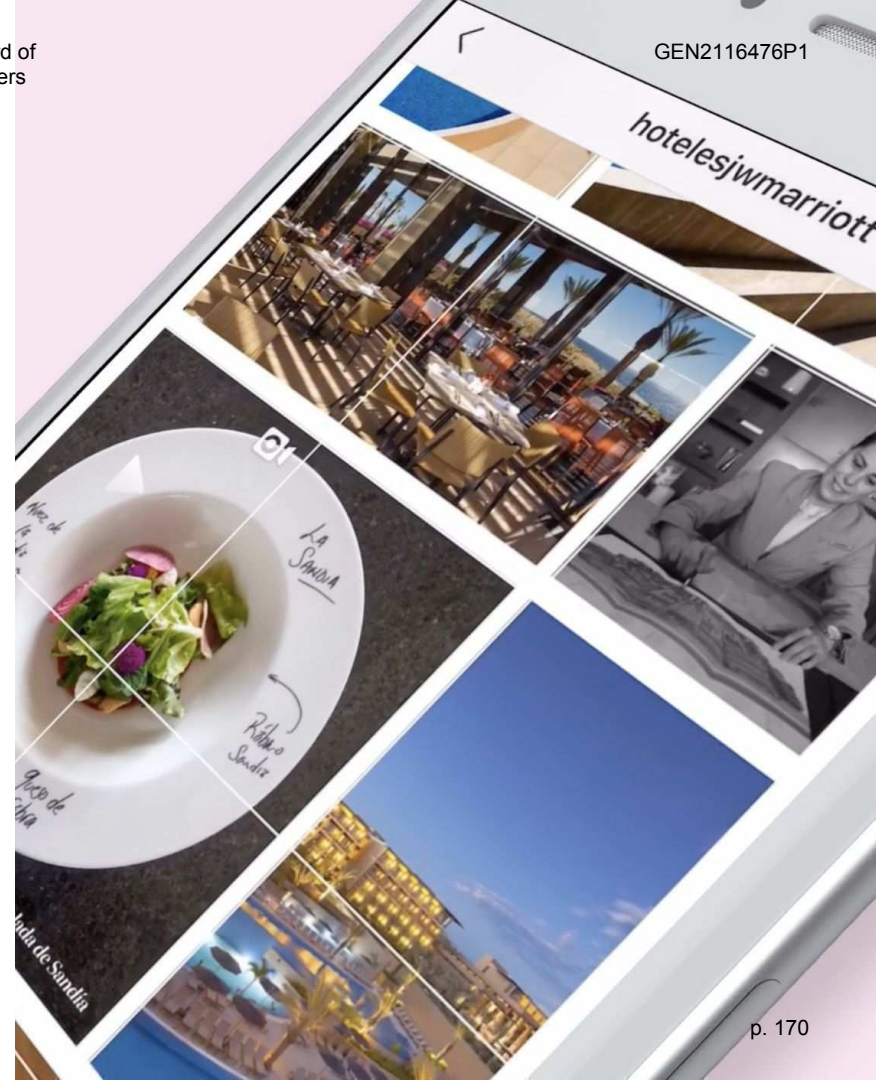
Marriott JW Instagram Magazine

Objective: Create a connection and engage users while showcasing the essence of JW Marriott Hotels by highlighting our main differentiators, service quality, gastronomy, and architecture.

Strategy: Inspired by the popularity of luxury magazines, we deconstructed our properties through an innovative, high-end storytelling approach that transformed our Instagram page into a magazine-like profile. Specially crafted videos showcased the artistic details of dishes, a new approach we now call “The Artistry Behind the Plating.” Instagram Stories were also used to drive traffic by showcasing this new approach and providing awareness around which locations were being highlighted.

Results: The magazine-style feed helped increase profile views by 314%. The average number of video views increased by 212% vs. content from 2017. Our followers increased by 20%. Social referral traffic increased by 102% for the first two hotels featured.

[View Case Study](#)



Case Study – ROI

Performance Media

3x More Downloads

Outstanding Media ROI

Stanley Black & Decker's last innovation investment needed critical mass of **Tracemen** in Mexico to start interacting with them. The objective for the first month based on industry benches was 3K downloads.

Through daily optimization of media bidding and creative assets, we achieved 11K+ downloads in the same time period.

Stanley Black & Decker

scala Pro

BidSync

GEN2116476P1

scala Pro

¡Crece tu negocio!
descarga la aplicación
¡Gratis!



Más Dinero

Más Organizado

Disponible en
Google Play

Disponible en
App Store

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Media Planning and Buying

Making a Difference

Planning Based on Full Consumer Journey

Implement insight-driven strategic plans to forecast needs at every level and prepare an always-on approach that is also flexible to the needs of the markets.

Test, Validate, and Optimize

Increase local relevance while maintaining global alignment by pretesting and confirming theories in the planning phase using primary research and tools.

Real-Time Performance Measurement

Enabled by innovation and an improved discovery process with local markets, we will optimize based on real-time data to meet KPIs and expectations at every level.

Media Economics

Increase GFLCVB's share of voice in key markets through more beneficial media deals by implementing a trading desk media buy approach.



Enabled By:

Process

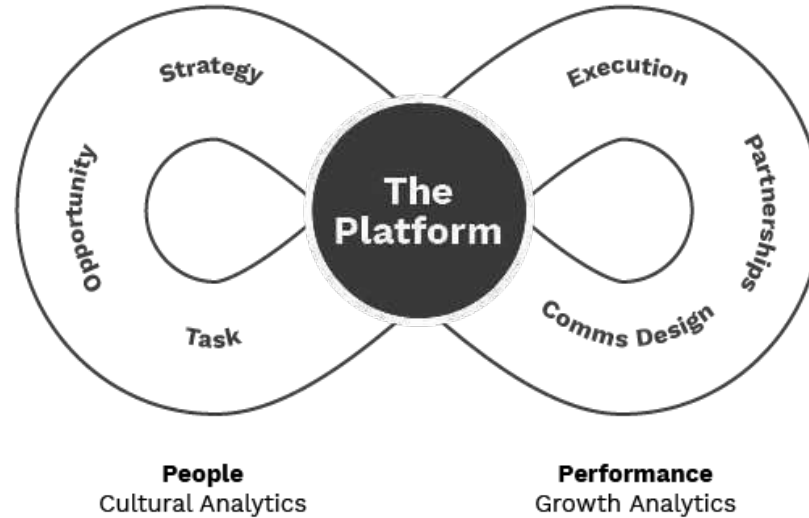
An improved and efficient process for planning, executing, and optimizing media plans that allows us to launch campaigns with high agility while ensuring goals are met.

Innovation

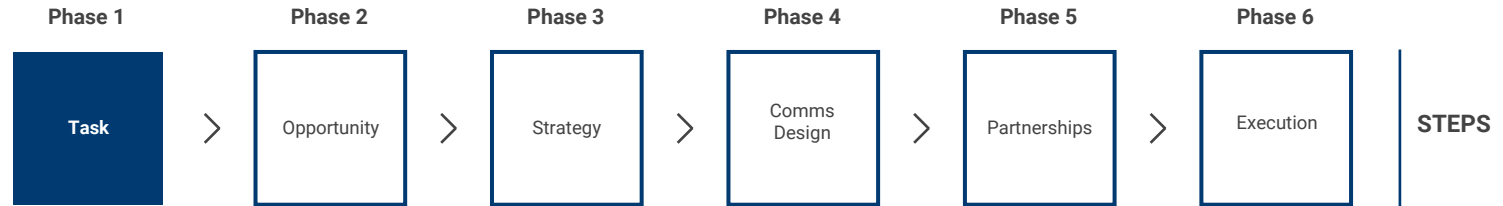
Implementing the right tools will enhance our planning capabilities to increase local relevance, improve our media buying value, and track performance through all touchpoints.



Media Process



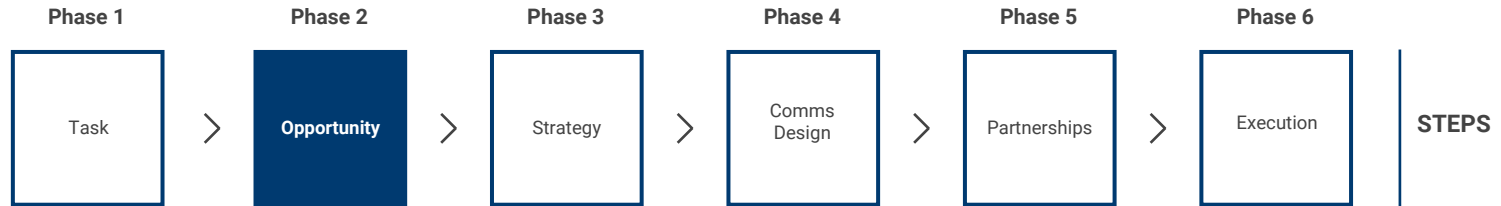
Media Process



Discovery process with global directives, regional team, and local markets.

Building brief with GFLCVB team, following new requirements and requests that will allow us to ensure our plans are effective.

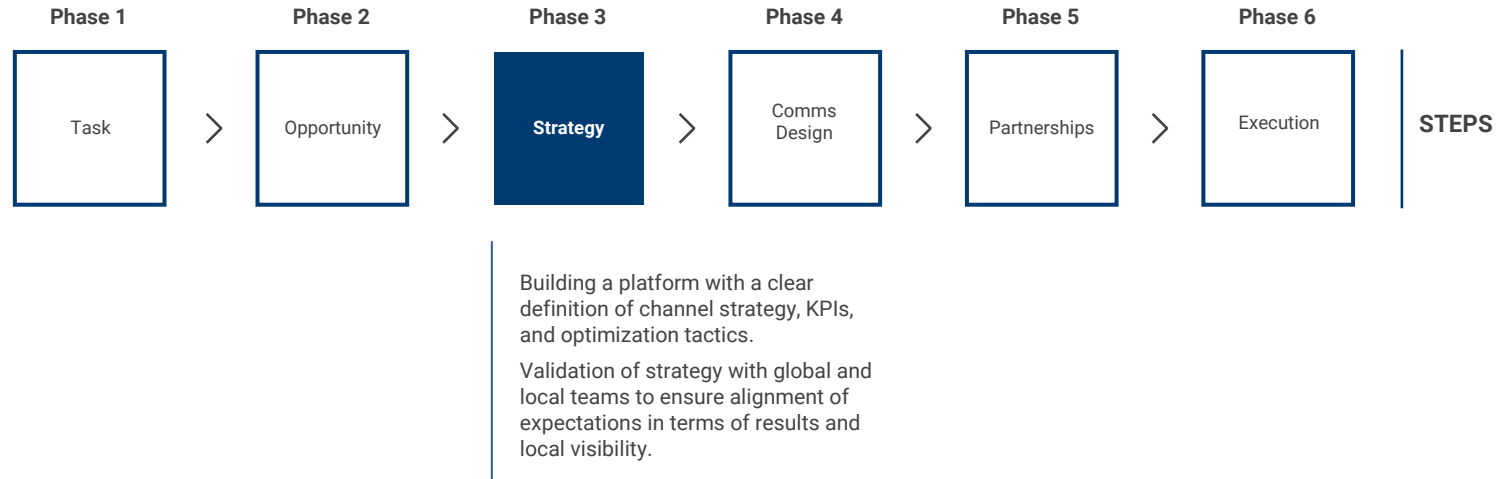
Media Process



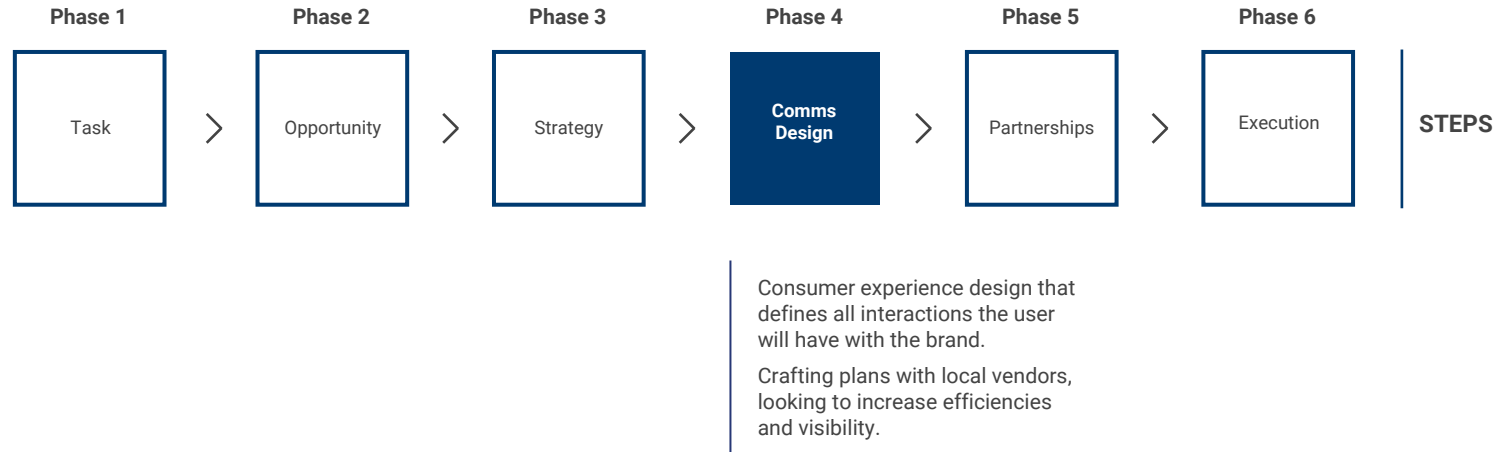
With a clear business goal, we will proceed to take on a local deep dive to the consumer journey per local market.

In this phase, we will look also to industry and competitive data to define the best way to win in the category.

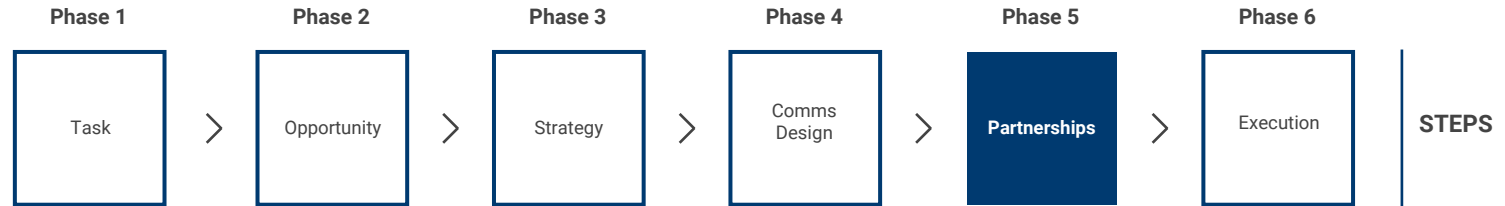
Media Process



Media Process

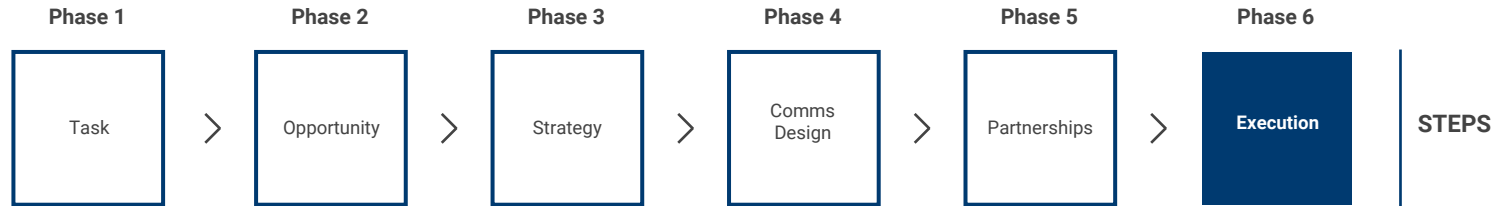


Media Process



To increase media value, we will pursue partnerships that provide additional visibility and opportunities to creatively impact our audience.

Media Process

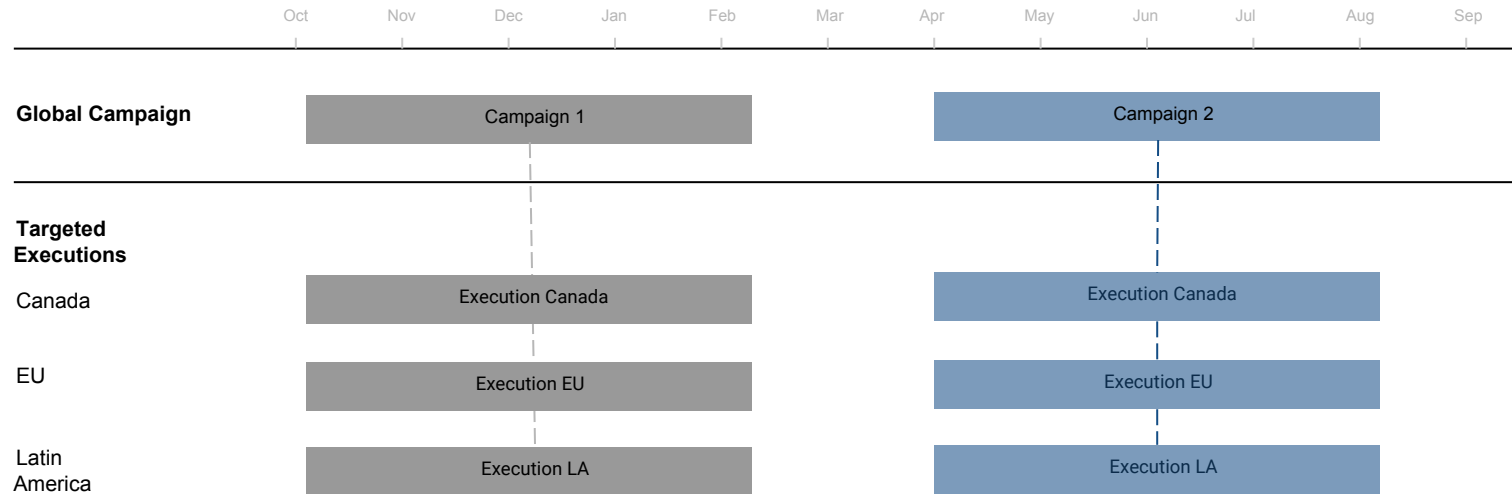


By establishing dedicated resources for media buying and implementation, we will become more agile to launch campaigns.

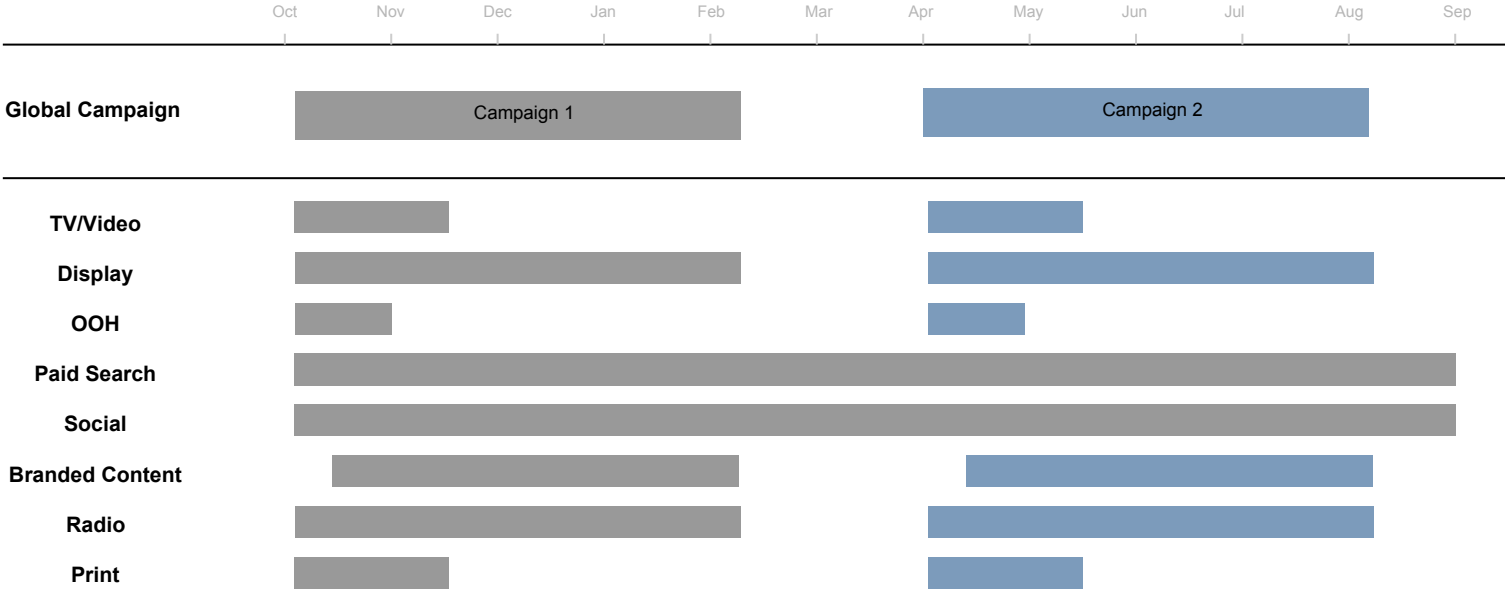
Real-time optimization in-platform will ensure efficiencies and tracking of results.

Reporting will also have a capacity to be real-time with KPI tracking and an AI for predictive insights to inform the optimizations to the campaign.

Addressing Multiple Markets and Different Priorities



With the Most Efficient Channel Mix



Optimizing Targeted Reach by Market

Trading practices vary, and every market requires its own approach. However, some common themes across our network include:

Nobox group agreements with key digital vendors delivering unique trading benefits such as first access to NPD and best-in-market pricing.

Combinations of local vendor trading agreements encompassing to achieve the best trading results.

Nobox digital RTB media buying exchanges, which provide our clients with improved targeting, lower costs, and substantially improved ROI.

Media market segmentation analyses, which enable us to negotiate and allocate budgets more efficiently by vendor. An example is identifying the engagement and efficiency marketplaces.



Leveraging Value-Added Opportunities Beyond TV

Savings are normally defined as follows:

Direct Cost Reductions: Lower media costs achieved as a result of negotiated price reductions.

Value-Added: Cost savings achieved through improved planning, improvements in booking procedures and booking flexibility, improvements in targeting, optimization of budgets by channel, modeling, and optimizing ROI.

Free additional brand exposure (e.g., promotions, sponsorships, content, and editorials).

Some examples of added value as part of our media negotiations are:

- Marriott and Discovery Channel partnering with Jason Silva [Link to content](#)
- Nokia MTV sponsorship [Link to the Capsule](#)
- The Innocents Netflix influencers [Link to the case](#)



How can we sell Greater Fort Lauderdale as a top destination in a cohesive way across all markets?

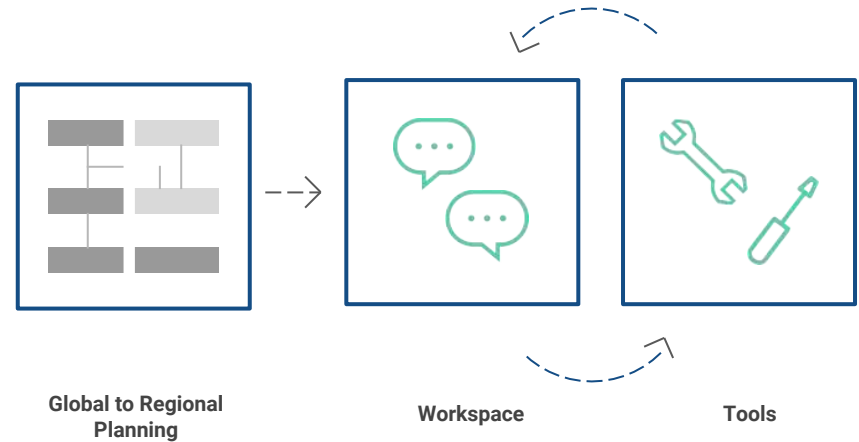
**By creating a centralized
workspace.**

The Right Framework

Creating a Centralized Workspace

To us, handling a global campaign across multiple regions and countries needs to be done in a coordinated way.

Information needs to flow seamlessly from the marketing team to the agency and back with as little friction as possible; stakeholders should also be able to monitor and stay in the loop of everything relevant to them.

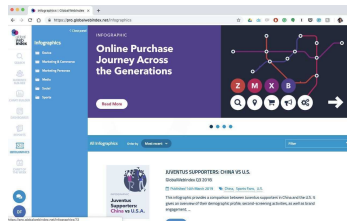


The Right Tools

AUDIENCE AND CULTURAL INSIGHTS



Understanding the cultural drivers and behaviors of our markets.



SOCIAL LISTENING



Qualifying the sentiment of our interactions will provide a higher sensibility to content performance and audience preference.

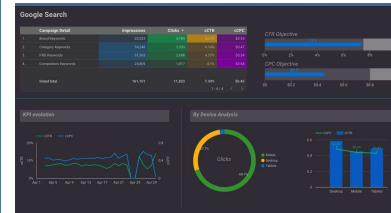
Benchmark against your competition and within your industry to see where you stand in terms of media and social metrics to set better targets.



REAL-TIME PERFORMANCE TRACKING



Integrated reporting for all digital and social channels, offline channels, and business results to ensure meeting performance goals and establishing clear ROI attribution. Optimizing content to ensure our audience is continuously engaged.



SOCIAL METRICS & COMPETITIVE BENCHMARKING



From fan growth to media boosting, we will be able to understand and optimize our strategy based on what our competition is doing.



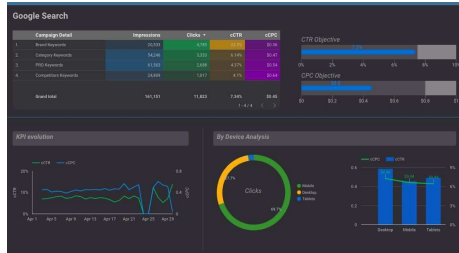


Google Data Studio

Real-Time Performance Tracking

Integrated reporting for all digital and social channels, offline channels, and business results to ensure meeting performance goals and establishing clear ROI attribution.

Optimizing content to ensure our audience is continuously engaged.



- GFLCVB and NBX to align before starting engagement to define the different levels of reporting and details before setting up campaigns.
- BI resource dedicated to analyzing and integrating campaign performance with business results.
- Access to real-time custom dashboards with monthly meetings to go over insights and optimizations with the GFLCVB analytics team.
- Quarterly business reviews with high-level stakeholders to ensure we're looking at performance over time.



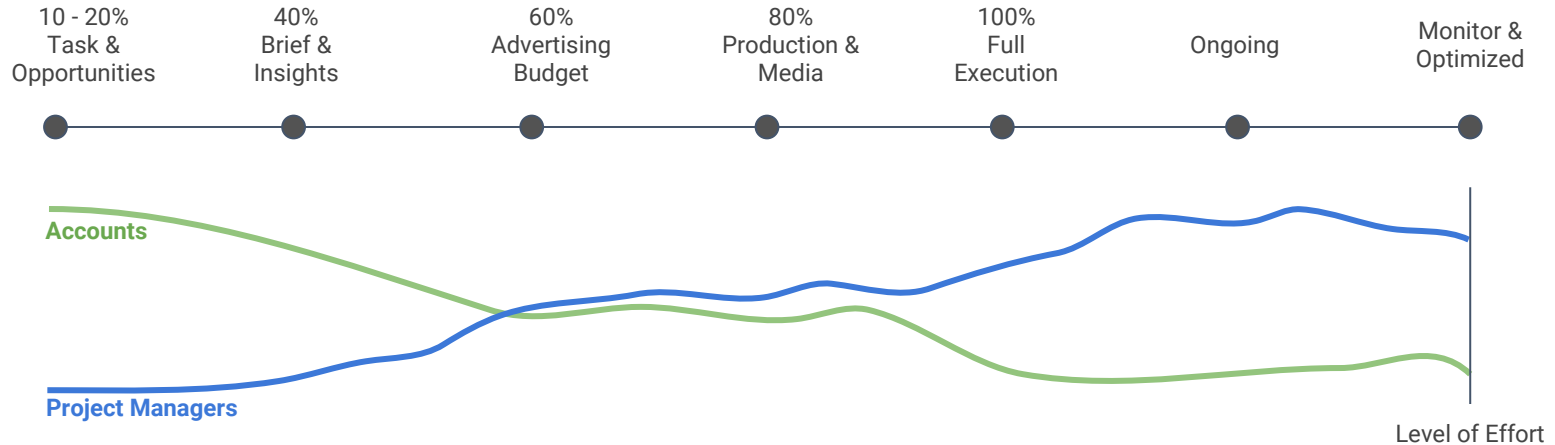
Relevant KPIs

| GOAL | AWARENESS | CONSIDERATION | CONVERSION | LOYALTY |
|-------------|--|--|--|--|
| TOUCHPOINTS | Social Media Video Display / Programmatic Spot TV / Radio / Print | Social Media Digital / Programmatic SEM Geofencing Website | SEM Digital / Programmatic Social Media Website | Social Media Digital |
| KPIs | Reach and Frequency % of Potential Audience Video Views Unique Impacted Audience Clicks, CTR Time Spent Engagements Registers | Reach and Frequency % of Potential Audience Clicks, CTR Time Spent Views Engagements Email Metrics | Reach Views Steps to Conversion Conversion Rate Time Spent Conversions ROI | Reach Return visitors Engagements Cross-Selling Rate Email metrics Sentiment / Satisfaction Rates |

When mapping out our tactics, we establish the communication plan based on the phases of the consumer journey. Each phase has a set of KPIs customized to the category and benchmarked against competitors and total potential audiences.

Account Management

Account Management Flow



Account Management Tasks

10 - 20%
**Task &
Opportunities**

40%
Brief &
Insights

60%
Advertising
Budget

80%
Production &
Media

100%
Full
Execution

OnGoing

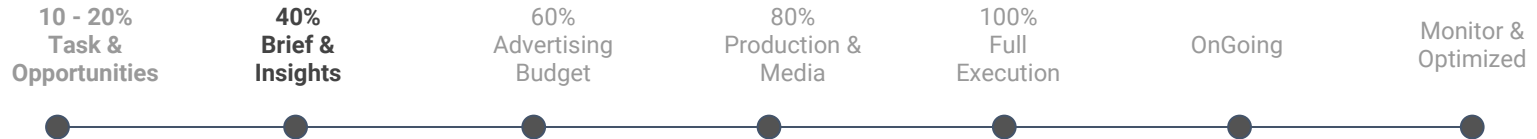
Monitor &
Optimized

Define level of investment for potential project with GFLCVB team.

Define client service efforts.

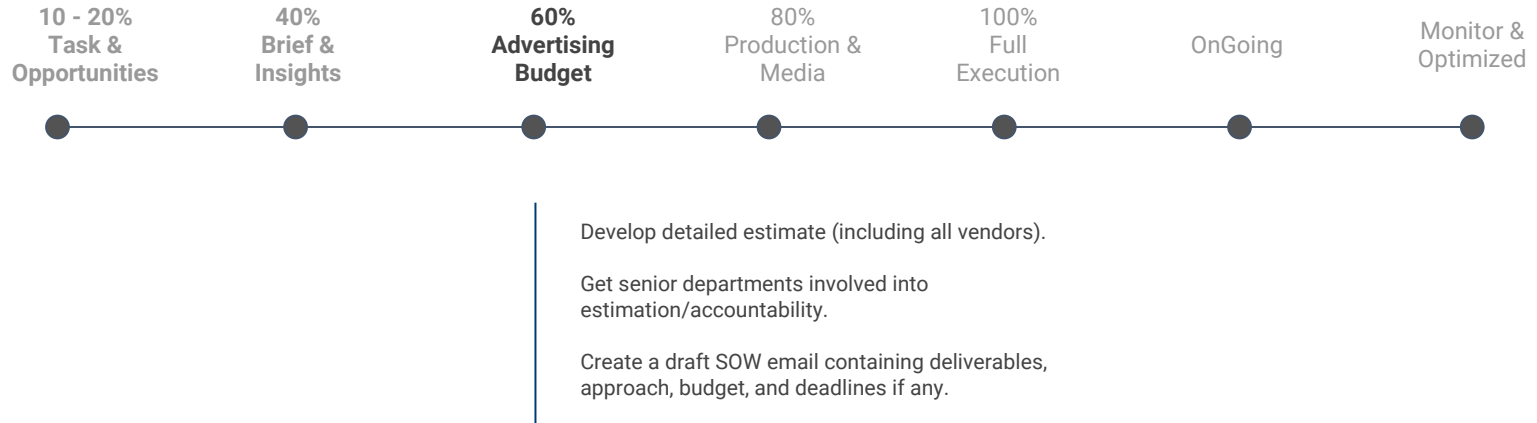
Identify potential additional subcontractors and/or talent to be allocated.

Account Management Tasks

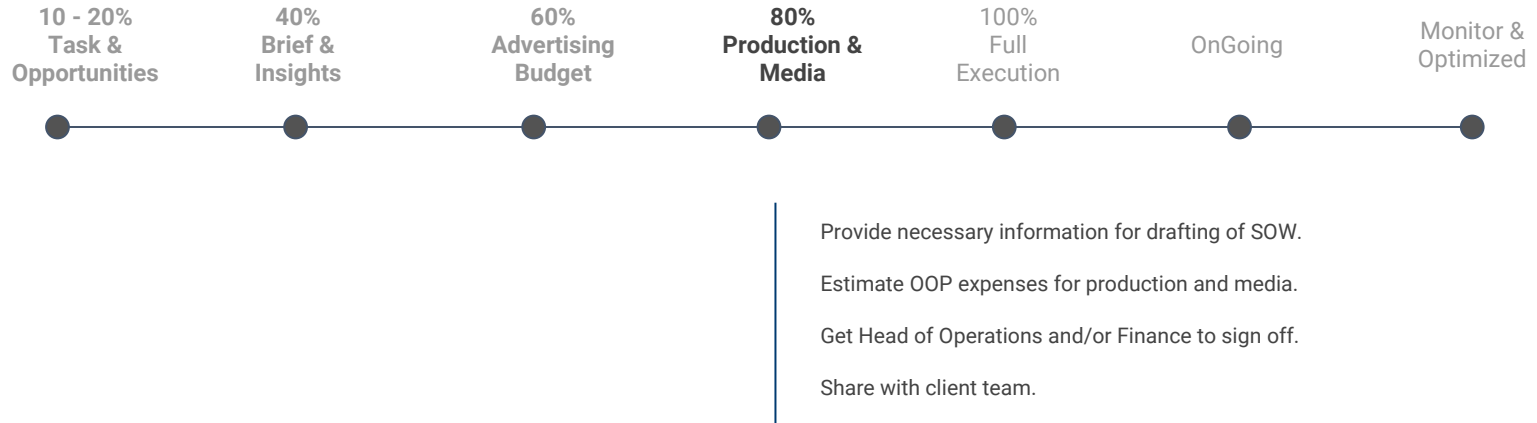


- Create a project environment (AC, Drive, etc).
- Define basics: Ask, approach, deliverables (email format), and duration.
- Evaluate feasibility and define vendors needed.
- Create a ballpark budget (+/- 30%).

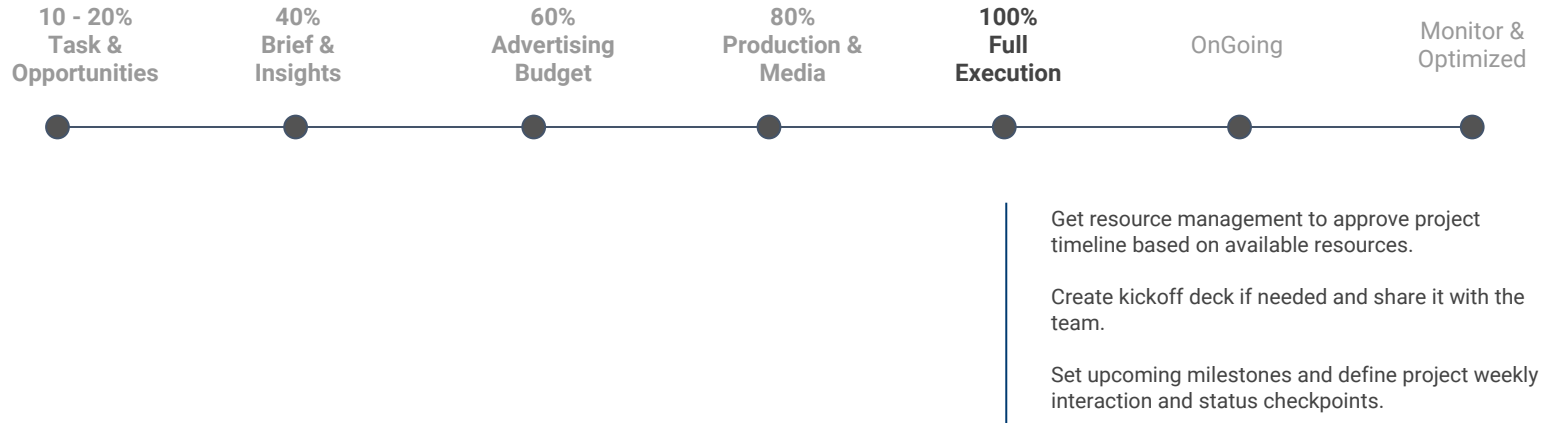
Account Management Tasks



Account Management Tasks



Account Management Tasks



Tourism Industry

We have conducted **primary research** for Marriott International to validate a concept before the launch of the campaign.

We manage research tools **GW** and **Comscore** to surface key insights on the travel and tourism industry.

Combining our research with client-provided **business intelligence** on customer behavior and booking windows, we deliver on the marketing strategy for each brand.

Destination Marketing Organization

We collaborated with our past client **Copa Airlines** and the Panamá Tourism Association to build a performance campaign that leveraged data of the decision drivers and type of travel interest per market to create the messaging, creative, and media targeting of the campaign.



4. PAST PERFORMANCE

Projects of similar nature, scope, and duration.



Project: Management of Brand and Social Efforts for Portfolio of Brands

Objective: Develop and execute marketing campaigns to promote specific properties and initiatives, incentivizing booking conversion and brand awareness for LATAM.

Scope: Develop brand marketing campaigns and manage social platforms for entire brand portfolio.

Duration: 5+ years

Results: Delivered campaigns and projects on time and on budget, allowing the Marriott + Nobox partnership to grow year after year.

Budget: > \$1.5MM





Project: Management of Promotional Efforts for Portfolio of Brands

Objective: Develop and execute promotions and activations campaigns to promote Pepsi brands, incentivizing participation and brand awareness for LATAM.

Scope: Develop promotional marketing campaigns and manage social platforms for brand portfolio.

Duration: 5+ years

Results: Delivered campaigns and promotions on time and on budget, allowing the Pepsi + Nobox partnership to grow year after year.

Budget: < \$1MM





Project: Management of Promotional Efforts for Portfolio of Brands

Objective: Develop and execute promotions and activations campaigns to promote Playstation properties, incentivizing participation and brand awareness for LATAM.

Scope: Develop promotional marketing campaigns and manage social platforms for brand portfolio.

Duration: 5+ years

Results: Delivered campaigns and promotions on time and on budget, allowing the Playstation + Nobox partnership to grow year after year.

Budget: < \$1MM



NOKIA

Project: Management of Brand and Social Efforts for Portfolio of Products

Objective: Develop and execute marketing campaigns to promote the launch of Nokia's handheld devices in LATAM, incentivizing activations and brand awareness.

Scope: Develop brand marketing campaigns and manage social platforms for the entire product portfolio.

Duration: 1+ years

Results: Delivered campaigns and projects on time and on budget.

Budget: > \$1.5MM

Initiatives: Develop assets (collateral, OOH, print) to support co-op initiatives in the region. Provide optimal support to retailers, operators, and other partners by proposing an online request process to centralize all requests and expedite delivery.



5. WORKLOAD

| Client | Project |
|----------------------------------|--|
| Copa Airlines | Co-Op Marketing Campaigns for Panama (Panama Tourism Association), Curacao (Curacao Tourist Board), and Bahamas (Atlantis Paradise Island Resort) |
| Marriott | Portal to Paradise / Bon Voy Launch / TED Talk Medellin / JW Magazine / Management of Brand Portfolio's Social Platforms |
| Pepsi | Gatorade 5v5 (2015 – 2019) / J Balvin + Musical.ly / UEFA Champions League Experience / Management of Brand Portfolio's Social Platforms |
| Amerant | Launch Campaign for New Brand Image (US) |
| Nokia | Launch Campaign for New Line of Handheld Devices (LATAM) |
| Joe DiMaggio Children's Hospital | Launch campaign for New Wellington Location, Management of Brand's Social Platforms |
| Netflix | Launch Social Campaign for the Following Properties: ROMA, Made in Mexico, The Innocents, Orange is the New Black, and Narcos / Management of Brand Portfolio's Social Platforms |
| Playstation | UEFA Champions League Promotion, Management of Brand's Social Platforms (LATAM) |





6. COMMERCIAL

Agency Fees

As requested:

All services have been annualized in order to visualize a consistent monthly cost, although some deliverables (i.e., "strategy") will be worked on a yearly basis.

| County Commissioners | | | | | | | |
|--|-----------------------------|---|------|--------------------|----------|-------------|----------------|
| GFL CVB - ADVERTISING SERVICES AGENCY / FLAT SERVICES FEE - Year | | | | | | | |
| Department | Staff | Deliverable | Hrs. | Hrs./\$ | Cost | Mos. / # | Total / Year 1 |
| ACCOUNT | VP Client Services | Delivery + TDC and MAC Meetings + Status + Monthly Report | 30 | \$160 | \$4,800 | 12 | \$57,600 |
| | Account Director | | 160 | \$120 | \$19,200 | 12 | \$230,400 |
| | Account Manager | | 160 | \$95 | \$15,200 | 12 | \$182,400 |
| PM | Sr. Project Manager | Project Management Related to Production Work | 160 | \$110 | \$17,600 | 12 | \$211,200 |
| | Project Manager | | 160 | \$85 | \$13,600 | 12 | \$163,200 |
| STRATEGY | Sr. Strategic Planner | Strategy Year 1 + Communications Plan | 14 | \$130 | \$1,820 | 12 | \$21,840 |
| | Brand Strategist | | 14 | \$100 | \$1,400 | 12 | \$16,800 |
| | Media Strategist | | 14 | \$100 | \$1,400 | 12 | \$16,800 |
| | Research Analyst | | 14 | \$75 | \$1,050 | 12 | \$12,600 |
| | Travel Marketing Specialist | | 14 | \$215 | \$3,010 | 12 | \$36,120 |
| CREATIVE | Chief Creative Officer | Concepts + Design & Graphic Services + Editorial + Photo & Video Direction + Design, Artwork, Templates, Typography, illustrations & Photography + Copywriting, Fact-Checking, Proofreading | 30 | \$180 | \$5,400 | 12 | \$64,800 |
| | Creative Director | | 160 | \$130 | \$20,800 | 12 | \$249,600 |
| | Art Director | | 160 | \$95 | \$15,200 | 12 | \$182,400 |
| | Art Director | | 80 | \$95 | \$7,600 | 12 | \$91,200 |
| | Copywriter | | 160 | \$105 | \$16,800 | 12 | \$201,600 |
| | Copywriter | | 160 | \$105 | \$16,800 | 12 | \$201,600 |
| | Video Editor | | 80 | \$95 | \$7,600 | 12 | \$91,200 |
| | Proofreader | | 160 | \$75 | \$12,000 | 12 | \$144,000 |
| DIGITAL | HTML Developer | Digital Vacation Planner + Email Program + Web Development + App Development | 160 | \$100 | \$16,000 | 12 | \$192,000 |
| | Digital Quality Assurance | | 80 | \$85 | \$6,800 | 12 | \$81,600 |
| MEDIA | Media Supervisor | Media Strategy, Plan, Buy and Optimization + Co-Op | 30 | \$110 | \$3,300 | 12 | \$39,600 |
| | Media Planner | | 160 | \$85 | \$13,600 | 12 | \$163,200 |
| | | | | Annual Agency Fee | | \$2,733,360 | |
| | | | | Monthly Agency Fee | | \$227,780 | |



Production Budget

As requested:

Production costs are estimated based on the information given by GFLCVB in the RFP and will be accrued and reported on a monthly basis to properly track budget expenditure.

| Production Budget | | | | | |
|-------------------|------------------|---|----------------------|-----------|-----------|
| PRODUCTION | Printing | Promo Materials + Trade Shows Booths + Collateral Production Translations + Talent Fees (up to 4) | \$20,000 | 12 | \$240,000 |
| | Photoshoot | | \$15,000 | 2 | \$30,000 |
| | Video Production | | \$55,000 | 2 | \$110,000 |
| | Trade Show Booth | | \$7,500 | 14 | \$105,000 |
| | | | Production 12 Months | \$485,000 | |
| | | | Production 1 Months | \$40,417 | |

Optional Services

GFL CVB - ADVERTISING SERVICES AGENCY / OPTIONAL SERVICES Year 3

| Item | Staff | Deliverable | Hrs. | Hrs./\$ | Cost | Mos. / # | Total |
|----------------|---------------------------|--|------|---------|----------|----------|-----------------|
| BRANDING | Chief Creative Officer | Services relating to the development, implementation, and publication of new branding for the GFLCVB. ONE TIME | 40 | \$180 | \$7,200 | 1 | \$7,200 |
| | Creative Director | | 80 | \$130 | \$10,400 | 1 | \$10,400 |
| | Art Director | | 80 | \$95 | \$7,600 | 1 | \$7,600 |
| | Copywriter | | 80 | \$105 | \$8,400 | 1 | \$8,400 |
| | Proofreader | | 16 | \$75 | \$1,200 | 1 | \$1,200 |
| | | | | | | | \$34,800 |
| ADVERSE IMPACT | Chief Creative Officer | Services relating to a unique occurrence impacting the South Florida area that has a significant material adverse impact on tourism in Broward County (e.g., post-hurricane, regional public health crisis, etc.) PER OCCURRENCE | 8 | \$180 | \$1,440 | 1 | \$1,440 |
| | Creative Director | | 8 | \$130 | \$1,040 | 1 | \$1,040 |
| | Art Director | | 16 | \$95 | \$1,520 | 1 | \$1,520 |
| | Copywriter | | 16 | \$105 | \$1,680 | 1 | \$1,680 |
| | Video Editor | | 24 | \$95 | \$2,280 | 1 | \$2,280 |
| | Proofreader | | 8 | \$75 | \$600 | 1 | \$600 |
| | | | | | | | \$8,560 |
| SOCIAL MEDIA | Social Media Manager | Creation and posting of organic content. Developing and executing campaigns and daily organic content; providing 24-hour monitoring of owned social media channels. Assuming similar current frequency. MONTHLY | 80 | \$100 | \$8,000 | 1 | \$8,000 |
| | Community Manager | | 160 | \$75 | \$12,000 | 1 | \$12,000 |
| | Art Director | | 80 | \$95 | \$7,600 | 1 | \$7,600 |
| | Copywriter | | 40 | \$105 | \$4,200 | 1 | \$4,200 |
| | Video Editor | | 80 | \$95 | \$7,600 | 1 | \$7,600 |
| | | | | | | | \$39,400 |
| WEB | HTML Developer | Developing and implementing a website that reflects new branding based on current complexity and volume. Non-branded content provided by client. ONE TIME | 320 | \$100 | \$32,000 | 1 | \$32,000 |
| | Art Director | | 160 | \$95 | \$15,200 | 1 | \$15,200 |
| | Copywriter | | 160 | \$105 | \$16,800 | 1 | \$16,800 |
| | Sr. Project Manager | | 160 | \$110 | \$17,600 | 1 | \$17,600 |
| | Digital Quality Assurance | | 160 | \$85 | \$13,600 | 1 | \$13,600 |
| | | | | | | | \$95,200 |

Salaries

Broward County Board of County Commissioners

GEN2116476P1

| STAFF RATE CARD | | | | |
|-----------------|----|-----------------------------|---------|---------------|
| | # | STAFF | \$/ Hrs | Annual Salary |
| ACCOUNTS | 1 | VP Client Services | \$160 | \$150,000 |
| | 2 | Account Director | \$120 | \$110,000 |
| | 3 | Account Manager | \$95 | \$90,000 |
| | 4 | Account Executive | \$85 | \$80,000 |
| PM | 5 | Sr. Project Manager | \$110 | \$100,000 |
| | 6 | Project Manager | \$85 | \$80,000 |
| PLANNING | 7 | Sr. Strategic Planner | \$130 | \$120,000 |
| | 8 | Brand Strategist | \$100 | \$95,000 |
| | 9 | Media Strategist | \$100 | \$95,000 |
| | 10 | Research Analyst | \$75 | \$70,000 |
| | 11 | Travel Marketing Specialist | \$215 | \$200,000 |
| CREATIVE | 12 | Chief Creative Officer | \$180 | \$170,000 |
| | 13 | Creative Director | \$130 | \$120,000 |
| | 14 | Art Director | \$95 | \$90,000 |
| | 15 | Copywriter | \$105 | \$100,000 |
| | 16 | Video Editor | \$95 | \$90,000 |
| | 17 | Illustrator | \$95 | \$90,000 |
| | 18 | Editorial Copy | \$105 | \$95,000 |
| | 19 | Proofreader | \$75 | \$70,000 |
| MEDIA | 20 | Media Supervisor | \$110 | \$105,000 |
| | 21 | Media Planner | \$85 | \$80,000 |
| SM | 22 | Social Media Manager | \$100 | \$95,000 |
| | 23 | Social Media Supervisor | \$90 | \$85,000 |
| | 24 | Community Manager | \$75 | \$70,000 |
| WEB | 25 | HTML Developer | \$100 | \$93,000 |
| | 26 | Webmaster | \$75 | \$70,000 |
| | 27 | Digital Quality Assurance | \$85 | \$80,000 |
| | 28 | Translations | \$85 | \$80,000 |

Summary

| SUMMARY | | |
|-----------------------------|---------------------------------------|-------------|
| Flat Fee Services (Yearly) | A. Brand Strategy & Creative Services | \$3,218,360 |
| | B. Account Maintenance | |
| | C. Media Planning | |
| Commissioned Media Services | Flat Fee Services (Yearly) | 5% |
| | B. Assets Production | On Demand |
| Optional Services | A. Initial Branding Services | \$34,800 |
| | B. Adverse Impact Services | \$8,560 |
| | C. Social Media Services | \$39,400 |
| | D. Website Design Services | \$95,200 |



WHY NOBOX ?

Full-service agency with a
focus on driving
performance.

Expertise harnessing the power
of media in the tourism and
travel industry

Miami-based with an
in-depth understanding of
the South Florida culture

Thank you!

Nobox Marketing

Item: Flat Fee Services - Year 3

Attachments

GFL CVB_BID_Breakdown - Flat Fee Services_year3.pdf

GFL CVB_BID_Breakdown - Optional Services_year3.pdf

GFL CVB_BID_Salaries_.pdf

CBE_Letter_Of_Intent_FPM_Nobox Signed.pdf

Nobox_Proof_Of_Insurance.pdf

Local_Preference_and_tie-breaker_certification_form.pdf

MARRIOTT_Vendor_Reference_Verification_Form,_GEN2116476P1 copy.pdf

PEPSICO_Vendor_Reference_Verification_Form,_GEN2116476P1.pdf

SONY_Vendor_Reference_Verification_Form,_GEN2116476P1.pdf

NOBOX PROPOSAL I GFLCVB Bid GEN2116476P1 - Advertising Agency Services.pdf

| GFL CVB - ADVERTISING SERVICES AGENCY / FLAT SERVICES FEE - Year 3 | | | | | | | |
|--|-----------------------------|--|------|-------------------------------|----------|-------------|----------------|
| Department | Staff | Deliverable | Hrs. | Hrs./\$ | Cost | Mos. / # | Total / Year 1 |
| ACCOUNT | VP Client Services | Delivery + TDC and MAC Meetings + Status + Monthly Reports | 30 | \$160 | \$4,800 | 12 | \$57,600 |
| | Account Director | | 160 | \$120 | \$19,200 | 12 | \$230,400 |
| | Account Manager | | 160 | \$95 | \$15,200 | 12 | \$182,400 |
| PM | Sr. Project Manager | Project management related to production work. | 160 | \$110 | \$17,600 | 12 | \$211,200 |
| | Project Manager | | 160 | \$85 | \$13,600 | 12 | \$163,200 |
| STRATEGY | Sr. Strategic Planner | Strategy Year 1 + Communications Plan | 14 | \$130 | \$1,820 | 12 | \$21,840 |
| | Brand Strategist | | 14 | \$100 | \$1,400 | 12 | \$16,800 |
| | Media Strategist | | 14 | \$100 | \$1,400 | 12 | \$16,800 |
| | Research Analyst | | 14 | \$75 | \$1,050 | 12 | \$12,600 |
| | Travel Marketing Specialist | | 14 | \$215 | \$3,010 | 12 | \$36,120 |
| CREATIVE | Chief Creative Officer | Concepts + Design & Graphic Services + Editorial + Photo & Video Direction + Design, artwork, templates, typography, illustrations & photography + Copywriting, fact-checking, proofreading. | 30 | \$180 | \$5,400 | 12 | \$64,800 |
| | Creative Director | | 160 | \$130 | \$20,800 | 12 | \$249,600 |
| | Art Director | | 160 | \$95 | \$15,200 | 12 | \$182,400 |
| | Art Director | | 80 | \$95 | \$7,600 | 12 | \$91,200 |
| | Copywriter | | 160 | \$105 | \$16,800 | 12 | \$201,600 |
| | Copywriter | | 160 | \$105 | \$16,800 | 12 | \$201,600 |
| | Video Editor | | 80 | \$95 | \$7,600 | 12 | \$91,200 |
| | Proofreader | | 160 | \$75 | \$12,000 | 12 | \$144,000 |
| | Translations | | 80 | \$85 | \$6,800 | 12 | \$81,600 |
| DIGITAL | HTML Developer | Digital vacation planner + Email Program + Web Development + App Development | 160 | \$100 | \$16,000 | 12 | \$192,000 |
| | Digital Quality Assurance | | 80 | \$85 | \$6,800 | 12 | \$81,600 |
| MEDIA | Media Supervisor | Media Strategy, Plan, Buy and optimization + Co-Op | 30 | \$110 | \$3,300 | 12 | \$39,600 |
| | Media Planner | | 160 | \$85 | \$13,600 | 12 | \$163,200 |
| | | | | Agency Fee 12 Months | | \$2,733,360 | |
| | | | | Agency Fee 1 Month | | \$227,780 | |
| PRODUCTION | Printing | Promo materials + trade shows booths +Collaterals production + Translations + Talent fees. (up tp 4) | | | \$20,000 | 12 | \$240,000 |
| | PhotoShoot | | | | \$15,000 | 2 | \$30,000 |
| | Video Production | | | | \$55,000 | 2 | \$110,000 |
| | Trade Show Booth | | | | \$7,500 | 14 | \$105,000 |
| | | | | Production 12 Months | | \$485,000 | |
| | | | | Production 1 Month | | \$40,417 | |
| | | | | Total Flat Service Fee Yearly | | \$3,218,360 | |

| GFL CVB - ADVERTISING SERVICES AGENCY / OPTIONAL SERVICES Year 3 | | | | | | | |
|--|---------------------------|--|------|---------|----------|----------|-----------------|
| Item | Staff | Deliverable | Hrs. | Hrs./\$ | Cost | Mos. / # | Total |
| BRANDING | Chief Creative Officer | Services relating to the development, implementation, and publication of new branding for the GFLCVB. ONE TIME. | 40 | \$180 | \$7,200 | 1 | \$7,200 |
| | Creative Director | | 80 | \$130 | \$10,400 | 1 | \$10,400 |
| | Art Director | | 80 | \$95 | \$7,600 | 1 | \$7,600 |
| | Copywriter | | 80 | \$105 | \$8,400 | 1 | \$8,400 |
| | Proofreader | | 16 | \$75 | \$1,200 | 1 | \$1,200 |
| | | | | | | | \$34,800 |
| ADVERSE IMPACT | Chief Creative Officer | Services relating to a unique occurrence impacting the South Florida area that has a significant material adverse impact on tourism in Broward County (e.g. post-hurricane, regional public health crisis, etc.) PER OCCURRENCE. | 8 | \$180 | \$1,440 | 1 | \$1,440 |
| | Creative Director | | 8 | \$130 | \$1,040 | 1 | \$1,040 |
| | Art Director | | 16 | \$95 | \$1,520 | 1 | \$1,520 |
| | Copywriter | | 16 | \$105 | \$1,680 | 1 | \$1,680 |
| | Video Editor | | 24 | \$95 | \$2,280 | 1 | \$2,280 |
| | Proofreader | | 8 | \$75 | \$600 | 1 | \$600 |
| | | | | | | | \$8,560 |
| SOCIAL MEDIA | Social Media Manager | Creation and posting of organic content. Developing and executing campaigns and daily organic content; providing 24 hrs monitoring of owned social media channels. Assuming similar current frequency. MONTHLY. | 80 | \$100 | \$8,000 | 1 | \$8,000 |
| | Community Manager | | 160 | \$75 | \$12,000 | 1 | \$12,000 |
| | Art Director | | 80 | \$95 | \$7,600 | 1 | \$7,600 |
| | Copywriter | | 40 | \$105 | \$4,200 | 1 | \$4,200 |
| | Video Editor | | 80 | \$95 | \$7,600 | 1 | \$7,600 |
| | | | | | | | \$39,400 |
| WEB | HTML Developer | Developing and implementing a website that reflects new branding based in current complexity and volume. Non branded content provided by client. ONE TIME. | 320 | \$100 | \$32,000 | 1 | \$32,000 |
| | Art Director | | 160 | \$95 | \$15,200 | 1 | \$15,200 |
| | Copywriter | | 160 | \$105 | \$16,800 | 1 | \$16,800 |
| | Sr. Project Manager | | 160 | \$110 | \$17,600 | 1 | \$17,600 |
| | Digital Quality Assurance | | 160 | \$85 | \$13,600 | 1 | \$13,600 |
| | | | | | | | \$95,200 |

| STAFF RATE CARD | | | | | |
|-----------------|----|-----------------------------|---------|---------------|----------|
| | # | STAFF | \$/ Hrs | Annual Salary | |
| ACCOUNTS | 1 | VP Client Services | \$160 | \$150,000 | \$161.54 |
| | 2 | Account Director | \$120 | \$110,000 | \$118.46 |
| | 3 | Account Manager | \$95 | \$90,000 | \$96.92 |
| | 4 | Account Executive | \$85 | \$80,000 | \$86.15 |
| PM | 5 | Sr. Project Manager | \$110 | \$100,000 | \$107.69 |
| | 6 | Project Manager | \$85 | \$80,000 | \$86.15 |
| PLANNING | 7 | Sr. Strategic Planner | \$130 | \$120,000 | \$129.23 |
| | 8 | Brand Strategist | \$100 | \$95,000 | \$102.31 |
| | 9 | Media Strategist | \$100 | \$95,000 | \$102.31 |
| | 10 | Research Analyst | \$75 | \$70,000 | \$75.38 |
| | 11 | Travel Marketing Specialist | \$215 | \$200,000 | \$215.38 |
| CREATIVE | 12 | Chief Creative Officer | \$180 | \$170,000 | \$183.08 |
| | 13 | Creative Director | \$130 | \$120,000 | \$129.23 |
| | 14 | Art Director | \$95 | \$90,000 | \$96.92 |
| | 15 | Copywriter | \$105 | \$100,000 | \$107.69 |
| | 16 | Video Editor | \$95 | \$90,000 | \$96.92 |
| | 17 | Illustrator | \$95 | \$90,000 | \$96.92 |
| | 18 | Editorial Copy | \$105 | \$95,000 | \$102.31 |
| | 19 | Proofreader | \$75 | \$70,000 | \$75.38 |
| MEDIA | 20 | Media Supervisor | \$110 | \$105,000 | \$113.08 |
| | 21 | Media Planner | \$85 | \$80,000 | \$86.15 |
| SM | 22 | Social Media Manager | \$100 | \$95,000 | \$102.31 |
| | 23 | Social Media Supervisor | \$90 | \$85,000 | \$91.54 |
| | 24 | Community Manager | \$75 | \$70,000 | \$75.38 |
| WEB | 25 | HTML Developer | \$100 | \$93,000 | \$100.15 |
| | 26 | Webmaster | \$75 | \$70,000 | \$75.38 |
| | 27 | Digital Quality Assurance | \$85 | \$80,000 | \$86.15 |
| | 28 | Translations | \$85 | \$80,000 | \$86.15 |



LETTER OF INTENT BETWEEN BIDDER/OFFEROR AND COUNTY BUSINESS ENTERPRISE (CBE) FIRM/SUPPLIER

This form is to be completed and signed for each CBE firm. If the PRIME is a CBE firm, please indicate the percentage performing with your own forces.

Solicitation No.: N/A

Project Title: Printing Support

Bidder/Offeror Name: Nobox Marketing LLC

Address: 3390 Mary Street Suite 310 City: Miami State: FL Zip: 33133

Authorized Representative: Sergio Montes Phone: +1 305 571 2008

CBE Firm/Supplier Name: Fresh Prints Miami, LLC

Address: 1464 SW 28th Terrace City: Fort Lauderdale State: FL Zip: 33312

Authorized Representative: Jarrod J. Urrely Phone: 305-903-1939

- A. This is a letter of intent between the bidder/offeror on this project and a CBE firm for the CBE to perform work on this project.
- B. By signing below, the bidder/offeror is committing to utilize the above-named CBE to perform the work described below.
- C. By signing below, the above-named CBE is committing to perform the work described below.
- D. By signing below, the bidder/offeror and CBE affirm that if the CBE subcontracts any of the work described below, it may only subcontract that work to another CBE.

Work to be performed by CBE Firm

| Description | NAICS ¹ | CBE Contract Amount ² | CBE Percentage of Total Project Value |
|------------------|--------------------|----------------------------------|---------------------------------------|
| Printing Support | 323111 | ~ \$ 150,000 | 6 % |
| | | | % |
| | | | % |

AFFIRMATION: I hereby affirm that the information above is true and correct.

CBE Firm/Supplier Authorized Representative

Signature: [Signature] Title: Jarrod Urrely (President) Date: 3/13/2019

Bidder/Offeror Authorized Representative

Signature: [Signature] Title: Sergio Montes Date: CFO

¹ Visit Census.gov and select [NAICS](#) to search and identify the correct codes. Match type of work with NAICS code as closely as possible.

² To be provided only when the solicitation requires that bidder/offeror include a dollar amount in its bid/offer.

In the event the bidder/offeror does not receive award of the prime contract, any and all representations in this Letter of Intent and Affirmation shall be null and void.

Rev.: June 2018

Compliance Form No. 004

02 This **Spectrum Policy** consists of the Declarations, Coverage Forms, Common Policy Conditions and any
 38 other Forms and Endorsements issued to be a part of the Policy. This insurance is provided by the stock
 RS insurance company of The Hartford Insurance Group shown below.
 SBM

INSURER: SENTINEL INSURANCE COMPANY, LIMITED
 ONE HARTFORD PLAZA, HARTFORD, CT 06155
 COMPANY CODE: A

Policy Number: 21 SBM RS3802 DV



SPECTRUM POLICY DECLARATIONS

Named Insured and Mailing Address: NOBOX MARKETING, LLC
 (No., Street, Town, State, Zip Code)
 3390 MARY ST STE 310
 MIAMI FL 33133

Policy Period: **From** 06/17/18 **To** 06/17/19 1 YEAR
 12:01 a.m., Standard time at your mailing address shown above. **Exception:** 12 noon in New Hampshire.

Name of Agent/Broker: BROWN & BROWN OF FLORIDA INC/PHS
Code: 227176

Previous Policy Number: 21 SBM RS3802

Named Insured is: LIMITED LIAB CORP

Audit Period: NON-AUDITABLE

Type of Property Coverage: NONE

Insurance Provided: In return for the payment of the premium and subject to all of the terms of this policy, we agree with you to provide insurance as stated in this policy.

TOTAL ANNUAL PREMIUM IS: \$1,693

FLORIDA FC SURCHARGE: \$ 1.69
 FL EMERG MGMT SURCH: \$ 4.00

Suean L. Castaneda
 Countersigned by
 Authorized Representative

04/17/18
 Date

SPECTRUM POLICY DECLARATIONS (Continued)

POLICY NUMBER: 21 SBM RS3802

Location(s), Building(s), Business of Named Insured and Schedule of Coverages for Premises as designated by Number below.

Location: 001 **Building:** 001

3390 MARY ST STE 310
MIAMI FL 33133

Description of Business:

Advertising Agency

Deductible: NO COVERAGE

BUILDING AND BUSINESS PERSONAL PROPERTY LIMITS OF INSURANCE

BUILDING

NO COVERAGE

BUSINESS PERSONAL PROPERTY

REPLACEMENT COST

NO COVERAGE

PERSONAL PROPERTY OF OTHERS

REPLACEMENT COST

NO COVERAGE

MONEY AND SECURITIES

INSIDE THE PREMISES

NO COVERAGE

OUTSIDE THE PREMISES

NO COVERAGE

SPECTRUM POLICY DECLARATIONS (Continued)
POLICY NUMBER: 21 SBM RS3802

Broward County Board of
County Commissioners

GEN2116476P1

BUSINESS LIABILITY

LIMITS OF INSURANCE

LIABILITY AND MEDICAL EXPENSES

\$1,000,000

MEDICAL EXPENSES - ANY ONE PERSON

\$ 10,000

PERSONAL AND ADVERTISING INJURY

\$1,000,000

ADV INJ EXCL

**DAMAGES TO PREMISES RENTED TO YOU
ANY ONE PREMISES**

\$1,000,000

AGGREGATE LIMITS

PRODUCTS-COMPLETED OPERATIONS

\$2,000,000

GENERAL AGGREGATE

\$2,000,000

EMPLOYMENT PRACTICES LIABILITY

COVERAGE: FORM SS 09 01

EACH CLAIM LIMIT

\$ 10,000

DEDUCTIBLE - EACH CLAIM LIMIT

NOT APPLICABLE

AGGREGATE LIMIT

\$ 10,000

RETROACTIVE DATE: 06172015

This **Employment Practices Liability Coverage** contains claims made coverage. Except as may be otherwise provided herein, specified coverages of this insurance are limited generally to liability for injuries for which claims are first made against the insured while the insurance is in force. Please read and review the insurance carefully and discuss the coverage with your Hartford Agent or Broker.

The Limits of Insurance stated in this Declarations will be reduced, and may be completely exhausted, by the payment of "defense expense" and, in such event, The Company will not be obligated to pay any further "defense expense" or sums which the insured is or may become legally obligated to pay as "damages".

**BUSINESS LIABILITY OPTIONAL
COVERAGES**

HIRED/NON-OWNED AUTO LIABILITY

\$1,000,000

**UMBRELLA LIABILITY - SEE
SCHEDULE ATTACHED**

SPECTRUM POLICY DECLARATIONS (Continued)

POLICY NUMBER: 21 SBM RS3802

BUSINESS LIABILITY OPTIONAL COVERAGES (Continued)

LIMITS OF INSURANCE

EMPLOYEE BENEFITS LIABILITY

COVERAGE: FORM SS 40 50

EACH CLAIM

\$1,000,000

AGGREGATE

\$2,000,000

WAIVER OF SUBROGATION:

FORM SS 12 15

LOCATION: 001 BUILDING: 001

SEE FORM IH 12 00

UNMANNED AIRCRAFT LIABILITY

FORM: SS 42 06

SPECTRUM POLICY DECLARATIONS (Continued)

POLICY NUMBER: 21 SBM RS3802

**ADDITIONAL INSURED: THE FOLLOWING ARE ADDITIONAL INSURED FOR BUSINESS
LIABILITY COVERAGE IN THIS POLICY.**

LOCATION 001 BUILDING 001

TYPE MANAGER LESSOR

NAME SEE FORM IH 12 00

SPECTRUM POLICY DECLARATIONS (Continued)

POLICY NUMBER: 21 SBM RS3802

Form Numbers of Forms and Endorsements that apply:

| | | | |
|----------------|-------------------------------------|----------------|----------------|
| SS 00 01 03 14 | SS 00 05 10 08 | SS 00 08 04 05 | SS 00 60 09 15 |
| SS 00 64 09 16 | SS 01 58 09 16 | SS 42 06 03 17 | SS 04 38 09 09 |
| SS 40 50 10 08 | SS 41 63 06 11 | SS 05 47 09 15 | SS 09 01 12 14 |
| SS 09 67 09 14 | SS 09 70 12 14 | SS 09 71 12 14 | SS 09 85 12 14 |
| SS 12 15 03 00 | SS 50 19 01 15 | IH 99 40 04 09 | SX 80 01 06 97 |
| SS 83 76 01 15 | SS 89 93 07 16 | | |
| IH 12 00 11 85 | ADDITIONAL INSURED - MANAGER/LESSOR | | |
| IH 12 00 11 85 | WAIVER OF SUBROGATION | | |

Supplier Response Form

RFP-RLI-RFQ LOCAL PREFERENCE AND TIE BREAKER CERTIFICATION FORM

The completed and signed form should be returned with the Vendor's submittal to determine Local Preference eligibility, however it must be returned at time of solicitation submittal to qualify for the Tie Break criteria. If not provided with submittal, the Vendor must submit within three business days of County's request for evaluation of Local Preference. Proof of a local business tax should be submitted with this form. Failure to timely submit this form or local business tax receipt may render the business ineligible for application of the Local Preference or Tie Break Criteria.

In accordance with Section 21.31.d. of the Broward County Procurement Code, to qualify for the Tie Break Criteria, the undersigned Vendor hereby certifies that (check box if applicable):

- ☐ The Vendor is a local Vendor in Broward County and:
- a. has a valid Broward County local business tax receipt;
 - b. has been in existence for at least six-months prior to the solicitation opening;
 - c. at a business address physically located within Broward County;
 - d. in an area zoned for such business;
 - e. provides services from this location on a day-to-day basis, and
 - f. services provided from this location are a substantial component of the services offered in the Vendor's proposal.

In accordance with Local Preference, Section 1-74, et. seq., Broward County Code of Ordinances, a local business meeting the below requirements is eligible for Local Preference. To qualify for the Local Preference, the undersigned Vendor hereby certifies that (check box if applicable):

- ☐ The Vendor is a local Vendor in Broward and:
- a. has a valid Broward County local business tax receipt issued at least one year prior to solicitation opening;
 - b. has been in existence for at least one-year prior to the solicitation opening;
 - c. provides services on a day-to-day basis, at a business address physically located within the Broward County limits in an area zoned for such business; and
 - d. the services provided from this location are a substantial component of the services offered in the Vendor's proposal.

Local Business Address:

☒ Vendor does not qualify for Tie Break Criteria or Local Preference, in accordance with the above requirements. The undersigned Vendor hereby certifies that (check box if applicable): The Vendor is not a local Vendor in Broward County.

Sergio Montes

CFO

Nobox Marketing LLC

3/12/19

AUTHORIZED SIGNATURE/NAME

TITLE

COMPANY

DATE

Please enter your password below and click Save to update your response.

Please be aware that typing in your password acts as your electronic signature, which is just as legal and binding as an original signature. (See [Electronic Signatures in Global and National Commerce Act](#) for more information.)

To take exception:

- 1) Click Take Exception.
- 2) Create a Word document detailing your exceptions.
- 3) Upload exceptions as an attachment to your offer on BidSync's system.

By completing this form, your bid has not yet been submitted. Please click on the place offer button to finish filling out your bid.

Username **santlagomas@nobox.com**

Password *

Save

Take Exception

Close

* Required fields



Vendor Reference Verification Form

Broward County Solicitation No. and Title:

GEN2116476P1, Advertising Agency Services

Reference for: **Nobox Marketing LLC**

Organization/Firm Name providing reference:

MARRIOTT InternationalContact Name: **Norma Alvarez**Title: **Brand Manager**Reference date: **3/06/19**Contact Email: **norma.a.graham@marriott.com**

Contact Phone:

Name of Referenced Project: **Digital - Social Agency**

Contract No.

N/A

Date Services Provided:

1/01/2018

to

1/01/2019

Project Amount:

\$1,300,000.00Vendor's role in Project: ☒ Prime Vendor ☐ Subconsultant/SubcontractorWould you use this vendor again? ☒ Yes ☐ No If No, please specify in Additional Comments (below).

Description of services provided by Vendor:

Please rate your experience with the
referenced Vendor:Needs
Improvement

Satisfactory

Excellent

Not
Applicable

1. Vendor's Quality of Service

a. Responsive

☐☐☒☐

b. Accuracy

☐☐☒☐

c. Deliverables

☐☐☒☐

2. Vendor's Organization:

a. Staff expertise

☐☐☒☐

b. Professionalism

☐☐☒☐

c. Turnover

☐☐☒☐

3. Timeliness of:

a. Project

☐☐☒☐

b. Deliverables

☐☐☒☐

4. Project completed within budget

☐☐☒☐

5. Cooperation with:

a. Your Firm

☐☐☒☐

b. Subcontractor(s)/Subconsultant(s)

☐☐☒☐

c. Regulatory Agency(ies)

☐☐☒☐

Additional Comments: (provide on additional sheet if needed)

THIS SECTION FOR COUNTY USE ONLY

Verified via: ☐ EMAIL ☐ VERBAL Verified by: _____ Division: _____ Date: _____



Vendor Reference Verification Form

Broward County Solicitation No. and Title:

GEN2116476P1, Advertising Agency Services

Reference for: Nobox Marketing LLC

Organization/Firm Name providing reference:

PepsiCo

Contact Name: Tiago Pinto

Title: Brand Manager

Reference date: 3/06/19

Contact Email: tiago.pinto@pepsico.com

Contact Phone:

Name of Referenced Project: Digital - Social Agency

Contract No.

N/A

Date Services Provided:

1/01/2018

to

1/01/2019

Project Amount:

160,000.00

Vendor's role in Project: ☒ Prime Vendor ☐ Subconsultant/SubcontractorWould you use this vendor again? ☒ Yes ☐ No If No, please specify in Additional Comments (below).

Description of services provided by Vendor:

Please rate your experience with the
referenced Vendor:Needs
Improvement

Satisfactory

Excellent

Not
Applicable

1. Vendor's Quality of Service

a. Responsive

☐☐☒☐

b. Accuracy

☐☐☒☐

c. Deliverables

☐☐☒☐

2. Vendor's Organization:

a. Staff expertise

☐☐☒☐

b. Professionalism

☐☐☒☐

c. Turnover

☐☐☒☐

3. Timeliness of:

a. Project

☐☐☒☐

b. Deliverables

☐☐☒☐

4. Project completed within budget

☐☐☒☐

5. Cooperation with:

a. Your Firm

☐☐☒☐

b. Subcontractor(s)/Subconsultant(s)

☐☐☒☐

c. Regulatory Agency(ies)

☐☐☒☐

Additional Comments: (provide on additional sheet if needed)

THIS SECTION FOR COUNTY USE ONLY

Verified via: _____ EMAIL _____ VERBAL _____ Verified by: _____ Division: _____ Date: _____



Vendor Reference Verification Form

Broward County Solicitation No. and Title:

GEN2116476P1, Advertising Agency Services

Reference for: [Nobox Marketing LLC](#)

Organization/Firm Name providing reference:

[Sony Interactive Entertainment LLC](#)Contact Name: [Jaime Casis](#)

Title: Sr. Regional Manag

Reference date: [03/06/2018](#)Contact Email: jaime.casis@sony.com

Contact Phone:

Name of Referenced Project: [UCL Promo Activation 2018](#)

Contract No.

Date Services Provided:

Project Amount:

[N/A](#)[12/01/2017](#)

to

[06/30/2018](#)[\\$ 120,000.00](#)Vendor's role in Project: ☒ Prime Vendor ☐ Subconsultant/SubcontractorWould you use this vendor again? ☒ Yes ☐ No If No, please specify in Additional Comments (below).**Description of services provided by Vendor:**[Strategy, Conceptualization, Execution, Logistics, Brand Support, Design, Copywriting, Community Managment, Reporting, B2B support, Website Development](#)**Please rate your experience with the referenced Vendor:**Needs
Improvement

Satisfactory

Excellent

Not
Applicable

1. Vendor's Quality of Service

a. Responsive

☐☐☒☐

b. Accuracy

☐☐☒☐

c. Deliverables

☐☐☒☐

2. Vendor's Organization:

a. Staff expertise

☐☐☒☐

b. Professionalism

☐☐☒☐

c. Turnover

☐☐☒☐

3. Timeliness of:

a. Project

☐☐☒☐

b. Deliverables

☐☐☒☐

4. Project completed within budget

☐☐☒☐

5. Cooperation with:

a. Your Firm

☐☐☒☐

b. Subcontractor(s)/Subconsultant(s)

☐☐☒☐

c. Regulatory Agency(ies)

☐☐☒☐

Additional Comments: (provide on additional sheet if needed)

THIS SECTION FOR COUNTY USE ONLY

Verified via: ☐ EMAIL ☐ VERBAL Verified by: _____ Division: _____ Date: _____



GREATER
FORT LAUDERDALE

Greater Fort Lauderdale Convention & Visitors Bureau
Advertising Agency Services RFP

March 20t, 2019

AGENDA

1. Nobox Credentials
2. Professional Personnel
3. Project Approach
 - a. *Creative Portfolio*
 - b. *Account Management*
 - c. *Media Planning and Buying*
4. Past Performance
5. Workload
6. Commercial

EXECUTIVE SUMMARY

As travelers continue to redefine the way they get inspired, plan, and book for travel, it has become more and more complex for brands to keep up. As an independent agency, our teams of geeks, creatives, executives, and digital pioneers continue to focus their attention on cracking that code. We test new technologies, optimize them for best results, and surprise users with meaningful brand moments along the way. As we think about this three-year project and how much the sector will evolve over that time, having that ability to pivot and adapt along the way will be key. This – combined with our extensive experience in applying this approach to travel brands, services, and destinations over the last decade and a half – creates the perfect environment for delivering and exceeding all your goals ahead.

As you will see in the subsequent slides, we could not be more excited about the opportunity to apply all that knowledge to promote a destination we feel we are so much a part of. The idea of collaborating with your team to develop a world-class marketing platform to promote our own backyard feels great, and we are confident about being the right partner.

Thank you again for considering our involvement.

Diego Fernandez, General Manager

Jayson Fittipaldi, Co-Founder and CIO



1. NOBOX CREDENTIALS

NBX.

IDEAS THAT PERFORM

WE ARE AN **INDEPENDENT** ADVERTISING AGENCY BASED IN MIAMI, FLORIDA

We are very close to Broward. :)

**WE CRAFT RELEVANT EXPERIENCES
ON PLATFORMS THAT CONNECT
BRANDS AND CONSUMERS**

**BY COMBINING CREATIVITY,
TECHNOLOGY, AND BUSINESS
PRAGMATISM TO CRAFT
IDEAS THAT PERFORM.**

THE PEOPLE BEHIND THE IDEAS

We are a collection of diverse people united by the belief that empathy is the key to delivering ideas that perform.



ALEXANDRE HOHAGEN
CEO

Ex-CEO of Facebook and Google for LATAM and USH. Expert in performance media.



DIEGO FERNANDEZ
GENERAL MANAGER

Former head of media for Burger King, with global experience (Europe, LATAM, US). Managing Director for Starcom.



TANIA SANJURJO
CLIENT PARTNER

10 years of experience in US general and Hispanic markets, leading teams in multiple categories.



PEDRO CABRAL
CHAIRMAN

Founder and former CEO of Agency Click in Brazil. Former Chairman of Isobar Global.



MILETTE ROSARIO
VP CLIENT SERVICES

Digital marketing strategist with experience in leading large teams of professionals.



JAYSON FITTIPALDI
CO-FOUNDER / CHIEF INNOVATION OFFICER

Award-winning creative leader with over 17 years of experience.

THE PEOPLE BEHIND THE IDEAS



LIZZY PETTIGREW
CREATIVE DIRECTOR

9 years of experience in the travel and hospitality industry focused on the Caribbean.



MARCUS KAWAMURA
CHIEF CREATIVE OFFICER

20 years of experience delivering big strategic ideas for Fortune 500 clients.



ANGEL VAN DER BIEST
ACD

A creative leader focused on entertainment advertising. 100 million combined views in his pocket.



WILMARIE VELEZ
SOCIAL MEDIA SUPERVISOR

Award-winning communications specialist focused on social media and influencer strategies for US and LATAM brands.



SANTIAGO MAS
CHIEF BUSINESS OFFICER

Former Omnicom lead for Fortune 100 brands in the US & LATAM. MasterCard Account Global Head for 4 years.



CARLOS RANGEL
VP OPERATIONS

Marketing professional with 15 years of experience executing marketing & advertising campaigns.

CURRENT ACTIVE CLIENTS

TRAVEL



MARRIOTT



JW MARRIOTT

COURTYARD®



SPG
Starwood
Preferred
Guest

MARRIOTT BONVOY™



MARRIOTT
RESORTS
CARIBBEAN & MEXICO

CPG



pepsi



Good fun!



GATORADE



ENTERTAINMENT
TECHNOLOGY
HEALTHCARE
FINANCE



PlayStation



Memorial
Healthcare System

AMERANT



Joe DiMaggio
Children's Hospital
A HCAHCA

NOBOX TRAVEL INDUSTRY EXPERTISE GOES BEYOND MARRIOTT



10 years being their agency of record for digital and branding



2 years leading their creative and digital efforts for their primary tourism campaign



Developed co-op campaigns in partnership with Copa Airlines to promote the destination



Developed co-op campaigns in partnership with Copa Airlines to promote the destination



Developed digital campaigns to promote the destination and business travel related to their convention center



Developed digital campaign to promote cruising to millennials. Heavy content development in collaboration with influencers along with paid media

OUR CAPABILITIES ARE BROAD, BUT CENTERED ON DIGITAL

Branding & Communications

Building brands and driving sales with a digitally-led approach to marketing and communications

*Brand Research
Brand Strategy
Brand Communication Design
Marketing Strategy
Social Strategy
Campaign Creative Development
Content Strategy and Production
Campaign Production
Campaign Management
Influencer Management*

Platforms

Constructing digital experiences and platforms that transform businesses for the connected age

*Media Strategy & Amplification
SEM
Programmatic
UX and UI
Ecommerce Development
Mobile Application Development
Web Application Development
CRM Implementation
API Development and Integration
Optimization and Management*

Business Intelligence

Designing innovative products and services to create sustainable, scalable, and commercially viable enterprises

*Innovation Consulting
Business Consulting
Data Strategy
Real-Time Dashboards
Business Intelligence
Competitive Benchmarking
Market Research
Qual/Quant Studies*

HOW WE DO IT

We collaborate with you throughout this process from discovery to delivery and measurement.

01

Discover

Research and Observe
Findings and Stories

02

Define

Strategy
Insights and Problems

03

Develop

Ideation and Testing
Prototypes and
Concepts

04

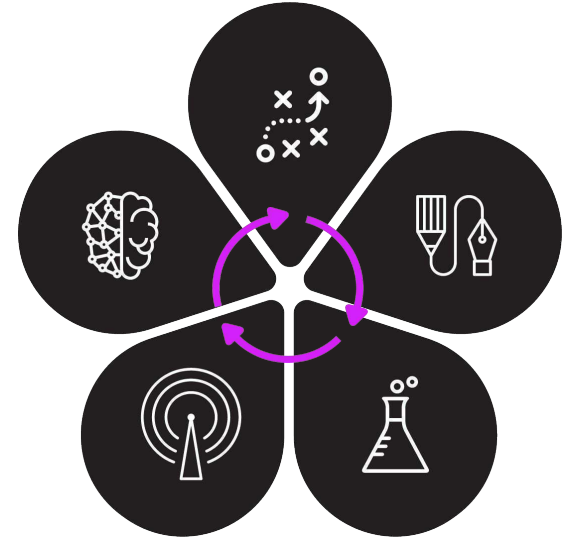
Deliver

Implementation
Plans

05

Measure/Data

Analytics



2. PROFESSIONAL PERSONNEL

Our biggest asset is our **people**.

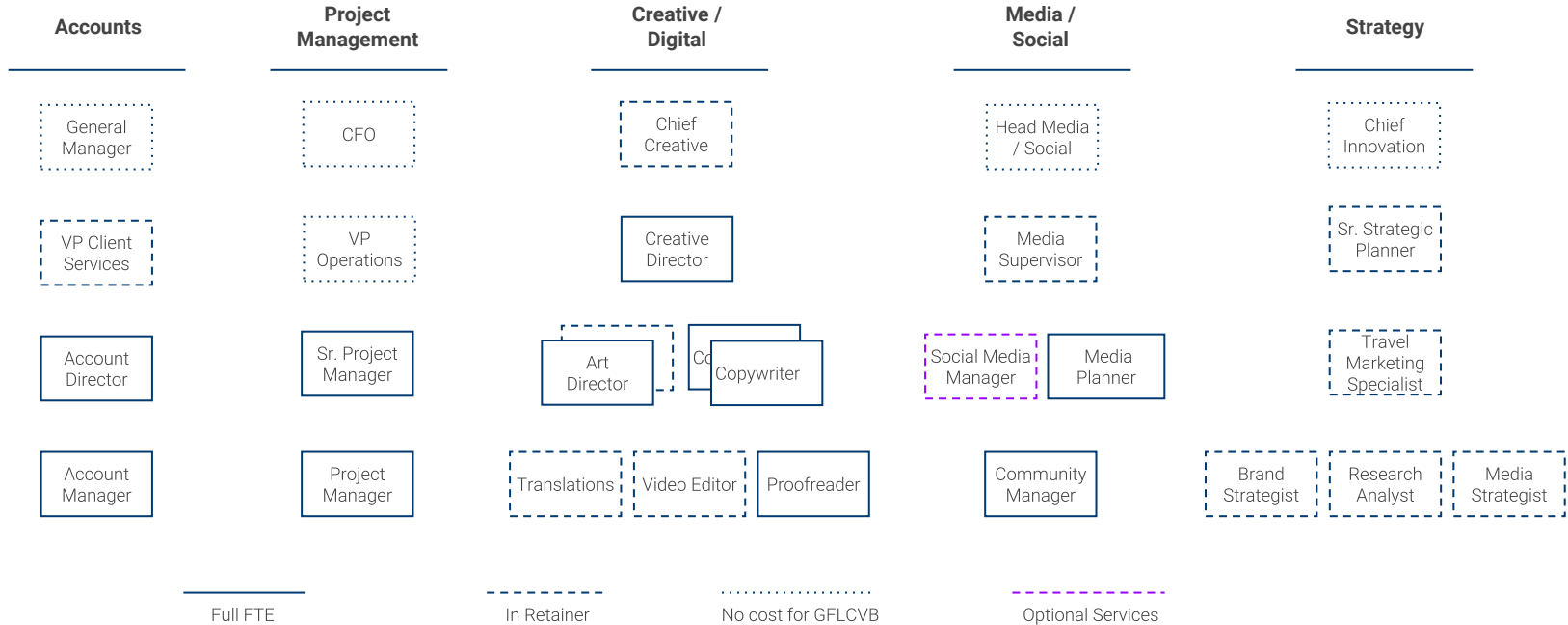
At Nobox, we all **understand our mission** and approach with a lot of respect for every project.

Cultivating empathy for our colleagues, our client partners, and the projects that we work on is how we do it every day.

The **diversity** of our team – a big part of our **culture** – fosters creativity and triggers a broader range of perspectives and ideas.



Team Structure



Account Team

We will ask a lot of questions so that we become GFLCVB experts and are aware of all pain points that need to be solved.

We will overcommunicate internally and with the client.

Our commitment to the brand and the travel and tourism industry will be our full-time agenda.

Accounts



DIEGO F.
[LinkedIn](#)

General
Manager

VP Client
Services



MILETTE R.
[LinkedIn](#)



TANIA S.
[LinkedIn](#)

Account
Director

Account
Manager

Although Diego is responsible for all areas, he will stay very close to the Accounts Team to make sure the partnership with GFLCVB **runs smoothly and efficiently** at all times.

Experience and Support. Millette has been working with the travel industry for over 4 years and has extensive experience leading large teams.

The Account Team members will be hired understanding the specific needs regarding **communications and management** required by the GFLCVB. Nobox works with a large South Florida network that makes the hiring process effective.

Full FTE

In Retainer

No cost for GFLCVB

Optional Services



Project Management Team

We are able to successfully develop, manage, and optimize projects at a highly efficient speed because we work in a flexible organizational structure with minimal hierarchy. This ensures smooth communications and dynamic approaches.

We optimize as we go along as opposed to when a project is completed. It helps us optimize our day-to-day work processes as well as the quality of our projects.

Project Management



SERGIO M.
[LinkedIn](#)

CFO



DENISE P.
[LinkedIn](#)

VP
Operations



CARLOS R.
[LinkedIn](#)

Sr. Project
Manager

Project
Manager

Sergio has been overseeing the finances of marketing projects for over 8 years. His budget control skills permit us to work in a complete safe and healthy environment no matter how creative our staff gets. Larger negotiations with vendors are his expertise.

With vast experience working at global top agencies, Carlos leads our Operations department making sure all project managers are trained and up to date with tools and knowledge.

Full FTE

In Retainer

No cost for GFLCVB

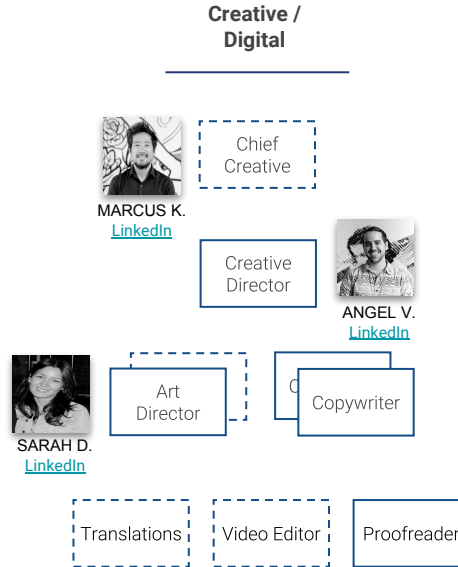
Optional Services



Creative Team

Lead by Kawa, our highly-awarded creative team understands that every great idea comes from a precise insight and takes planning to be executed optimally.

We do create amazing award-winning pieces, but we also understand that sometimes the speed of delivery or the volume are the priority.



Kawamura has extensive experience working at large **global creative agencies** such as BBDO and Crispin Porter Bogusky, where he was Global Creative Director at the agency's Boulder headquarters and Executive Creative Director at its Miami office.

Kawamura's focus will be to **elevate the GFLCVB brand** while helping integrate big-idea thinking into all levels of work.

We are a proven team with a passion for creative excellence. Our collaborative team of marketing strategists, creative talent, and social/mobile experts will create engaging custom programs that generate **lasting connections** to the GFLCVB with measurable results.



Page 10 of 10

We are obsessed with monitoring and optimizing; as a result, our media campaigns will always be efficient.



No cost for GFLCVB

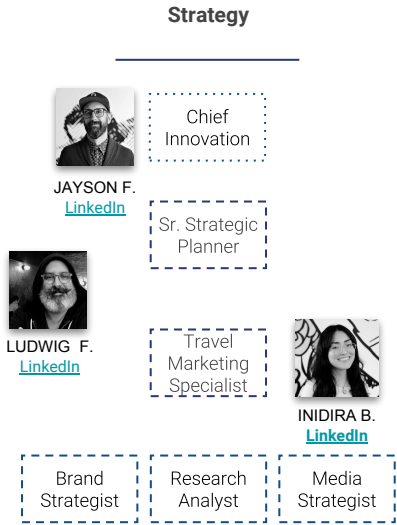
Optional Services

With his vision and strategic approach, our team of media geeks and social media experts will execute campaigns that meet the right audience through the right channels; we will try multiple messages and focus on the ones that resonate more.

Strategy Team

We rarely start executing, writing, or designing without going through a **discovery** of the situation.

Our approach to strategy resides on finding the right insights that will be converted into relevant experiences with the brand.



With all the great research that GFLCVB already has and its marketing plan as a reference, we will work on the creative strategy and the communications plan with the involvement of all our key people and leadership team.

After that initial strategic boost at the beginning of each year, we will continue to add strategic sessions to our execution to make sure we are up to date in terms of message, channels, and platforms.

3. PROJECT APPROACH

Our Approach



STRATEGY

Audience Insights
Strategic Approach
Long-Term Vision
Social Media Plan



EXECUTION

Creative Approach
References
Content Ideas
Media Amplification
Community Management
Influencer Strategy



MEASUREMENT

Key Metrics
ROI
Tools

How do we stay top-of-mind as the main tourist destination?

Our Objective

WHAT

Make Greater Fort
Lauderdale the #1 tourist
destination within our
target group.

HOW

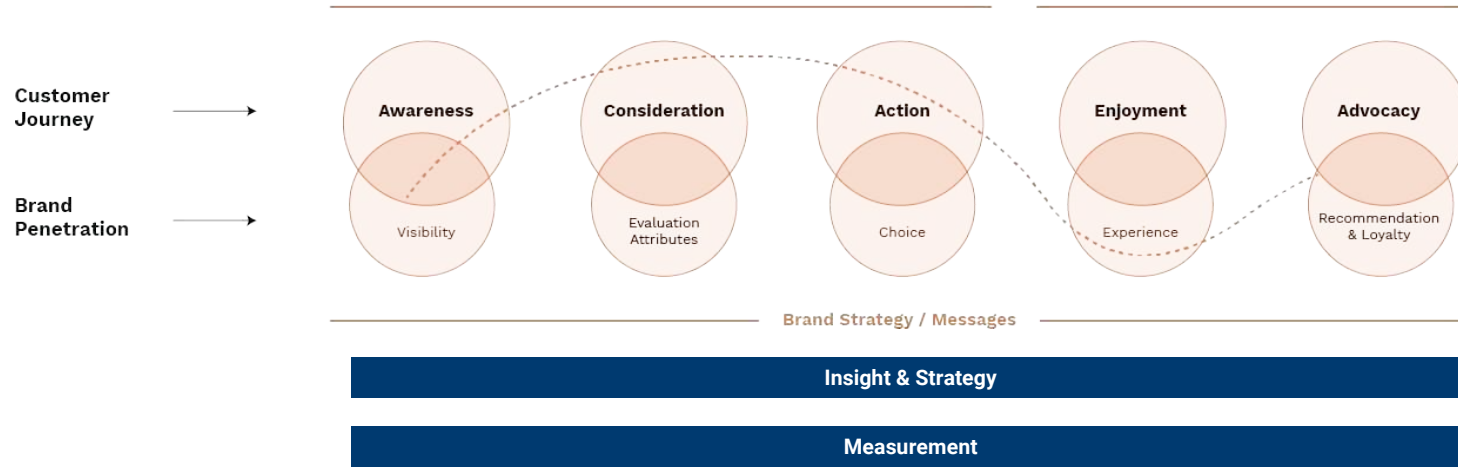
By leveraging what makes
it unique and a top travel
destination: it's year-round
sunny beaches.

WHERE

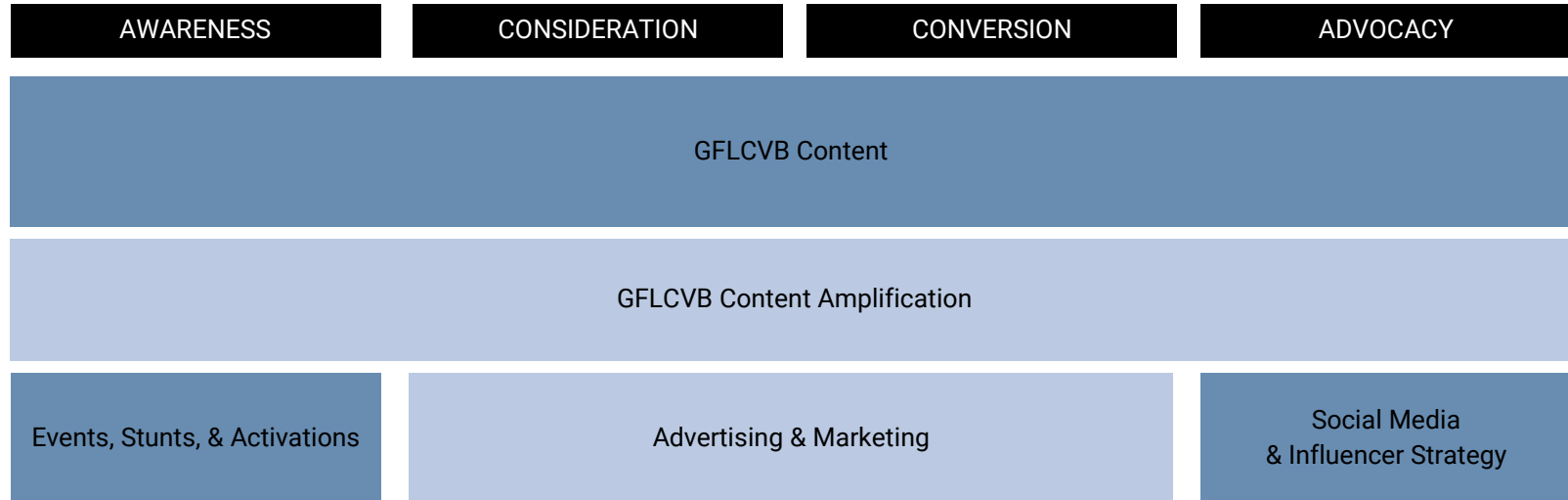
And giving travelers a taste
of it, wherever they may be.

Content Strategy

Understanding Each Step to Bring the Consumer Through the Journey to Conversion and Beyond



With the Right Mix of Content and Amplification to Drive Results at Each Step of the Funnel



Within the Right Content Framework

Scaled Content Structure

Support GFLCVB Objectives

Generate GFLCVB awareness and build on positioning with monthly calendar of evergreen content.

Always-on

Seasonal Campaigns

Drive consideration and booking by pushing special events during key moments of the year.

Hub

Hub

Hub

Hub

High Impact Activations

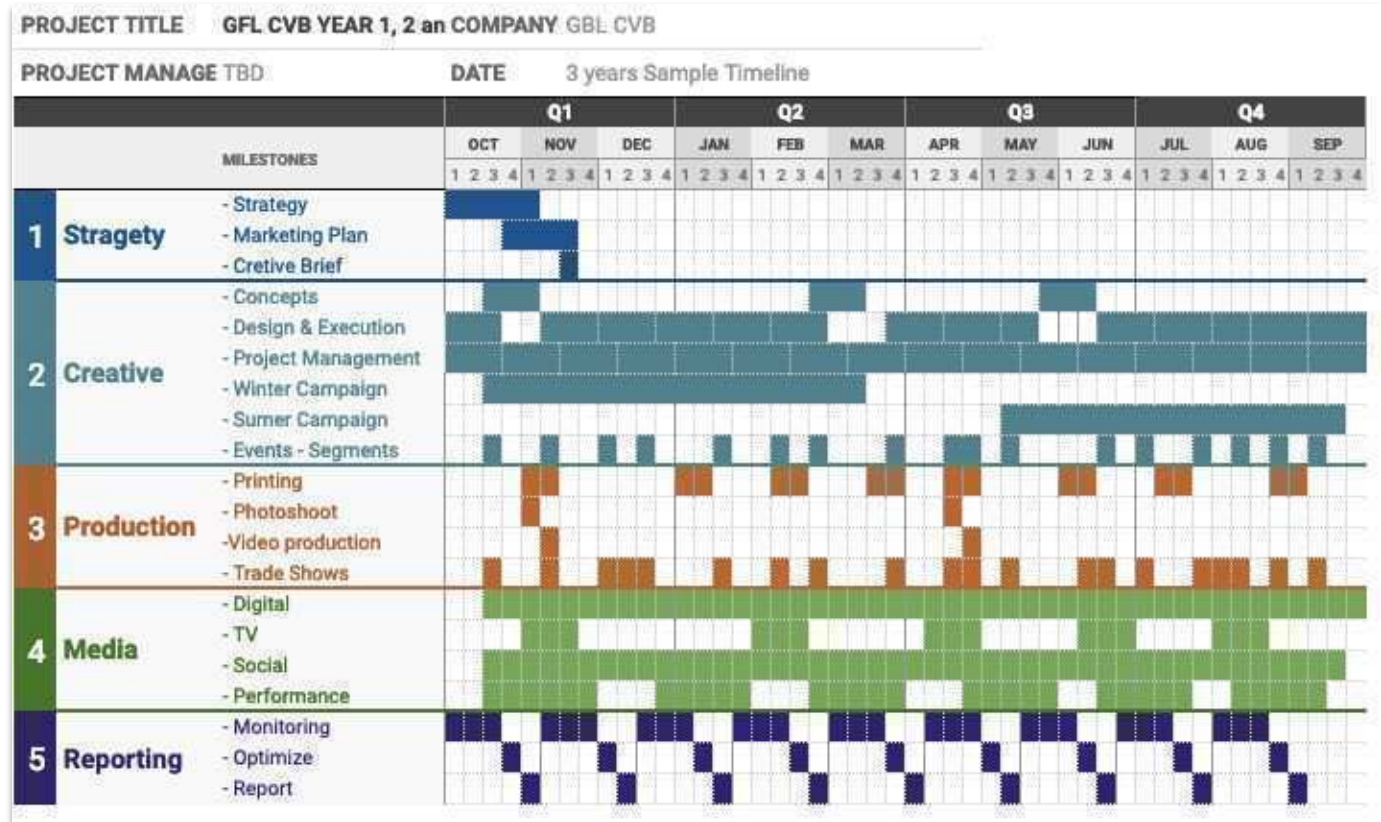
Increase top-of-mind awareness, engagement, and GFLCVB relevance.

Hero

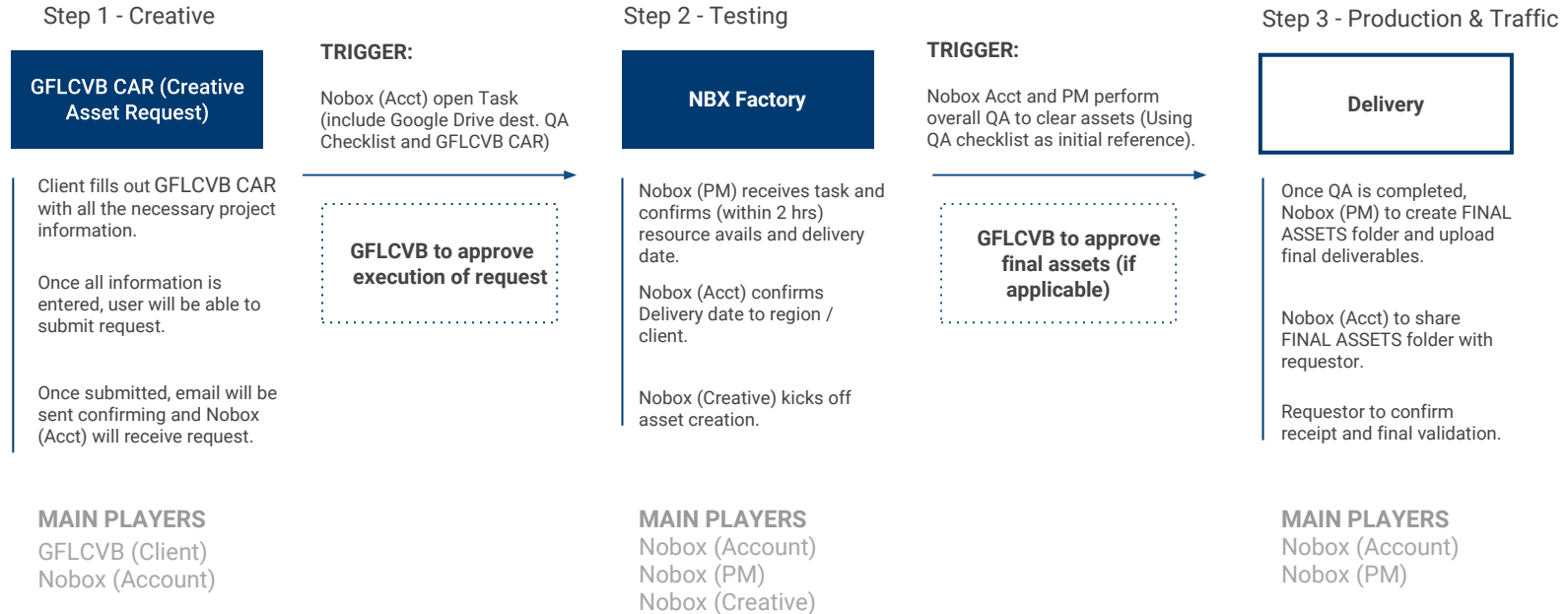
Hero



Sample Timeline – 3 Years



Optimizing Processes



Creative Portfolio

OOH | PRINT | DIGITAL | BROADCAST | COLLATERAL

Case Study – Digital Use of New Platforms

J Balvin + Musical.ly – Pepsi

Objective: Engage with younger demographic to generate positive brand and product association and increase intent to purchase.

Strategy: We developed a look and feel and campaign concept that would leverage J Balvin's success and affinity with the younger demographic to create a music-driven participatory activation offered by Pepsi.

"Show your moves through the [musical.ly](#) app for a chance to appear in J Balvin's next big music video. Do you have what it takes?"

Results: The campaign is still running, but with over 40K submissions by fans during the first part of the campaign, we anticipate huge success.

[View Promo Video](#)



Si LA Música te MUEVE tú PODRÍAS ser la Próxima Estrella de MIFAN video

DESCARGA MUSICALLY Y VISITA BAILOCONBALVIN.COM PARA MÁS INFORMACIÓN

Solo faltas tú. Jx BALVIN ⚡

NBX. musical.ly pepsi.

Case Study – Digital Content

Content That Performs

The Ultimate Narcos Roast

People really hate to talk about Pablo Escobar in Latin America. The memories left behind and the current problems of the famous drug cartels are sensitive subjects. So, to promote Narcos Season 3, we gave them the chance to SING their frustrations away.

6M Organic Views
30.8K Shares on Facebook
128K Likes on Instagram

[View Case Study](#)

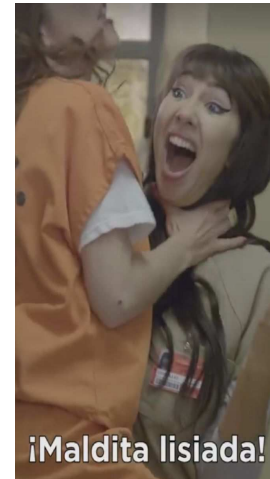


Storytelling That Breaks the Internet

What happens when take the most iconic meme-worthy telenovela villain of all time and lock her up in the Orange is the New Black prison? Spoiler alert... SHE CRIES IN SPANISH!

48M Organic Video Views
171K Shares
Dream PR Coverage

[View Case Study](#)



Case Study – Digital Media

Transforming MHS & JDCH into South Florida's Favorites Hospitals

Broward County Board of
County Commissioners

GEN2116476P1

We delivered a solid content strategy –amplified by a precise media plan – that anchored on the purpose of influencing and improving the patient's journey and relationship with the brands.

Utilizing sophisticated targeting tactics and analysis, we measured the impact of the media amplification at a county level based on geographical priorities and efficiencies.

During 2018, we achieved over 2.4M engagements by reaching 56% of the potential audience with a 22% engagement rate vs. the 15% industry benchmark and a \$0.56 CPC vs. the \$1.32 industry benchmark.

[View Quick Tips Video](#)



BidSync



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Case Study – Broadcast/OOH/Print Relaunch of a Legend

By collaborating and coordinating with retailers across the country on an Amazon.com strategy, we delivered a full-blown online and offline campaign to bring a legend back to US core markets.

The similarity with GFLCVB is the number of internal clients that we had to deal with, especially during the initial launch at the beginning of 2017.

[View Video of Part of the Process](#)



Case Study – Digital/Broadcast

New Brand, New Sales Strategies

From Apoyo Seguros to Lifefy, we developed the branding and go-to-market strategy for a financial startup that had to start converting from the very beginning.

As a local South Florida player, the client knew exactly how to address this market but wasn't sure how to talk to the rest of the general market in the US; that's where we came in with a universal, straightforward campaign and message structure.

[Watch Our 30" Spot](#)



Creative Portfolio

TOURISM, TRAVEL, AND ROI CASE STUDIES

Case Study – ROI

Promote Tourism, Big ROI

Objective: We needed to increase visits to Panama and position it as a world-class tourism destination. 65% of the budget was dedicated to an online campaign to encourage sales through a display and search media strategy. We also leveraged social platforms through earned, owned, and paid media.

Strategy: How do we encourage travelers to visit Panama and fly with Copa Airlines to get there? Intrigue them with creative and messaging that is specific to their interests deployed via a strong digital-centric 360 campaign. Considering every market has different knowledge of Panama, we devised a strategy to expose each one to their specific interests as a gateway to discovering all the country has to offer.

Results: The results went beyond our expectations! Throughout the span of six months of the campaign, this massive effort involved a team of 30 people and brought in amazing results not only for Copa Airlines but for the country as well. **The highlight was over 43K tickets being sold as a direct result of this effort.**

[View Case Study](#)



Only in Panama

Panama's geography, history and economy, proposes the unique contrasts you can find here. A place where you can explore the rainforest, the ocean, and the city, all in one day. Walk through streets of cobblestones, while overlooking the most modern skyline in Latin America. Shop in world-class stores, and find the only place in the world where you can see the sun rise from the Atlantic and set in the Pacific.



Special Deals

| | | | |
|---|---|---|---|
| <p>Bogota to Panama</p> <p>\$249</p> <p><small>* Roundtrip includes taxes, restrictions apply.</small></p> | <p>Bogota to Panama</p> <p>\$249</p> <p><small>* Roundtrip includes taxes, restrictions apply.</small></p> | <p>Bogota to Panama</p> <p>\$249</p> <p><small>* Roundtrip includes taxes, restrictions apply.</small></p> | <p>Bogota to Panama</p> <p>\$249</p> <p><small>* Roundtrip includes taxes, restrictions apply.</small></p> |
|---|---|---|---|

[VIEW MORE](#)

Case Study – Tourism Brand Architecture for a Destination

Marriott Augmented Reality App

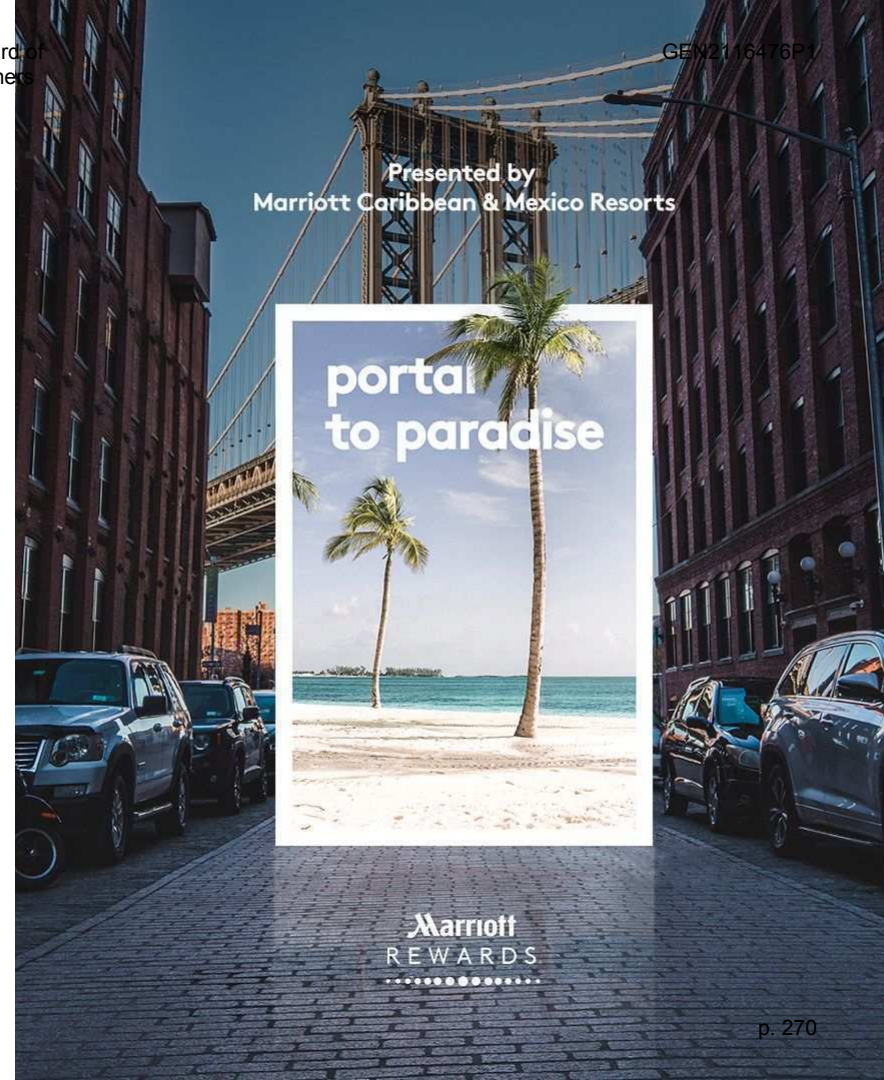
Objective: Promote bookings for Marriott properties in the Caribbean and Mexico after a negative year from hurricanes and crime-related bad PR.

Strategy: Using Apple Augmented Reality Kit technology, we developed an app that opens a portal right into your living room, allowing you to step into paradise.

It highlights eight unique properties to explore, giving users the chance to sit by the pool or walk by the beach and see with their own eyes that all is now great in paradise.

Results: The campaign recently launched, but with over 25 publications writing about the app, we know it will generate strong impact and that it's an *Idea that Performs*.

[View Case Study](#)



Case Study – ROI

Marketing Groups With Influencers

Royal Caribbean Marketing Campaign

Objective: Royal Caribbean wanted to get first-time millennial cruisers in Latin America to book their first voyage on Royal Caribbean. How do you get a group of South American millennials to try cruising for the first time? Show them the unique experiences Royal has to offer aboard their ships and at the destinations directly on their social media timelines.

Strategy: We created an influencer campaign that captured the experiences of our social stars. From Chile, we had comedians and YouTube stars Woki Toki; from Colombia, we had lifestyle Influencer Pau Tips. This content became the perfect bank of assets for service videos, social posts, and paid media including Facebook News Feed and Promoted posts. We then tapped into the Sales Representatives (Travel Agencies) of each of our target countries and created personalized landing pages per country to drive conversions.

Results: 1,626,425 Video Views | 2,509,531 Engagements | 1,127,355 Clicks 1.94% CTR | \$0.04 CPC | 89,787 Page Likes

[Watch Influencer Video](#)



1/2/2019

BidSync



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Case Study – Tourism & Travel

The World's First Luxury Hotel Instagram Magazine

Broward County Board of
County Commissioners

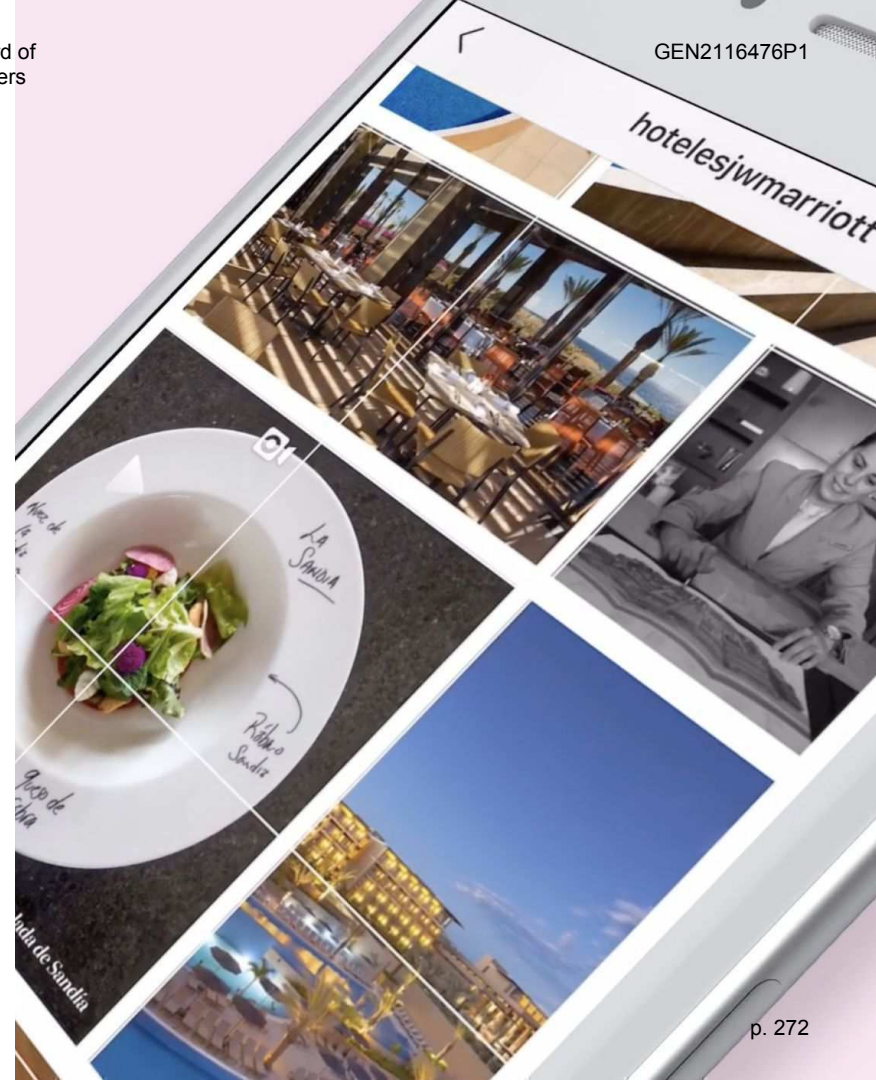
Marriott JW Instagram Magazine

Objective: Create a connection and engage users while showcasing the essence of JW Marriott Hotels by highlighting our main differentiators, service quality, gastronomy, and architecture.

Strategy: Inspired by the popularity of luxury magazines, we deconstructed our properties through an innovative, high-end storytelling approach that transformed our Instagram page into a magazine-like profile. Specially crafted videos showcased the artistic details of dishes, a new approach we now call “The Artistry Behind the Plating.” Instagram Stories were also used to drive traffic by showcasing this new approach and providing awareness around which locations were being highlighted.

Results: The magazine-style feed helped increase profile views by 314%. The average number of video views increased by 212% vs. content from 2017. Our followers increased by 20%. Social referral traffic increased by 102% for the first two hotels featured.

[View Case Study](#)



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7/2019
JW MARRIOTT

BidSync

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Case Study – ROI

Performance Media

3x More Downloads

Outstanding Media ROI

Stanley Black & Decker's last innovation investment needed critical mass of **Tracemen** in Mexico to start interacting with them. The objective for the first month based on industry benches was 3K downloads.

Through daily optimization of media bidding and creative assets, we achieved 11K+ downloads in the same time period.

Stanley Black & Decker

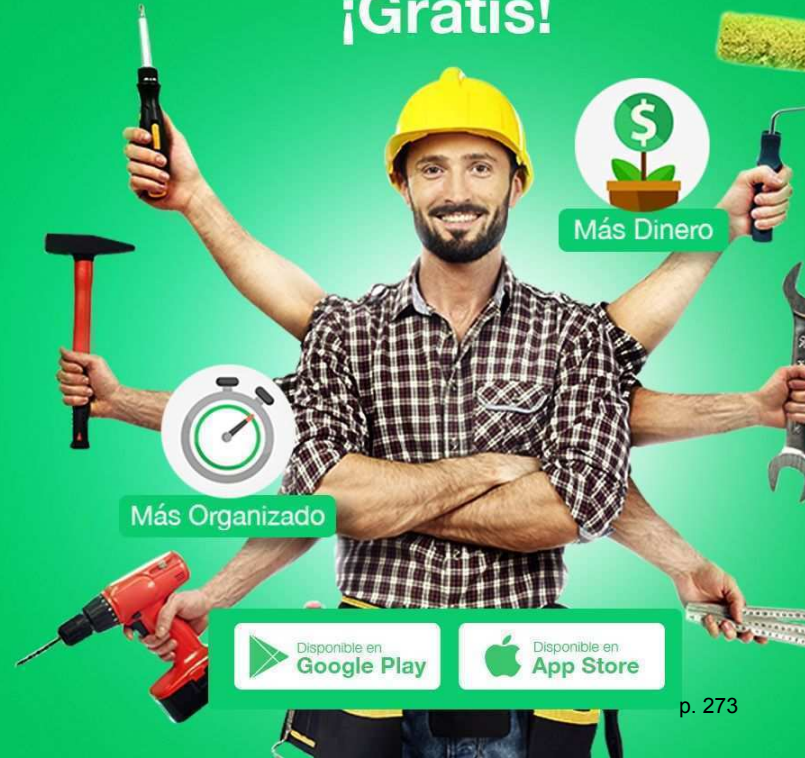
scala Pro

BidSync

GEN2116476P1

scala Pro

¡Crece tu negocio!
descarga la aplicación
¡Gratis!



Más Dinero

Más Organizado

Disponible en
Google Play

Disponible en
App Store

Media Planning and Buying

Making a Difference

Planning Based on Full Consumer Journey

Implement insight-driven strategic plans to forecast needs at every level and prepare an always-on approach that is also flexible to the needs of the markets.

Test, Validate, and Optimize

Increase local relevance while maintaining global alignment by pretesting and confirming theories in the planning phase using primary research and tools.

Real-Time Performance Measurement

Enabled by innovation and an improved discovery process with local markets, we will optimize based on real-time data to meet KPIs and expectations at every level.

Media Economics

Increase GFLCVB's share of voice in key markets through more beneficial media deals by implementing a trading desk media buy approach.

Enabled By:

Process

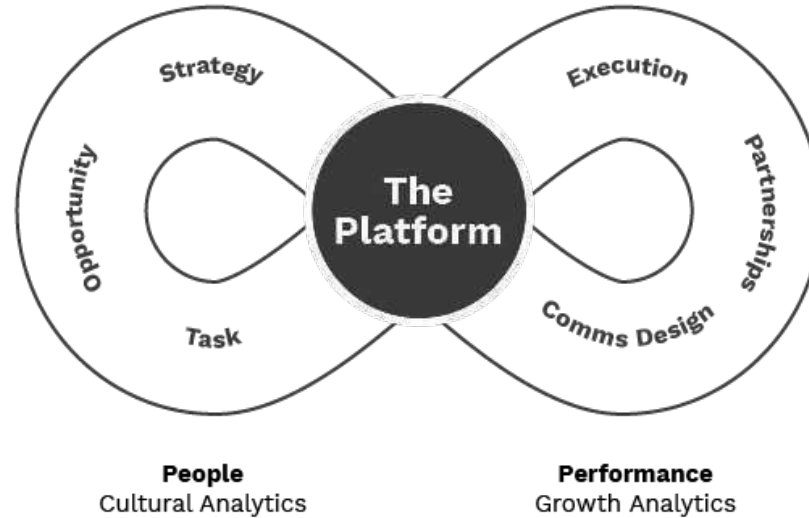
An improved and efficient process for planning, executing, and optimizing media plans that allows us to launch campaigns with high agility while ensuring goals are met.

Innovation

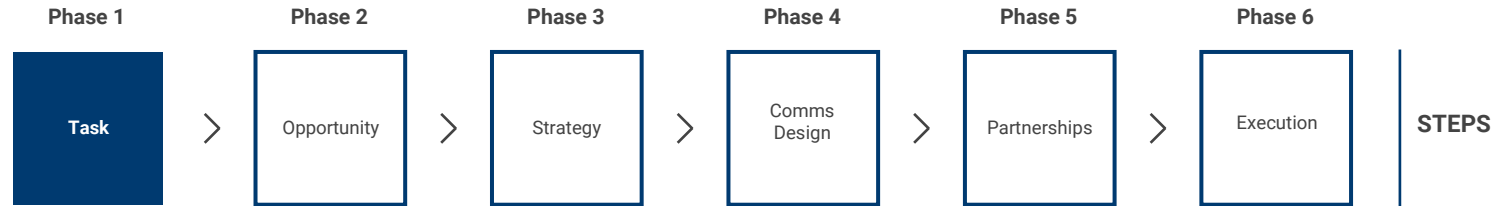
Implementing the right tools will enhance our planning capabilities to increase local relevance, improve our media buying value, and track performance through all touchpoints.



Media Process



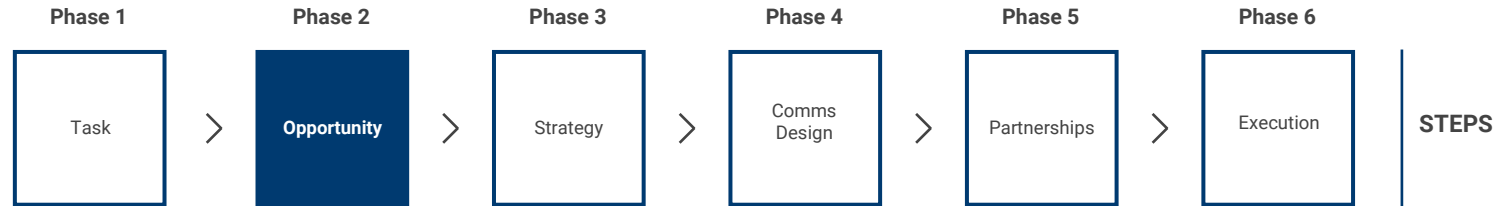
Media Process



Discovery process with global directives, regional team, and local markets.

Building brief with GFLCVB team, following new requirements and requests that will allow us to ensure our plans are effective.

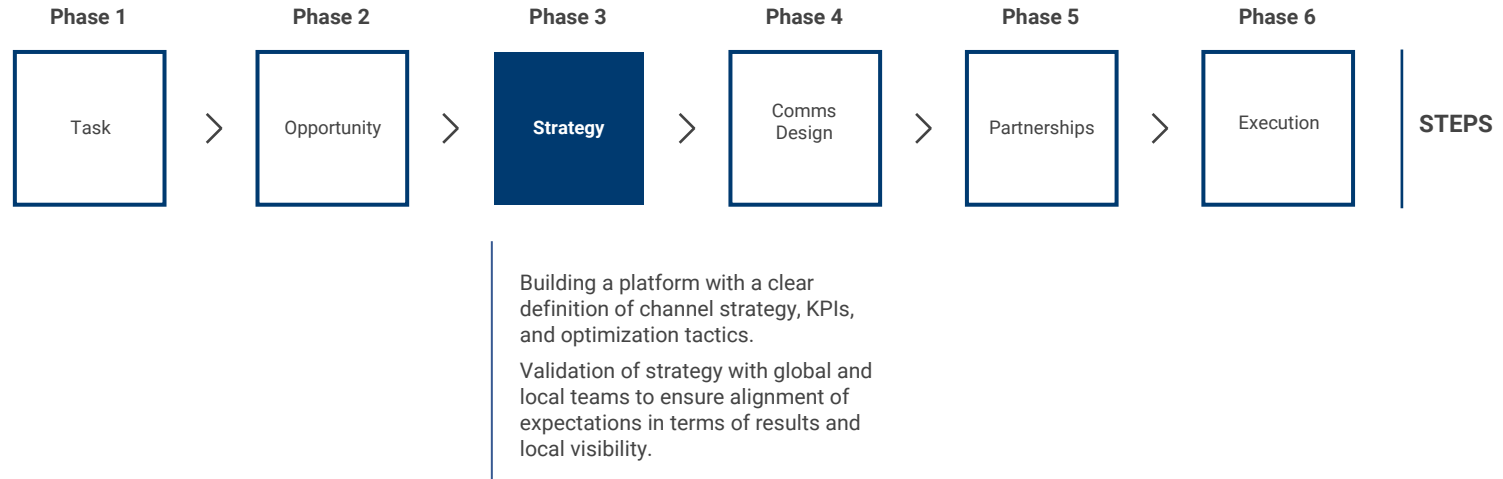
Media Process



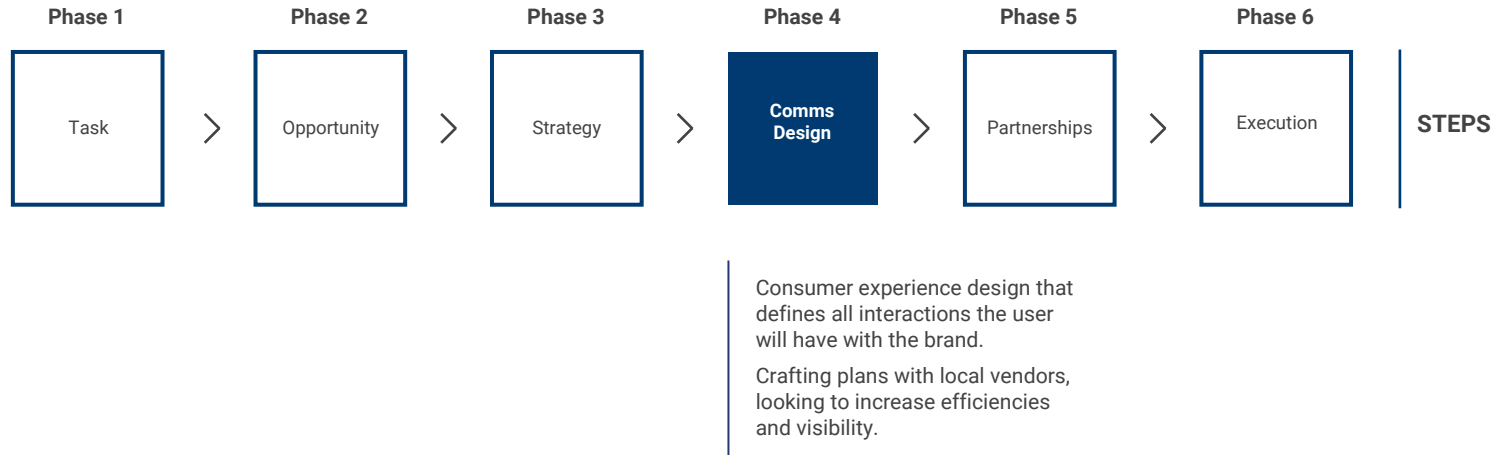
With a clear business goal, we will proceed to take on a local deep dive to the consumer journey per local market.

In this phase, we will look also to industry and competitive data to define the best way to win in the category.

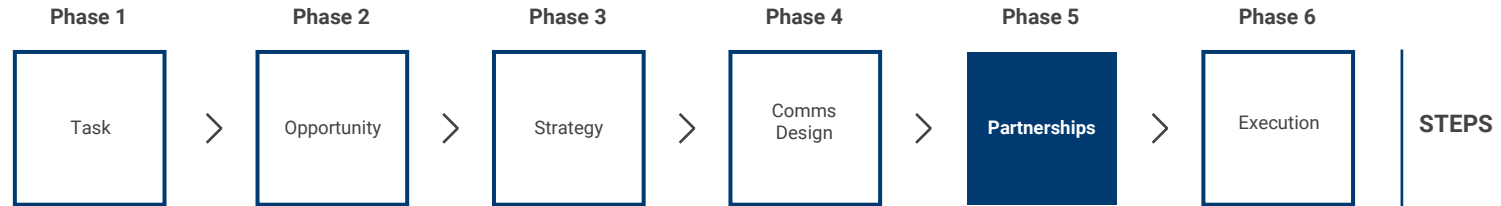
Media Process



Media Process

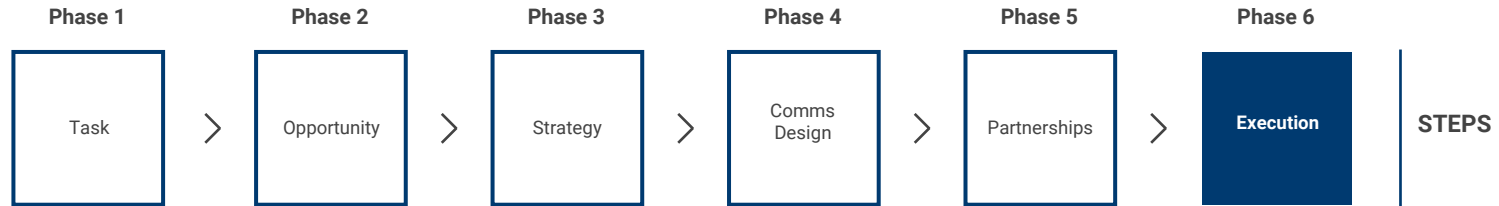


Media Process



To increase media value, we will pursue partnerships that provide additional visibility and opportunities to creatively impact our audience.

Media Process

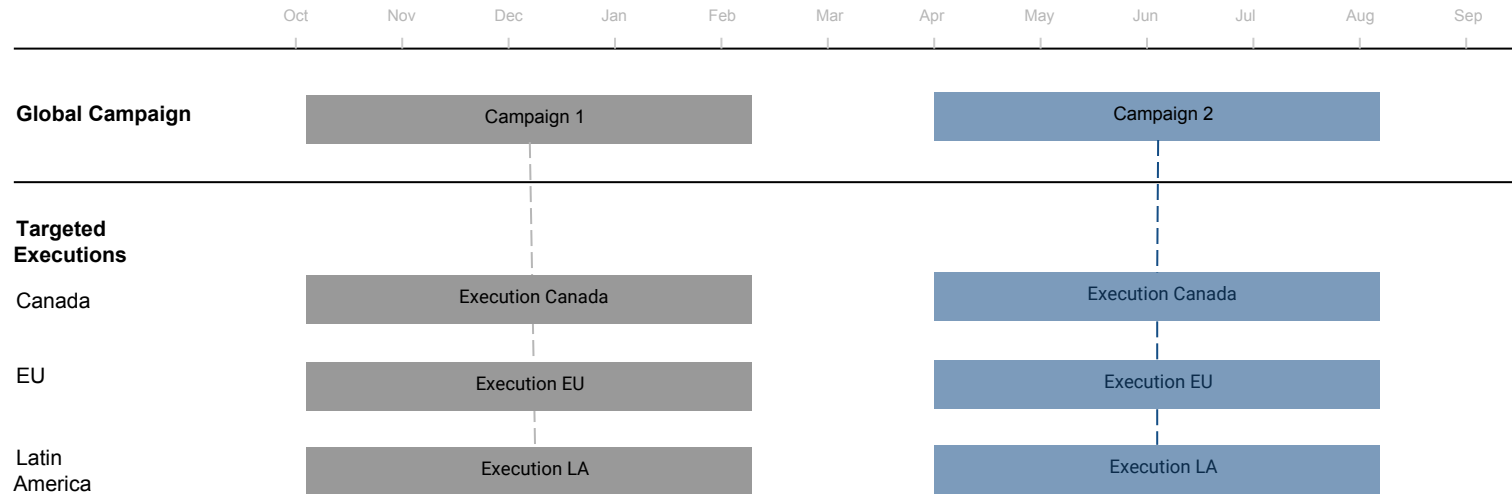


By establishing dedicated resources for media buying and implementation, we will become more agile to launch campaigns.

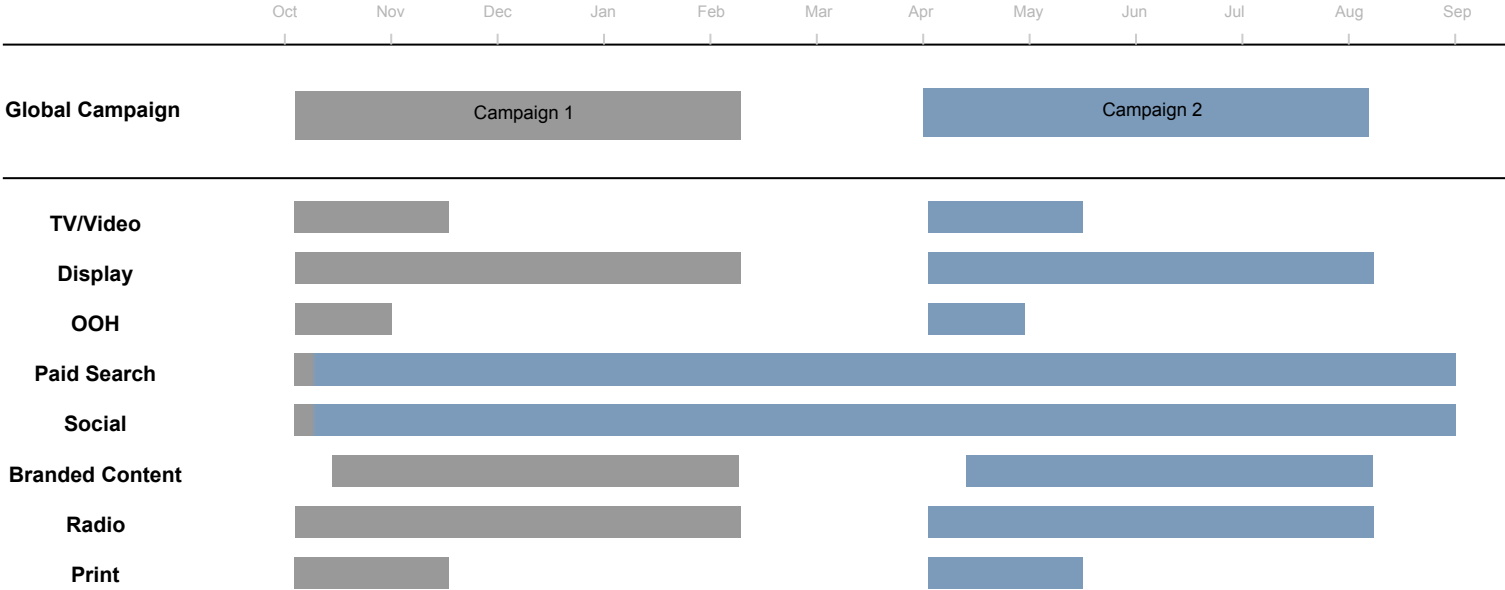
Real-time optimization in-platform will ensure efficiencies and tracking of results.

Reporting will also have a capacity to be real-time with KPI tracking and an AI for predictive insights to inform the optimizations to the campaign.

Addressing Multiple Markets and Different Priorities



With the Most Efficient Channel Mix



Optimizing Targeted Reach by Market

Trading practices vary, and every market requires its own approach. However, some common themes across our network include:

Nobox group agreements with key digital vendors delivering unique trading benefits such as first access to NPD and best-in-market pricing.

Combinations of local vendor trading agreements encompassing to achieve the best trading results.

Nobox digital RTB media buying exchanges, which provide our clients with improved targeting, lower costs, and substantially improved ROI.

Media market segmentation analyses, which enable us to negotiate and allocate budgets more efficiently by vendor. An example is identifying the engagement and efficiency marketplaces.



Leveraging Value-Added Opportunities Beyond TV

Savings are normally defined as follows:

Direct Cost Reductions: Lower media costs achieved as a result of negotiated price reductions.

Value-Added: Cost savings achieved through improved planning, improvements in booking procedures and booking flexibility, improvements in targeting, optimization of budgets by channel, modeling, and optimizing ROI.

Free additional brand exposure (e.g., promotions, sponsorships, content, and editorials).

Some examples of added value as part of our media negotiations are:

- Marriott and Discovery Channel partnering with Jason Silva [Link to content](#)
- Nokia MTV sponsorship [Link to the Capsule](#)
- The Innocents Netflix influencers [Link to the case](#)



How can we sell Greater Fort Lauderdale as a top destination in a cohesive way across all markets?

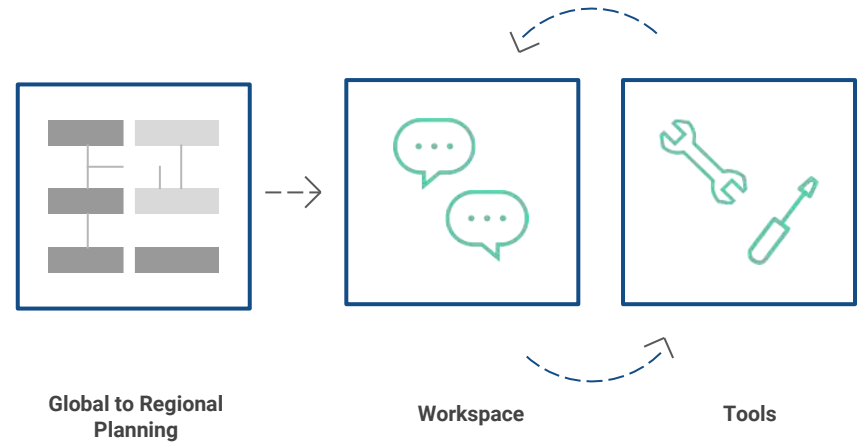
**By creating a centralized
workspace.**

The Right Framework

Creating a Centralized Workspace

To us, handling a global campaign across multiple regions and countries needs to be done in a coordinated way.

Information needs to flow seamlessly from the marketing team to the agency and back with as little friction as possible; stakeholders should also be able to monitor and stay in the loop of everything relevant to them.

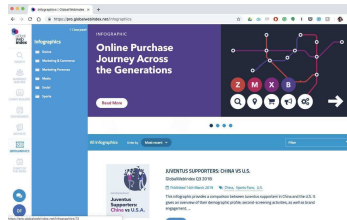


The Right Tools

AUDIENCE AND CULTURAL INSIGHTS



Understanding the cultural drivers and behaviors of our markets.



SOCIAL LISTENING



Qualifying the sentiment of our interactions will provide a higher sensibility to content performance and audience preference.

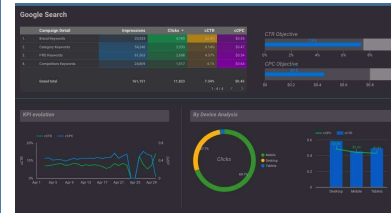
Benchmark against your competition and within your industry to see where you stand in terms of media and social metrics to set better targets.



REAL-TIME PERFORMANCE TRACKING



Integrated reporting for all digital and social channels, offline channels, and business results to ensure meeting performance goals and establishing clear ROI attribution. Optimizing content to ensure our audience is continuously engaged.



SOCIAL METRICS & COMPETITIVE BENCHMARKING



From fan growth to media boosting, we will be able to understand and optimize our strategy based on what our competition is doing.



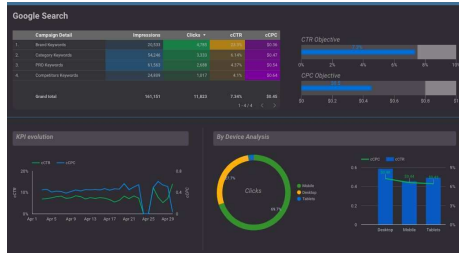


Google Data Studio

Real-Time Performance Tracking

Integrated reporting for all digital and social channels, offline channels, and business results to ensure meeting performance goals and establishing clear ROI attribution.

Optimizing content to ensure our audience is continuously engaged.



- GFLCVB and NBX to align before starting engagement to define the different levels of reporting and details before setting up campaigns.
- BI resource dedicated to analyzing and integrating campaign performance with business results.
- Access to real-time custom dashboards with monthly meetings to go over insights and optimizations with the GFLCVB analytics team.
- Quarterly business reviews with high-level stakeholders to ensure we're looking at performance over time.



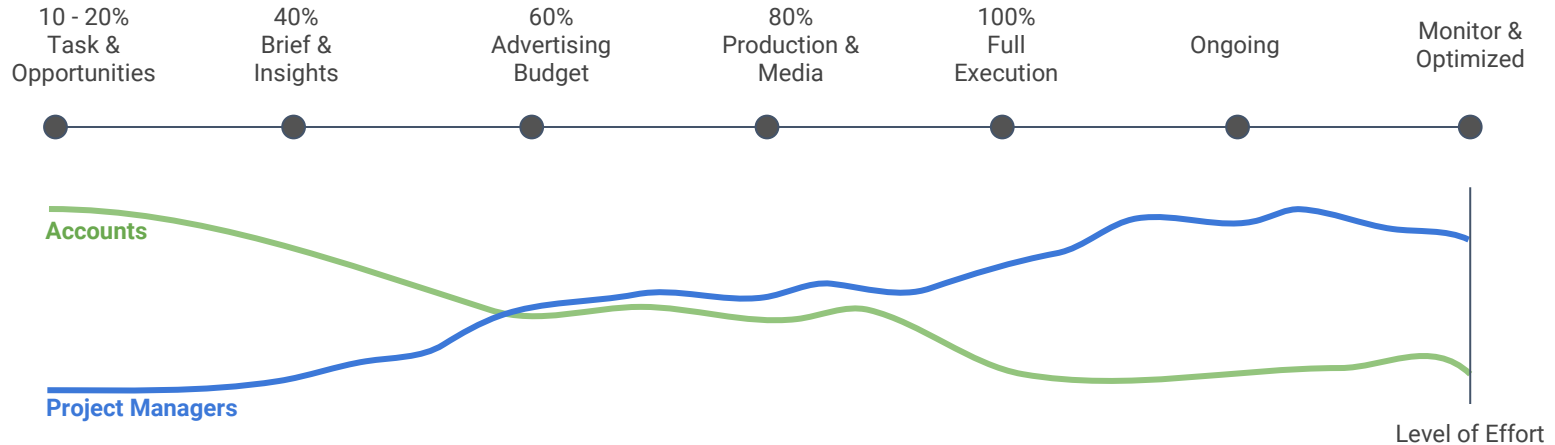
Relevant KPIs

| GOAL | AWARENESS | CONSIDERATION | CONVERSION | LOYALTY |
|-------------|--|--|--|--|
| TOUCHPOINTS | Social Media Video Display / Programmatic Spot TV / Radio / Print | Social Media Digital / Programmatic SEM Geofencing Website | SEM Digital / Programmatic Social Media Website | Social Media Digital |
| KPIs | Reach and Frequency % of Potential Audience Video Views Unique Impacted Audience Clicks, CTR Time Spent Engagements Registers | Reach and Frequency % of Potential Audience Clicks, CTR Time Spent Views Engagements Email Metrics | Reach Views Steps to Conversion Conversion Rate Time Spent Conversions ROI | Reach Return visitors Engagements Cross-Selling Rate Email metrics Sentiment / Satisfaction Rates |

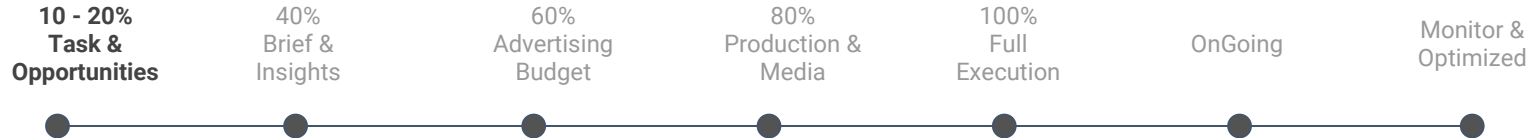
When mapping out our tactics, we establish the communication plan based on the phases of the consumer journey. Each phase has a set of KPIs customized to the category and benchmarked against competitors and total potential audiences.

Account Management

Account Management Flow



Account Management Tasks

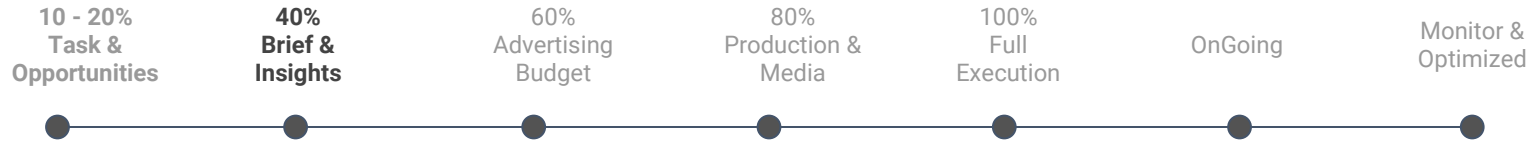


Define level of investment for potential project with GFLCVB team.

Define client service efforts.

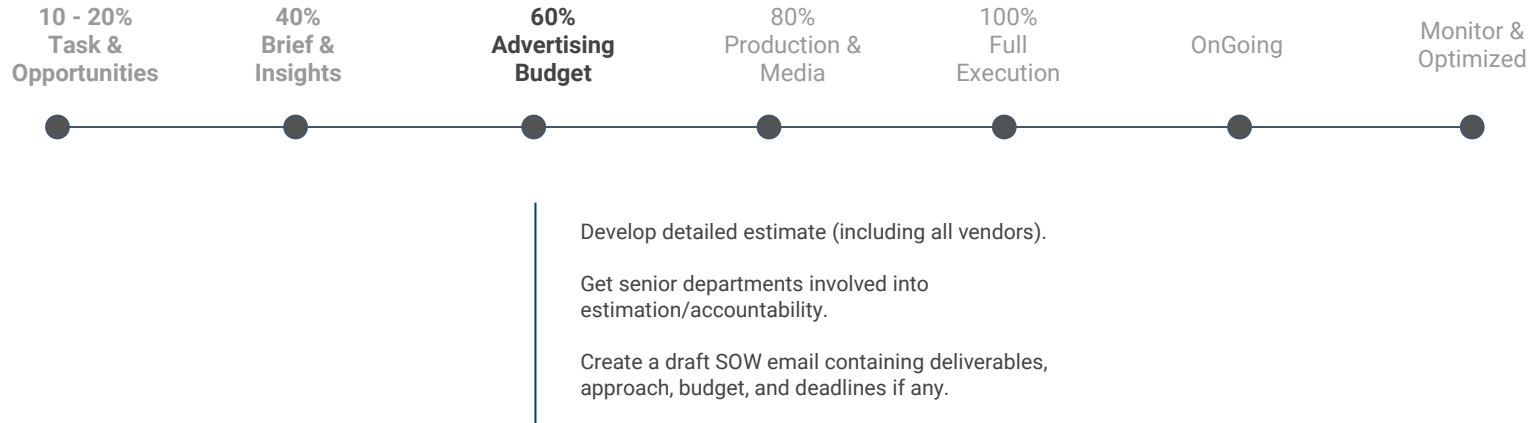
Identify potential additional subcontractors and/or talent to be allocated.

Account Management Tasks

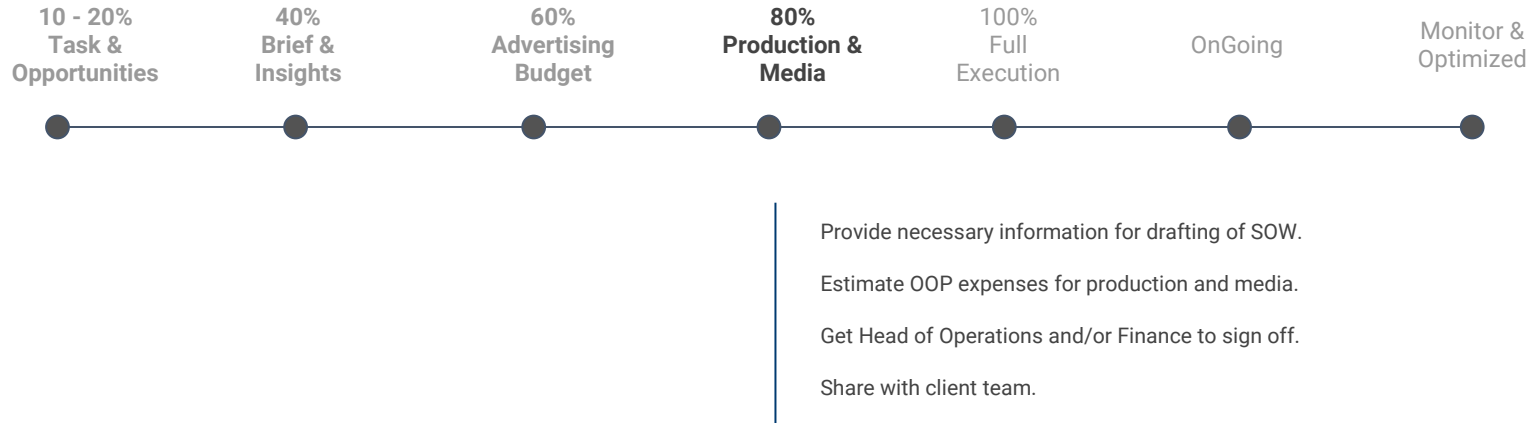


- Create a project environment (AC, Drive, etc).
- Define basics: Ask, approach, deliverables (email format), and duration.
- Evaluate feasibility and define vendors needed.
- Create a ballpark budget (+/- 30%).

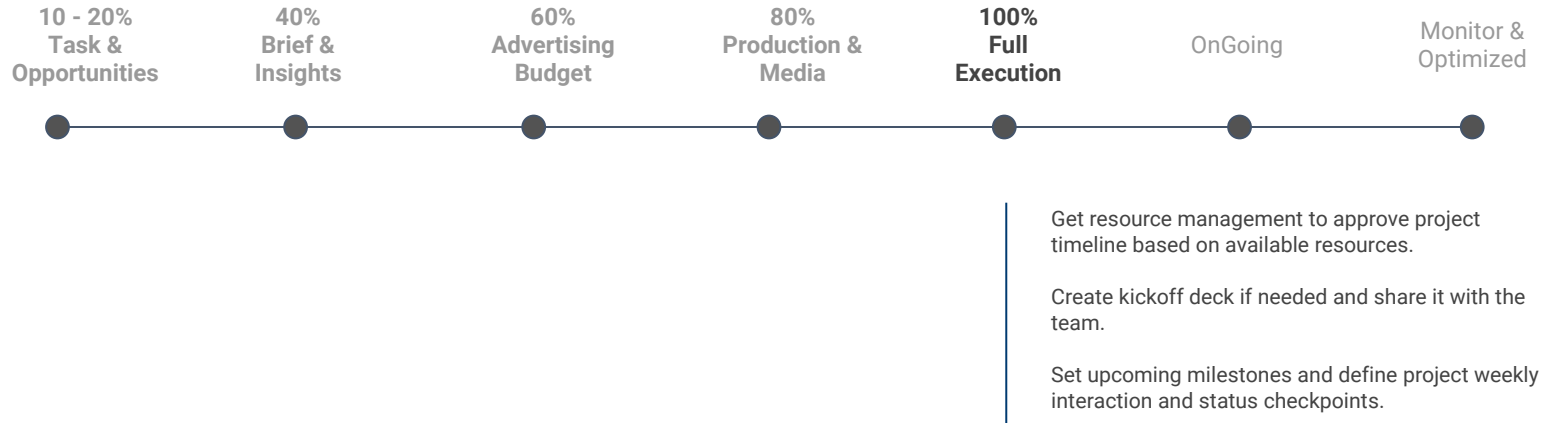
Account Management Tasks



Account Management Tasks



Account Management Tasks



Tourism Industry

We have conducted **primary research** for Marriott International to validate a concept before the launch of the campaign.

We manage research tools **GWI and Comscore** to surface key insights on the travel and tourism industry.

Combining our research with client-provided **business intelligence** on customer behavior and booking windows, we deliver on the marketing strategy for each brand.

Destination Marketing Organization

We collaborated with our past client **Copa Airlines** and the Panamá Tourism Association to build a performance campaign that leveraged data of the decision drivers and type of travel interest per market to create the messaging, creative, and media targeting of the campaign.

4. PAST PERFORMANCE

Projects of similar nature, scope, and duration.



Project: Management of Brand and Social Efforts for Portfolio of Brands

Objective: Develop and execute marketing campaigns to promote specific properties and initiatives, incentivizing booking conversion and brand awareness for LATAM.

Scope: Develop brand marketing campaigns and manage social platforms for entire brand portfolio.

Duration: 5+ years

Results: Delivered campaigns and projects on time and on budget, allowing the Marriott + Nobox partnership to grow year after year.

Budget: > \$1.5MM





Project: Management of Promotional Efforts for Portfolio of Brands

Objective: Develop and execute promotions and activations campaigns to promote Pepsi brands, incentivizing participation and brand awareness for LATAM.

Scope: Develop promotional marketing campaigns and manage social platforms for brand portfolio.

Duration: 5+ years

Results: Delivered campaigns and promotions on time and on budget, allowing the Pepsi + Nobox partnership to grow year after year.

Budget: < \$1MM





Project: Management of Promotional Efforts for Portfolio of Brands

Objective: Develop and execute promotions and activations campaigns to promote Playstation properties, incentivizing participation and brand awareness for LATAM.

Scope: Develop promotional marketing campaigns and manage social platforms for brand portfolio.

Duration: 5+ years

Results: Delivered campaigns and promotions on time and on budget, allowing the Playstation + Nobox partnership to grow year after year.

Budget: < \$1MM



NOKIA

Project: Management of Brand and Social Efforts for Portfolio of Products

Objective: Develop and execute marketing campaigns to promote the launch of Nokia's handheld devices in LATAM, incentivizing activations and brand awareness.

Scope: Develop brand marketing campaigns and manage social platforms for the entire product portfolio.

Duration: 1+ years

Results: Delivered campaigns and projects on time and on budget.

Budget: > \$1.5MM

Initiatives: Develop assets (collateral, OOH, print) to support co-op initiatives in the region. Provide optimal support to retailers, operators, and other partners by proposing an online request process to centralize all requests and expedite delivery.



5. WORKLOAD

| Client | Project |
|----------------------------------|--|
| Copa Airlines | Co-Op Marketing Campaigns for Panama (Panama Tourism Association), Curacao (Curacao Tourist Board), and Bahamas (Atlantis Paradise Island Resort) |
| Marriott | Portal to Paradise / Bon Voy Launch / TED Talk Medellin / JW Magazine / Management of Brand Portfolio's Social Platforms |
| Pepsi | Gatorade 5v5 (2015 – 2019) / J Balvin + Musically / UEFA Champions League Experience / Management of Brand Portfolio's Social Platforms |
| Amerant | Launch Campaign for New Brand Image (US) |
| Nokia | Launch Campaign for New Line of Handheld Devices (LATAM) |
| Joe DiMaggio Children's Hospital | Launch campaign for New Wellington Location, Management of Brand's Social Platforms |
| Netflix | Launch Social Campaign for the Following Properties: ROMA, Made in Mexico, The Innocents, Orange is the New Black, and Narcos / Management of Brand Portfolio's Social Platforms |
| Playstation | UEFA Champions League Promotion, Management of Brand's Social Platforms (LATAM) |





6. COMMERCIAL

Agency Fees

As requested:

All services have been annualized in order to visualize a consistent monthly cost, although some deliverables (i.e., "strategy") will be worked on a yearly basis.

| County Commissioners | | | | | | | |
|--|-----------------------------|---|------|--------------------|----------|----------|----------------|
| GFL CVB - ADVERTISING SERVICES AGENCY / FLAT SERVICES FEE - Year | | | | | | | |
| Department | Staff | Deliverable | Hrs. | Hrs./\$ | Cost | Mos. / # | Total / Year 1 |
| ACCOUNT | VP Client Services | Delivery + TDC and MAC Meetings + Status + Monthly Report | 30 | \$160 | \$4,800 | 12 | \$57,600 |
| | Account Director | | 160 | \$120 | \$19,200 | 12 | \$230,400 |
| | Account Manager | | 160 | \$95 | \$15,200 | 12 | \$182,400 |
| PM | Sr. Project Manager | Project Management Related to Production Work | 160 | \$110 | \$17,600 | 12 | \$211,200 |
| | Project Manager | | 160 | \$85 | \$13,600 | 12 | \$163,200 |
| STRATEGY | Sr. Strategic Planner | Strategy Year 1 + Communications Plan | 14 | \$130 | \$1,820 | 12 | \$21,840 |
| | Brand Strategist | | 14 | \$100 | \$1,400 | 12 | \$16,800 |
| | Media Strategist | | 14 | \$100 | \$1,400 | 12 | \$16,800 |
| | Research Analyst | | 14 | \$75 | \$1,050 | 12 | \$12,600 |
| | Travel Marketing Specialist | | 14 | \$215 | \$3,010 | 12 | \$36,120 |
| | | | | | | | |
| CREATIVE | Chief Creative Officer | Concepts + Design & Graphic Services + Editorial + Photo & Video Direction + Design, Artwork, Templates, Typography, illustrations & Photography + Copywriting, Fact-Checking, Proofreading | 30 | \$180 | \$5,400 | 12 | \$64,800 |
| | Creative Director | | 160 | \$130 | \$20,800 | 12 | \$249,600 |
| | Art Director | | 160 | \$95 | \$15,200 | 12 | \$182,400 |
| | Art Director | | 80 | \$95 | \$7,600 | 12 | \$91,200 |
| | Copywriter | | 160 | \$105 | \$16,800 | 12 | \$201,600 |
| | Copywriter | | 160 | \$105 | \$16,800 | 12 | \$201,600 |
| | Video Editor | | 80 | \$95 | \$7,600 | 12 | \$91,200 |
| | Proofreader | | 160 | \$75 | \$12,000 | 12 | \$144,000 |
| | Translations | | 80 | \$85 | \$6,800 | 12 | \$81,600 |
| DIGITAL | HTML Developer | Digital Vacation Planner + Email Program + Web Development + App Development | 160 | \$100 | \$16,000 | 12 | \$192,000 |
| | Digital Quality Assurance | | 80 | \$85 | \$6,800 | 12 | \$81,600 |
| MEDIA | Media Supervisor | Media Strategy, Plan, Buy and Optimization + Co-Op | 30 | \$110 | \$3,300 | 12 | \$39,600 |
| | Media Planner | | 160 | \$85 | \$13,600 | 12 | \$163,200 |
| | | | | Annual Agency Fee | | | \$2,733,360 |
| | | | | Monthly Agency Fee | | | \$227,780 |



Production Budget

As requested:

Production costs are estimated based on the information given by GFLCVB in the RFP and will be accrued and reported on a monthly basis to properly track budget expenditure.

| Production Budget | | | | | |
|-------------------|------------------|---|----------------------|----|-----------|
| PRODUCTION | Printing | Promo Materials + Trade Shows Booths + Collateral Production Translations + Talent Fees (up to 4) | \$20,000 | 12 | \$240,000 |
| | Photoshoot | | \$15,000 | 2 | \$30,000 |
| | Video Production | | \$55,000 | 2 | \$110,000 |
| | Trade Show Booth | | \$7,500 | 14 | \$105,000 |
| | | | Production 12 Months | | \$485,000 |
| | | | Production 1 Months | | \$40,417 |



Optional Services

GFL CVB - ADVERTISING SERVICES AGENCY / OPTIONAL SERVICES Year 3

| Item | Staff | Deliverable | Hrs. | Hrs./\$ | Cost | Mos. / # | Total |
|----------------|---------------------------|--|------|---------|----------|----------|-----------------|
| BRANDING | Chief Creative Officer | Services relating to the development, implementation, and publication of new branding for the GFLCVB. ONE TIME | 40 | \$180 | \$7,200 | 1 | \$7,200 |
| | Creative Director | | 80 | \$130 | \$10,400 | 1 | \$10,400 |
| | Art Director | | 80 | \$95 | \$7,600 | 1 | \$7,600 |
| | Copywriter | | 80 | \$105 | \$8,400 | 1 | \$8,400 |
| | Proofreader | | 16 | \$75 | \$1,200 | 1 | \$1,200 |
| | | | | | | | \$34,800 |
| ADVERSE IMPACT | Chief Creative Officer | Services relating to a unique occurrence impacting the South Florida area that has a significant material adverse impact on tourism in Broward County (e.g., post-hurricane, regional public health crisis, etc.) PER OCCURRENCE | 8 | \$180 | \$1,440 | 1 | \$1,440 |
| | Creative Director | | 8 | \$130 | \$1,040 | 1 | \$1,040 |
| | Art Director | | 16 | \$95 | \$1,520 | 1 | \$1,520 |
| | Copywriter | | 16 | \$105 | \$1,680 | 1 | \$1,680 |
| | Video Editor | | 24 | \$95 | \$2,280 | 1 | \$2,280 |
| | Proofreader | | 8 | \$75 | \$600 | 1 | \$600 |
| | | | | | | | \$8,560 |
| SOCIAL MEDIA | Social Media Manager | Creation and posting of organic content. Developing and executing campaigns and daily organic content; providing 24-hour monitoring of owned social media channels. Assuming similar current frequency. MONTHLY | 80 | \$100 | \$8,000 | 1 | \$8,000 |
| | Community Manager | | 160 | \$75 | \$12,000 | 1 | \$12,000 |
| | Art Director | | 80 | \$95 | \$7,600 | 1 | \$7,600 |
| | Copywriter | | 40 | \$105 | \$4,200 | 1 | \$4,200 |
| | Video Editor | | 80 | \$95 | \$7,600 | 1 | \$7,600 |
| | | | | | | | \$39,400 |
| WEB | HTML Developer | Developing and implementing a website that reflects new branding based on current complexity and volume. Non-branded content provided by client. ONE TIME | 320 | \$100 | \$32,000 | 1 | \$32,000 |
| | Art Director | | 160 | \$95 | \$15,200 | 1 | \$15,200 |
| | Copywriter | | 160 | \$105 | \$16,800 | 1 | \$16,800 |
| | Sr. Project Manager | | 160 | \$110 | \$17,600 | 1 | \$17,600 |
| | Digital Quality Assurance | | 160 | \$85 | \$13,600 | 1 | \$13,600 |
| | | | | | | | \$95,200 |

Salaries

Broward County Board of County Commissioners

GEN2116476P1

| STAFF RATE CARD | | | | |
|-----------------|----|-----------------------------|---------|---------------|
| | # | STAFF | \$/ Hrs | Annual Salary |
| ACCOUNTS | 1 | VP Client Services | \$160 | \$150,000 |
| | 2 | Account Director | \$120 | \$110,000 |
| | 3 | Account Manager | \$95 | \$90,000 |
| | 4 | Account Executive | \$85 | \$80,000 |
| PM | 5 | Sr. Project Manager | \$110 | \$100,000 |
| | 6 | Project Manager | \$85 | \$80,000 |
| PLANNING | 7 | Sr. Strategic Planner | \$130 | \$120,000 |
| | 8 | Brand Strategist | \$100 | \$95,000 |
| | 9 | Media Strategist | \$100 | \$95,000 |
| | 10 | Research Analyst | \$75 | \$70,000 |
| | 11 | Travel Marketing Specialist | \$215 | \$200,000 |
| CREATIVE | 12 | Chief Creative Officer | \$180 | \$170,000 |
| | 13 | Creative Director | \$130 | \$120,000 |
| | 14 | Art Director | \$95 | \$90,000 |
| | 15 | Copywriter | \$105 | \$100,000 |
| | 16 | Video Editor | \$95 | \$90,000 |
| | 17 | Illustrator | \$95 | \$90,000 |
| | 18 | Editorial Copy | \$105 | \$95,000 |
| | 19 | Proofreader | \$75 | \$70,000 |
| MEDIA | 20 | Media Supervisor | \$110 | \$105,000 |
| | 21 | Media Planner | \$85 | \$80,000 |
| SM | 22 | Social Media Manager | \$100 | \$95,000 |
| | 23 | Social Media Supervisor | \$90 | \$85,000 |
| | 24 | Community Manager | \$75 | \$70,000 |
| WEB | 25 | HTML Developer | \$100 | \$93,000 |
| | 26 | Webmaster | \$75 | \$70,000 |
| | 27 | Digital Quality Assurance | \$85 | \$80,000 |
| | 28 | Translations | \$85 | \$80,000 |

Summary

| SUMMARY | | |
|-----------------------------|---------------------------------------|-------------|
| Flat Fee Services (Yearly) | A. Brand Strategy & Creative Services | \$3,218,360 |
| | B. Account Maintenance | |
| | C. Media Planning | |
| Commissioned Media Services | Flat Fee Services (Yearly) | 5% |
| | B. Assets Production | On Demand |
| Optional Services | A. Initial Branding Services | \$34,800 |
| | B. Adverse Impact Services | \$8,560 |
| | C. Social Media Services | \$39,400 |
| | D. Website Design Services | \$95,200 |



WHY NOBOX ?

Full-service agency with a
focus on driving
performance.

Expertise harnessing the power
of media in the tourism and
travel industry

Miami-based with an
in-depth understanding of
the South Florida culture

Thank you!

Supplier: Nobox Marketing

Standard Instructions to Vendors Request for Proposals, Request for Qualifications, or Request for Letters of Interest

Vendors are instructed to read and follow the instructions carefully, as any misinterpretation or failure to comply with instructions may lead to a Vendor's submittal being rejected.

Vendor MUST submit its solicitation response electronically and MUST confirm its submittal in order for the County to receive a valid response through BidSync. Refer to the [Purchasing Division website](#) or contact BidSync for submittal instructions.

A. Responsiveness Criteria:

In accordance with Broward County Procurement Code Section 21.8.b.65, a Responsive Bidder [Vendor] means a person who has submitted a proposal which conforms in all material respects to a solicitation. The solicitation submittal of a responsive Vendor must be submitted on the required forms, which contain all required information, signatures, notarizations, insurance, bonding, security, or other mandated requirements required by the solicitation documents to be submitted at the time of proposal opening.

Failure to provide the information required below at the time of submittal opening may result in a recommendation Vendor is non-responsive by the Director of Purchasing. The Selection or Evaluation Committee will determine whether the firm is responsive to the requirements specified herein. The County reserves the right to waive minor technicalities or irregularities as is in the best interest of the County in accordance with Section 21.30.f.1(c) of the Broward County Procurement Code.

Below are standard responsiveness criteria; refer to **Special Instructions to Vendors**, for Additional Responsiveness Criteria requirement(s).

1. Lobbyist Registration Requirement Certification

Refer to **Lobbyist Registration Requirement Certification**. The completed form should be submitted with the solicitation response but must be submitted within three business days of County's request. Vendor may be deemed non-responsive for failure to fully comply within stated timeframes.

2. Addenda

The County reserves the right to amend this solicitation prior to the due date. Any change(s) to this solicitation will be conveyed through the written addenda process. Only written addenda will be binding. If a "must" addendum is issued, Vendor must follow instructions and submit required information, forms, or acknowledge addendum, as instructed therein. It is the responsibility of all potential Vendors to monitor the solicitation for any changing information, prior to submitting their response.

B. Responsibility Criteria:

Definition of a Responsible Vendor: In accordance with Section 21.8.b.64 of the Broward County Procurement Code, a Responsible Vendor means a Vendor who has the capability in all respects to perform the contract requirements, and the integrity and reliability which will assure good faith performance.

The Selection or Evaluation Committee will recommend to the awarding authority a determination of

a Vendor's responsibility. At any time prior to award, the awarding authority may find that a Vendor is not responsible to receive a particular award.

Failure to provide any of this required information and in the manner required may result in a recommendation by the Director of Purchasing that the Vendor is non-responsive.

Below are standard responsibility criteria; refer to **Special Instructions to Vendors**, for Additional Responsibility Criteria requirement(s).

1. **Litigation History**

- a. All Vendors are required to disclose to the County all "material" cases filed, pending, or resolved during the last three (3) years prior to the solicitation response due date, whether such cases were brought by or against the Vendor, any parent or subsidiary of the Vendor, or any predecessor organization. Additionally, all Vendors are required to disclose to the County all "material" cases filed, pending, or resolved against any principal of Vendor, regardless of whether the principal was associated with Vendor at the time of the "material" cases against the principal, during the last three (3) years prior to the solicitation response. A case is considered to be "material" if it relates, in whole or in part, to any of the following:
 - i. A similar type of work that the vendor is seeking to perform for the County under the current solicitation;
 - ii. An allegation of fraud, negligence, error or omissions, or malpractice against the vendor or any of its principals or agents who would be performing work under the current solicitation;
 - iii. A vendor's default, termination, suspension, failure to perform, or improper performance in connection with any contract;
 - iv. The financial condition of the vendor, including any bankruptcy petition (voluntary and involuntary) or receivership; or
 - v. A criminal proceeding or hearing concerning business-related offenses in which the vendor or its principals (including officers) were/are defendants.
- b. For each material case, the Vendor is required to provide all information identified in the **Litigation History Form**. Additionally, the Vendor shall provide a copy of any judgment or settlement of any material case during the last three (3) years prior to the solicitation response. Redactions of any confidential portions of the settlement agreement are only permitted upon a certification by Vendor that all redactions are required under the express terms of a pre-existing confidentiality agreement or provision.
- c. The County will consider a Vendor's litigation history information in its review and determination of responsibility.
- d. If the Vendor is a joint venture, the information provided should encompass the joint venture and each of the entities forming the joint venture.
- e. A vendor is required to disclose to the County any and all cases(s) that exist between the County and any of the Vendor's subcontractors/subconsultants proposed to work on this project during the last five (5) years prior to the solicitation response.
- f. Failure to disclose any material case, including all requested information in connection with each such case, as well as failure to disclose the Vendor's subcontractors/subconsultants litigation history against the County, may result in the Vendor being deemed non-responsive.

2. **Financial Information**

- a. All Vendors are required to provide the Vendor's financial statements at the time of submittal

in order to demonstrate the Vendor's financial capabilities.

- b. Each Vendor shall submit its most recent two years of financial statements for review. The financial statements are not required to be audited financial statements. The annual financial statements will be in the form of:
 - i. Balance sheets, income statements and annual reports; or
 - ii. Tax returns; or
 - iii. SEC filings.

If tax returns are submitted, ensure it does not include any personal information (as defined under Florida Statutes Section 501.171, Florida Statutes), such as social security numbers, bank account or credit card numbers, or any personal pin numbers. If any personal information data is part of financial statements, redact information prior to submitting a response the County.

- c. If a Vendor has been in business for less than the number of years of required financial statements, then the Vendor must disclose all years that the Vendor has been in business, including any partial year-to-date financial statements.
- d. The County may consider the unavailability of the most recent year's financial statements and whether the Vendor acted in good faith in disclosing the financial documents in its evaluation.
- e. Any claim of confidentiality on financial statements should be asserted at the time of submittal. Refer to **Standard Instructions to Vendors**, Confidential Material/ Public Records and Exemptions for instructions on submitting confidential financial statements. The Vendor's failure to provide the information as instructed may lead to the information becoming public.
- f. Although the review of a Vendor's financial information is an issue of responsibility, the failure to either provide the financial documentation or correctly assert a confidentiality claim pursuant the Florida Public Records Law and the solicitation requirements (Confidential Material/ Public Records and Exemptions section) may result in a recommendation of non-responsiveness by the Director of Purchasing.

3. Authority to Conduct Business in Florida

- a. A Vendor must have the authority to transact business in the State of Florida and be in good standing with the Florida Secretary of State. For further information, contact the Florida Department of State, Division of Corporations.
- b. The County will review the Vendor's business status based on the information provided in response to this solicitation.
- c. It is the Vendor's responsibility to comply with all state and local business requirements.
- d. Vendor should list its active Florida Department of State Division of Corporations Document Number (or Registration No. for fictitious names) in the **Vendor Questionnaire**, Question No. 10.
- e. If a Vendor is an out-of-state or foreign corporation or partnership, the Vendor must obtain the authority to transact business in the State of Florida or show evidence of application for the authority to transact business in the State of Florida, upon request of the County.
- f. A Vendor that is not in good standing with the Florida Secretary of State at the time of a

submission to this solicitation may be deemed non-responsible.

- g. If successful in obtaining a contract award under this solicitation, the Vendor must remain in good standing throughout the contractual period of performance.

4. Affiliated Entities of the Principal(s)

- a. All Vendors are required to disclose the names and addresses of “affiliated entities” of the Vendor’s principal(s) over the last five (5) years (from the solicitation opening deadline) that have acted as a prime Vendor with the County. The Vendor is required to provide all information required on the **Affiliated Entities of the Principal(s) Certification Form**.
- b. The County will review all affiliated entities of the Vendor’s principal(s) for contract performance evaluations and the compliance history with the County’s Small Business Program, including CBE, DBE and SBE goal attainment requirements. “Affiliated entities” of the principal(s) are those entities related to the Vendor by the sharing of stock or other means of control, including but not limited to a subsidiary, parent or sibling entity.
- c. The County will consider the contract performance evaluations and the compliance history of the affiliated entities of the Vendor’s principals in its review and determination of responsibility.

5. Insurance Requirements

The **Insurance Requirement Form** reflects the insurance requirements deemed necessary for this project. It is not necessary to have this level of insurance in effect at the time of submittal, but it is necessary to submit certificates indicating that the Vendor currently carries the insurance or to submit a letter from the carrier indicating it can provide insurance coverages.

C. Additional Information and Certifications

The following forms and supporting information (if applicable) should be returned with Vendor’s submittal. If not provided with submittal, the Vendor must submit within three business days of County’s request. Failure to timely submit may affect Vendor’s evaluation.

1. Vendor Questionnaire

Vendor is required to submit detailed information on their firm. Refer to the **Vendor Questionnaire** and submit as instructed.

2. Standard Certifications

Vendor is required to certify to the below requirements. Refer to the **Standard Certifications** and submit as instructed.

- a. **Cone of Silence Requirement Certification**
- b. **Drug-Free Workplace Certification**
- c. **Non-Collusion Certification**
- d. **Public Entities Crimes Certification**
- e. **Scrutinized Companies List Certification**

3. Subcontractors/Subconsultants/Suppliers Requirement

The Vendor shall submit a listing of all subcontractors, subconsultants, and major material suppliers, if any, and the portion of the contract they will perform. Vendors must follow the instructions included on the **Subcontractors/Subconsultants/Suppliers Information Form** and submit as instructed.

D. Standard Agreement Language Requirements

1. The acceptance of or any exceptions taken to the terms and conditions of the County's Agreement shall be considered a part of a Vendor's submittal and will be considered by the Selection or Evaluation Committee.
2. The applicable Agreement terms and conditions for this solicitation are indicated in the **Special Instructions to Vendors**.
3. Vendors are required to review the applicable terms and conditions and submit the **Agreement Exception Form**. If the **Agreement Exception Form** is not provided with the submittal, it shall be deemed an affirmation by the Vendor that it accepts the Agreement terms and conditions as disclosed in the solicitation.
4. If exceptions are taken, the Vendor must specifically identify each term and condition with which it is taking an exception. Any exception not specifically listed is deemed waived. Simply identifying a section or article number is not sufficient to state an exception. Provide either a redlined version of the specific change(s) or specific proposed alternative language. Additionally, a brief justification specifically addressing each provision to which an exception is taken should be provided.
5. Submission of any exceptions to the Agreement does not denote acceptance by the County. Furthermore, taking exceptions to the County's terms and conditions may be viewed unfavorably by the Selection or Evaluation Committee and ultimately may impact the overall evaluation of a Vendor's submittal.

E. Evaluation Criteria

1. The Selection or Evaluation Committee will evaluate Vendors as per the **Evaluation Criteria**. The County reserves the right to obtain additional information from a Vendor.
2. Vendor has a continuing obligation to inform the County in writing of any material changes to the information it has previously submitted. The County reserves the right to request additional information from Vendor at any time.
3. For Request for Proposals, the following shall apply:
 - a. The Director of Purchasing may recommend to the Evaluation Committee to short list the most qualified firms prior to the Final Evaluation.
 - b. The Evaluation Criteria identifies points available; a total of 100 points is available.
 - c. If the Evaluation Criteria includes a request for pricing, the total points awarded for price is determined by applying the following formula:
$$\frac{(\text{Lowest Proposed Price}/\text{Vendor's Price}) \times (\text{Maximum Number of Points for Price})}{= \text{Price Score}}$$
 - d. After completion of scoring, the County may negotiate pricing as in its best interest.
4. For Requests for Letters of Interest or Request for Qualifications, the following shall apply:
 - a. The Selection or Evaluation Committee will create a short list of the most qualified firms.
 - b. The Selection or Evaluation Committee will either:

- i. Rank shortlisted firms; or
- ii. If the solicitation is part of a two-step procurement, shortlisted firms will be requested to submit a response to the Step Two procurement.

F. Demonstrations

If applicable, as indicated in Special Instructions to Vendors, Vendors will be required to demonstrate the nature of their offered solution. After receipt of submittals, all Vendors will receive a description of, and arrangements for, the desired demonstration. In accordance with Section 286.0113 of the Florida Statutes and pursuant to the direction of the Broward County Board of Commissioners, demonstrations are closed to only the vendor team and County staff.

G. Presentations

Vendors that are found to be both responsive and responsible to the requirements of the solicitation and/or shortlisted (if applicable) will have an opportunity to make an oral presentation to the Selection or Evaluation Committee on the Vendor's approach to this project and the Vendor's ability to perform. The committee may provide a list of subject matter for the discussion. All Vendor's will have equal time to present but the question-and-answer time may vary. In accordance with Section 286.0113 of the Florida Statutes and the direction of the Broward County Board of Commissioners, presentations during Selection or Evaluation Committee Meetings are closed. Only the Selection or Evaluation Committee members, County staff and the vendor and their team scheduled for that presentation will be present in the Meeting Room during the presentation and subsequent question and answer period.

H. Public Art and Design Program

If indicated in **Special Instructions to Vendors**, Public Art and Design Program, Section 1-88, Broward County Code of Ordinances, applies to this project. It is the intent of the County to functionally integrate art, when applicable, into capital projects and integrate artists' design concepts into this improvement project. The Vendor may be required to collaborate with the artist(s) on design development within the scope of this request. Artist(s) shall be selected by Broward County through an independent process. For additional information, contact the Broward County Cultural Division.

I. Committee Appointment

The Cone of Silence shall be in effect for County staff at the time of the Selection or Evaluation Committee appointment and for County Commissioners and Commission staff at the time of the Shortlist Meeting of the Selection Committee or the Initial Evaluation Meeting of the Evaluation Committee. The committee members appointed for this solicitation are available on the Purchasing Division's website under [Committee Appointment](#).

J. Committee Questions, Request for Clarifications, Additional Information

At any committee meeting, the Selection or Evaluation Committee members may ask questions, request clarification, or require additional information of any Vendor's submittal or proposal. It is highly recommended Vendors attend to answer any committee questions (if requested), including a Vendor representative that has the authority to bind.

Vendor's answers may impact evaluation (and scoring, if applicable). Upon written request to the Purchasing Agent prior to the meeting, a conference call number will be made available for Vendor participation via teleconference. Only Vendors that are found to be both responsive and responsible to the requirements of the solicitation and/or shortlisted (if applicable) are requested to participate in a final (or presentation) Selection or Evaluation committee meeting.

K. Vendor Questions

The County provides a specified time for Vendors to ask questions and seek clarification regarding solicitation requirements. All questions or clarification inquiries must be submitted through BidSync by the date and time referenced in the solicitation document (including any addenda). The County will respond to questions via Bid Sync.

L. Confidential Material/ Public Records and Exemptions

1. Broward County is a public agency subject to Chapter 119, Florida Statutes. Upon receipt, all submittals become "public records" and shall be subject to public disclosure consistent with Chapter 119, Florida Statutes. Submittals may be posted on the County's public website or included in a public records request response, unless there is a declaration of "confidentiality" pursuant to the public records law and in accordance with the procedures in this section.
2. Any confidential material(s) the Vendor asserts is exempt from public disclosure under Florida Statutes must be labeled as "Confidential", and marked with the specific statute and subsection asserting exemption from Public Records.
3. To submit confidential material, three hardcopies must be submitted in a sealed envelope, labeled with the solicitation number, title, date and the time of solicitation opening to:

Broward County Purchasing Division
115 South Andrews Avenue, Room 212
Fort Lauderdale, FL 33301

4. Material will not be treated as confidential if the Vendor does not cite the applicable Florida Statute (s) allowing the document to be treated as confidential.
5. Any materials that the Vendor claims to be confidential and exempt from public records must be marked and separated from the submittal. If the Vendor does not comply with these instructions, the Vendor's claim for confidentiality will be deemed as waived.
6. Submitting confidential material may impact full discussion of your submittal by the Selection or Evaluation Committee because the Committee will be unable to discuss the details contained in the documents cloaked as confidential at the publicly noticed Committee meeting.

M. Copyrighted Materials

Copyrighted material is not exempt from the Public Records Law, Chapter 119, Florida Statutes. Submission of copyrighted material in response to any solicitation will constitute a license and permission for the County to make copies (including electronic copies) as reasonably necessary for the use by County staff and agents, as well as to make the materials available for inspection or production pursuant to Public Records Law, Chapter 119, Florida Statutes.

N. State and Local Preferences

If the solicitation involves a federally funded project where the fund requirements prohibit the use of state and/or local preferences, such preferences contained in the Local Preference Ordinance and Broward County Procurement Code will not be applied in the procurement process.

O. Local Preference

Except where otherwise prohibited by federal or state law or other funding source restrictions, a local Vendor whose submittal is within 5% of the highest total ranked Vendor outside of the preference area will become the Vendor with whom the County will proceed with negotiations for a

final contract. Refer to **Local Vendor Certification Form (Preference and Tiebreaker)** for further information.

P. Tiebreaker Criteria

In accordance with Section 21.31.d of the Broward County Procurement Code, the tiebreaker criteria shall be applied based upon the information provided in the Vendor's response to the solicitation. In order to receive credit for any tiebreaker criterion, complete and accurate information must be contained in the Vendor's submittal.

1. **Local Vendor Certification Form (Preference and Tiebreaker);**
2. **Domestic Partnership Act Certification (Requirement and Tiebreaker);**
3. **Tiebreaker Criteria Form: Volume of Work Over Five Years**

Q. Posting of Solicitation Results and Recommendations

The Broward County Purchasing Division's [website](#) is the location for the County's posting of all solicitations and contract award results. It is the obligation of each Vendor to monitor the website in order to obtain complete and timely information.

R. Review and Evaluation of Responses

A Selection or Evaluation Committee is responsible for recommending the most qualified Vendor(s). The process for this procurement may proceed in the following manner:

1. The Purchasing Division delivers the solicitation submittals to agency staff for summarization for the committee members. Agency staff prepares a report, including a matrix of responses submitted by the Vendors. This may include a technical review, if applicable.
2. Staff identifies any incomplete responses. The Director of Purchasing reviews the information and makes a recommendation to the Selection or Evaluation Committee as to each Vendor's responsiveness to the requirements of the solicitation. The final determination of responsiveness rests solely on the decision of the committee.
3. At any time prior to award, the awarding authority may find that a Vendor is not responsible to receive a particular award. The awarding authority may consider the following factors, without limitation: debarment or removal from the authorized Vendors list or a final decree, declaration or order by a court or administrative hearing officer or tribunal of competent jurisdiction that the Vendor has breached or failed to perform a contract, claims history of the Vendor, performance history on a County contract(s), an unresolved concern, or any other cause under this code and Florida law for evaluating the responsibility of a Vendor.

S. Vendor Protest

Sections 21.118 and 21.120 of the Broward County Procurement Code set forth procedural requirements that apply if a Vendor intends to protest a solicitation or proposed award of a contract and state in part the following:

1. Any protest concerning the solicitation or other solicitation specifications or requirements must be made and received by the County within seven business days from the posting of the solicitation or addendum on the Purchasing Division's website. Such protest must be made in writing to the Director of Purchasing. Failure to timely protest solicitation specifications or requirements is a waiver of the ability to protest the specifications or requirements.

2. Any protest concerning a solicitation or proposed award above the award authority of the Director of Purchasing, after the RLI or RFP opening, shall be submitted in writing and received by the Director of Purchasing within five business days from the posting of the recommendation of award for Invitation to Bids or the final recommendation of ranking for Request for Letters of Interest and Request for Proposals on the Purchasing Division's website.
3. Any actual or prospective Vendor who has a substantial interest in and is aggrieved in connection with the proposed award of a contract that does not exceed the amount of the award authority of the Director of Purchasing, may protest to the Director of Purchasing. The protest shall be submitted in writing and received within three (3) business days from the posting of the recommendation of award for Invitation to Bids or the final recommendation of ranking for Request for Letters of Interest and Request for Proposals on the Purchasing Division's website.
4. For purposes of this section, a business day is defined as Monday through Friday between 8:30 a.m. and 5:00 p.m. Failure to timely file a protest within the time prescribed for a proposed contract award shall be a waiver of the Vendor's right to protest.
5. As a condition of initiating any protest, the protestor shall present the Director of Purchasing a nonrefundable filing fee in accordance with the table below.

| <u>Estimated Contract Amount</u> | <u>Filing Fee</u> |
|----------------------------------|-------------------|
| \$30,000 - \$250,000 | \$ 500 |
| \$250,001 - \$500,000 | \$1,000 |
| \$500,001 - \$5 million | \$3,000 |
| Over \$5 million | 5,000 |

If no contract proposal amount was submitted, the estimated contract amount shall be the County's estimated contract price for the project. The County may accept cash, money order, certified check, or cashier's check, payable to Broward County Board of Commissioners.

T. Right of Appeal

Pursuant to Section 21.83.d of the Broward County Procurement Code, any Vendor that has a substantial interest in the matter and is dissatisfied or aggrieved in connection with the Selection or Evaluation Committee's determination of responsiveness may appeal the determination pursuant to Section 21.120 of the Broward County Procurement Code.

1. The appeal must be in writing and sent to the Director of Purchasing within ten (10) calendar days of the determination by the Selection or Evaluation Committee to be deemed timely.
2. As required by Section 21.120, the appeal must be accompanied by an appeal bond by a Vendor having standing to protest and must comply with all other requirements of this section.
3. The institution and filing of an appeal is an administrative remedy to be employed prior to the institution and filing of any civil action against the County concerning the subject matter of the appeal.

U. Rejection of Responses

The Selection or Evaluation Committee may recommend rejecting all submittals as in the best interests of the County. The rejection shall be made by the Director of Purchasing, except when a solicitation was approved by the Board, in which case the rejection shall be made by the Board.

V. Negotiations

The County intends to conduct the first negotiation meeting no later than two weeks after approval of the final ranking as recommended by the Selection or Evaluation Committee. At least one of the representatives for the Vendor participating in negotiations with the County must be authorized to bind the Vendor. In the event that the negotiations are not successful within a reasonable timeframe (notification will be provided to the Vendor) an impasse will be declared and negotiations with the first-ranked Vendor will cease. Negotiations will begin with the next ranked Vendor, etc. until such time that all requirements of Broward County Procurement Code have been met. In accordance with Section 286.0113 of the Florida Statutes and the direction of the Broward County Board of Commissioners, negotiations resulting from Selection or Evaluation Committee Meetings are closed. Only County staff and the selected vendor and their team will be present during negotiations.

W. Submittal Instructions:

1. Broward County does not require any personal information (as defined under Section 501.171, Florida Statutes), such as social security numbers, driver license numbers, passport, military ID, bank account or credit card numbers, or any personal pin numbers, in order to submit a response for ANY Broward County solicitation. **DO NOT INCLUDE** any personal information data in any document submitted to the County. If any personal information data is part of a submittal, this information must be redacted prior to submitting a response to the County.
2. **Vendor MUST submit its solicitation response electronically and MUST confirm its submittal in order for the County to receive a valid response through BidSync.** It is the Vendor's sole responsibility to assure its response is submitted and received through BidSync by the date and time specified in the solicitation.
3. The County will not consider solicitation responses received by other means. Vendors are encouraged to submit their responses in advance of the due date and time specified in the solicitation document. In the event that the Vendor is having difficulty submitting the solicitation document through Bid Sync, immediately notify the Purchasing Agent and then contact BidSync for technical assistance.
4. Vendor must view, submit, and/or accept each of the documents in BidSync. Web-fillable forms can be filled out and submitted through BidSync.
5. After all documents are viewed, submitted, and/or accepted in BidSync, the Vendor must upload additional information requested by the solicitation (i.e. Evaluation Criteria and Financials Statements) in the Item Response Form in BidSync, under line one (regardless if pricing requested).
6. Vendor should upload responses to Evaluation Criteria in Microsoft Word or Excel format.
7. If the Vendor is declaring any material confidential and exempt from Public Records, refer to Confidential Material/ Public Records and Exemptions for instructions on submitting confidential material.
8. After all files are uploaded, Vendor must submit and **CONFIRM** its offer (by entering password) for offer to be received through BidSync.

9. If a solicitation requires an original Proposal Bond (per Special Instructions to Vendors), Vendor must submit in a sealed envelope, labeled with the solicitation number, title, date and the time of solicitation opening to:

Broward County Purchasing Division
115 South Andrews Avenue, Room 212
Fort Lauderdale, FL 33301

A copy of the Proposal Bond should also be uploaded into Bid Sync; this does not replace the requirement to have an original proposal bond. Vendors must submit the original Proposal Bond, by the solicitation due date and time.

Supplier: **Nobox Marketing**

VENDOR QUESTIONNAIRE AND STANDARD CERTIFICATIONS
Request for Proposals, Request for Qualifications, or Request for Letters of Interest

Vendor should complete questionnaire and complete and acknowledge the standard certifications and submit with the solicitation response. If not submitted with solicitation response, it must be submitted within three business days of County's request. Failure to timely submit may affect Vendor's evaluation.

If a response requires additional information, the Vendor should upload a written detailed response with submittal; each response should be numbered to match the question number. The completed questionnaire and attached responses will become part of the procurement record. It is imperative that the person completing the Vendor Questionnaire be knowledgeable about the proposing Vendor's business and operations.

1. Legal business name: **Nobox Marketing LLC**
2. Doing Business As/ Fictitious Name (if applicable): **Nobox**
3. Federal Employer I.D. no. (FEIN): **45-2388269**
4. Dun and Bradstreet No.:
5. Website address (if applicable): **www.nobox.com**
6. Principal place of business address: **3390 Mary Street, Suite 310, Coconut Grove, Miami, FL, 33133.**
7. Office location responsible for this project: **Coconut Grove (HQ)**
8. Telephone no.: **3055712008** Fax no.: **N/A**
9. Type of business (check appropriate box):
 - ☐ Corporation (specify the state of incorporation):
 - ☐ Sole Proprietor
 - ☒ Limited Liability Company (LLC)
 - ☐ Limited Partnership
 - ☐ General Partnership (State and County Filed In)
 - ☐ Other - Specify
10. List Florida Department of State, Division of Corporations document number (or registration number if fictitious name): **M11000002730**
11. List name and title of each principal, owner, officer, and major shareholder:
 - a) **Alexandre Hohagen**
 - b) **Jayson Fittipaldi**
 - c) **Carlos Garcia**
 - d) **Pedro Cabral**
12. AUTHORIZED CONTACT(S) FOR YOUR FIRM:

Name: **Sergio Montes**

Title: **CFO**

E-mail: **sergio@nobox.com**

Telephone No.: **+1 954 629 2335**

Name: **Santiago Mas**

Title: **Chief Business Officer**

E-mail: **santiagomas@nobox.com**

Telephone No.: **+1 786 427 5900**

13. Has your firm, its principals, officers or predecessor organization(s) been debarred or suspended by any government entity within the last three years? If yes, specify details in an attached written response. ☐ Yes ☒ No
14. Has your firm, its principals, officers or predecessor organization(s) ever been debarred or suspended by any government entity? If yes, specify details in an attached written response, including the reinstatement date, if granted. ☐ Yes ☒ No
15. Has your firm ever failed to complete any services and/or delivery of products during the last three (3) years? If yes, specify details in an attached written response. ☐ Yes ☒ No
16. Is your firm or any of its principals or officers currently principals or officers of another organization? If yes, specify details in an attached written response. ☐ Yes ☒ No
17. Have any voluntary or involuntary bankruptcy petitions been filed by or against your firm, its parent or subsidiaries or predecessor organizations during the last three years? If yes, specify details in an attached written response. ☐ Yes ☒ No
18. Has your firm's surety ever intervened to assist in the completion of a contract or have Performance and/or Payment Bond claims been made to your firm or its predecessor's sureties during the last three years? If yes, specify details in an attached written response, including contact information for owner and surety. ☐ Yes ☒ No
19. Has your firm ever failed to complete any work awarded to you, services and/or delivery of products during the last three (3) years? If yes, specify details in an attached written response. ☐ Yes ☒ No
20. Has your firm ever been terminated from a contract within the last three years? If yes, specify details in an attached written response. ☐ Yes ☒ No
21. Living Wage solicitations only: In determining what, if any, fiscal impacts(s) are a result of the Ordinance for this solicitation, provide the following for informational purposes only. Response is not considered in determining the award of this contract.
Living Wage had an effect on the pricing. ☐ Yes ☒ No
☐ N/A
- If yes, Living Wage increased the pricing by% or decreased the pricing by%.

Cone of Silence Requirement Certification:

The Cone of Silence Ordinance, Section 1-266, Broward County Code of Ordinances prohibits certain communications among Vendors, Commissioners, County staff, and Selection or Evaluation Committee members. Identify on a separate sheet any violations of this Ordinance by any members of the responding firm or its joint ventures. After the application of the Cone of Silence, inquiries regarding this solicitation should be directed to the Director of Purchasing or designee. The Cone of Silence terminates when the County Commission or other awarding authority takes action which ends the solicitation.

The Vendor hereby certifies that: (check each box)

- ☒ The Vendor has read Cone of Silence Ordinance, Section 1-266, Broward County Code of Ordinances; and
- ☒ The Vendor understands that the Cone of Silence for this competitive solicitation shall be in effect beginning upon the appointment of the Selection or Evaluation Committee, for communication regarding this

solicitation with the County Administrator, Deputy County Administrator, Assistant County Administrators, and Assistants to the County Administrator and their respective support staff or any person, including Evaluation or Selection Committee members, appointed to evaluate or recommend selection in this RFP/RLI process. For Communication with County Commissioners and Commission staff, the Cone of Silence allows communication until the initial Evaluation or Selection Committee Meeting.

- ☒ The Vendor agrees to comply with the requirements of the Cone of Silence Ordinance.

Drug-Free Workplace Requirements Certification:

Section 21.31.a. of the Broward County Procurement Code requires awards of all competitive solicitations requiring Board award be made only to firms certifying the establishment of a drug free workplace program. The program must consist of:

1. Publishing a statement notifying its employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the offeror's workplace, and specifying the actions that will be taken against employees for violations of such prohibition;
2. Establishing a continuing drug-free awareness program to inform its employees about:
 - a. The dangers of drug abuse in the workplace;
 - b. The offeror's policy of maintaining a drug-free workplace;
 - c. Any available drug counseling, rehabilitation, and employee assistance programs; and
 - d. The penalties that may be imposed upon employees for drug abuse violations occurring in the workplace;
3. Giving all employees engaged in performance of the contract a copy of the statement required by subparagraph 1;
4. Notifying all employees, in writing, of the statement required by subparagraph 1, that as a condition of employment on a covered contract, the employee shall:
 - a. Abide by the terms of the statement; and
 - b. Notify the employer in writing of the employee's conviction of, or plea of guilty or nolo contendere to, any violation of Chapter 893 or of any controlled substance law of the United States or of any state, for a violation occurring in the workplace NO later than five days after such conviction.
5. Notifying Broward County government in writing within 10 calendar days after receiving notice under subdivision 4.b above, from an employee or otherwise receiving actual notice of such conviction. The notice shall include the position title of the employee;
6. Within 30 calendar days after receiving notice under subparagraph 4 of a conviction, taking one of the following actions with respect to an employee who is convicted of a drug abuse violation occurring in the workplace:
 - a. Taking appropriate personnel action against such employee, up to and including termination; or
 - b. Requiring such employee to participate satisfactorily in a drug abuse assistance or rehabilitation program approved for such purposes by a federal, state, or local health, law enforcement, or other appropriate agency; and
7. Making a good faith effort to maintain a drug-free workplace program through implementation of subparagraphs 1 through 6.

The Vendor hereby certifies that: (check box)

- ☒ The Vendor certifies that it has established a drug free workplace program in accordance with the above requirements.

Non-Collusion Certification:

Vendor shall disclose, to their best knowledge, any Broward County officer or employee, or any relative of any such officer or employee as defined in Section 112.3135 (1) (c), Florida Statutes, who is an officer or director of, or has a material interest in, the Vendor's business, who is in a position to influence this procurement. Any Broward County officer or employee who has any input into the writing of specifications or requirements, solicitation of

offers, decision to award, evaluation of offers, or any other activity pertinent to this procurement is presumed, for purposes hereof, to be in a position to influence this procurement. Failure of a Vendor to disclose any relationship described herein shall be reason for debarment in accordance with the provisions of the Broward County Procurement Code.

The Vendor hereby certifies that: (select one)

- ☒ The Vendor certifies that this offer is made independently and free from collusion; or
- ☒ The Vendor is disclosing names of officers or employees who have a material interest in this procurement and is in a position to influence this procurement. Vendor must include a list of name(s), and relationship(s) with its submittal.

Public Entities Crimes Certification:

In accordance with Public Entity Crimes, Section 287.133, Florida Statutes, a person or affiliate placed on the convicted vendor list following a conviction for a public entity crime may not submit on a contract: to provide any goods or services; for construction or repair of a public building or public work; for leases of real property to a public entity; and may not be awarded or perform work as a contractor, supplier, subcontractor, or consultant under a contract with any public entity; and may not transact business with any public entity in excess of the threshold amount provided in s. 287.017 for Category Two for a period of 36 months following the date of being placed on the convicted vendor list.

The Vendor hereby certifies that: (check box)

- ☒ The Vendor certifies that no person or affiliates of the Vendor are currently on the convicted vendor list and/or has not been found to commit a public entity crime, as described in the statutes.

Scrutinized Companies List Certification:

Any company, principals, or owners on the Scrutinized Companies with Activities in Sudan List, the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, or the Scrutinized Companies that Boycott Israel List is prohibited from submitting a response to a solicitation for goods or services in an amount equal to or greater than \$1 million.

The Vendor hereby certifies that: (check each box)

- ☒ The Vendor, owners, or principals are aware of the requirements of Sections 287.135, 215.473, and 215.4275, Florida Statutes, regarding Companies on the Scrutinized Companies with Activities in Sudan List the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, or the Scrutinized Companies that Boycott Israel List; and
- ☒ The Vendor, owners, or principals, are eligible to participate in this solicitation and are not listed on either the Scrutinized Companies with Activities in Sudan List, the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, or the Scrutinized Companies that Boycott Israel List; and
- ☒ If awarded the Contract, the Vendor, owners, or principals will immediately notify the County in writing if any of its principals are placed on the Scrutinized Companies with Activities in Sudan List, the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, or the Scrutinized Companies that Boycott Israel List.

I hereby certify the information provided in the Vendor Questionnaire and Standard Certifications:

| | | |
|----------------------------|------------|----------------|
| Sergio Montes | CFO | 2/25/19 |
| *AUTHORIZED SIGNATURE/NAME | TITLE | DATE |

Vendor Name: **Nobox Marketing LLC**

* I certify that I am authorized to sign this solicitation response on behalf of the Vendor as indicated in Certificate as to Corporate Principal, designation letter by Director/Corporate Officer, or other business authorization to bind on behalf of the Vendor. As the Vendor's authorized representative, I attest that any and all statements, oral, written or otherwise, made in support of the Vendor's response, are accurate, true and correct. I also acknowledge that inaccurate, untruthful, or incorrect statements made in support of the Vendor's response may be used by the County as a basis for rejection, rescission of the award, or termination of the contract and may also serve as the basis for debarment of Vendor pursuant to Section 21.119 of the Broward County Procurement Code. I certify that the Vendor's response is made without prior understanding, agreement, or connection with any corporation, firm or person submitting a response for the same items/services, and is in all respects fair and without collusion or fraud. I also certify that the Vendor agrees to abide by all terms and conditions of this solicitation, acknowledge and accept all of the solicitation pages as well as any special instructions sheet(s).

Supplier: Nobox Marketing

LOBBYIST REGISTRATION REQUIREMENT CERTIFICATION FORM

The completed form should be submitted with the solicitation response but must be submitted within three business days of County's request. Vendor may be deemed non-responsive for failure to fully comply within stated timeframes.

The Vendor certifies that it understands if it has retained a lobbyist(s) to lobby in connection with a competitive solicitation, it shall be deemed non-responsive unless the firm, in responding to the competitive solicitation, certifies that each lobbyist retained has timely filed the registration or amended registration required under Broward County Lobbyist Registration Act, Section 1-262, Broward County Code of Ordinances; and it understands that if, after awarding a contract in connection with the solicitation, the County learns that the certification was erroneous, and upon investigation determines that the error was willful or intentional on the part of the Vendor, the County may, on that basis, exercise any contractual right to terminate the contract for convenience.

The Vendor hereby certifies that: (select one)

- ☒ It has not retained a lobbyist(s) to lobby in connection with this competitive solicitation; however, if retained after the solicitation, the County will be notified.
- ☐ It has retained a lobbyist(s) to lobby in connection with this competitive solicitation and certified that each lobbyist retained has timely filed the registration or amended registration required under Broward County Lobbyist Registration Act, Section 1-262, Broward County Code of Ordinances.

It is a requirement of this solicitation that the names of any and all lobbyists retained to lobby in connection with this solicitation be listed below:

Name of Lobbyist:

Lobbyist's Firm:

Phone:

E-mail:

Name of Lobbyist:

Lobbyist's Firm:

Phone:

E-mail:

Authorized Signature/Name: Date:

Title:

Vendor Name:

Supplier: Nobox Marketing**DOMESTIC PARTNERSHIP ACT CERTIFICATION FORM (REQUIREMENT AND
TIEBREAKER)**

Refer to Special Instructions to identify if Domestic Partnership Act is a requirement of the solicitation or acts only as a tiebreaker. If Domestic Partnership is a requirement of the solicitation, the completed and signed form should be returned with the Vendor's submittal. If the form is not provided with submittal, the Vendor must submit within three business days of County's request. Vendor may be deemed non-responsive for failure to fully comply within stated timeframes. To qualify for the Domestic Partnership tiebreaker criterion, the Vendor must currently offer the Domestic Partnership benefit and the completed and signed form must be returned at time of solicitation submittal.

The Domestic Partnership Act, Section 16 ½ -157, Broward County Code of Ordinances, requires all Vendors contracting with the County, in an amount over \$100,000 provide benefits to Domestic Partners of its employees, on the same basis as it provides benefits to employees' spouses, with certain exceptions as provided by the Ordinance.

For all submittals over \$100,000.00, the Vendor, by virtue of the signature below, certifies that it is aware of the requirements of Broward County's Domestic Partnership Act, Section 16-½ -157, Broward County Code of Ordinances; and certifies the following: (check only one below).

- ☒ 1. The Vendor currently complies with the requirements of the County's Domestic Partnership Act and provides benefits to Domestic Partners of its employees on the same basis as it provides benefits to employees' spouses
- ☐ 2. The Vendor will comply with the requirements of the County's Domestic Partnership Act at time of contract award and provide benefits to Domestic Partners of its employees on the same basis as it provides benefits to employees' spouses.
- ☐ 3. The Vendor will not comply with the requirements of the County's Domestic Partnership Act at time of award.
- ☐ 4. The Vendor does not need to comply with the requirements of the County's Domestic Partnership Act at time of award because the following exception(s) applies: **(check only one below)**.
- ☐ The Vendor is a governmental entity, not-for-profit corporation, or charitable organization.
- ☐ The Vendor is a religious organization, association, society, or non-profit charitable or educational institution.
- ☐ The Vendor provides an employee the cash equivalent of benefits. (Attach an affidavit in compliance with the Act stating the efforts taken to provide such benefits and the amount of the cash equivalent).
- ☐ The Vendor cannot comply with the provisions of the Domestic Partnership Act because it would violate the laws, rules or regulations of federal or state law or would violate or be inconsistent with the terms or conditions of a grant or contract with the United States or State of Florida. Indicate the law, statute or regulation (State the law, statute or regulation and attach explanation of its applicability).

Sergio Montes
Authorized Signature/Name

CFO
Title

Nobox Marketing LLC
Vendor Name

3/10/18
Date

Supplier: Nobox Marketing

Office of Economic and Small Business Requirements: CBE Goal Participation

- A. In accordance with the Broward County Business Opportunity Act of 2012, Section 1-81, Code of Ordinances, as amended (the "Business Opportunity Act"), the County Business Enterprise (CBE) Program is applicable to this contract. All Vendors responding to this solicitation are required to utilize CBE firms to perform the assigned participation goal for this contract.
- B. The CBE participation goal will be established based on the expected expenditure amount for the proposed scope of services for the project. The Office of Economic and Small Business Development (OESBD) will not include alternate items, optional services or allowances when establishing the CBE participation goal. If the County subsequently chooses to award any alternate items, optional services or allowances as determined by OESBD and the Contract Administrator to be related to the scope of services, OESBD may apply the established CBE participation goal. In such an instance, the County will issue a written notice to the successful Vendor that the CBE participation goal will also apply to the alternate items, optional services or allowances. Vendor shall submit all required forms pertaining to its compliance with the CBE participation goal, as applicable. Failure by Vendor to submit the required forms may result in the rejection of Vendor's solicitation submittal prior to the award or failure to comply with the contract requirements may have an impact on the vendor performance evaluation post award, as applicable.
- C. CBE Program Requirements: Compliance with CBE participation goal requirements is a matter of responsibility; Vendor should submit all required forms and information with its solicitation submittal. If the required forms and information are not provided with the Vendor's solicitation submittal, then Vendor must supply the required forms and information no later than three (3) business days after request by OESBD. Vendor may be deemed non-responsible for failure to fully comply with CBE Program Requirements within these stated timeframes.
1. Vendor should include in its solicitation submittal a **Letter Of Intent Between Bidder/Offeror and County Business Enterprise (CBE) Subcontractor/Supplier** for each CBE firm the Vendor intends to use to achieve the assigned CBE participation goal. The form is available at the following link:
<http://www.broward.org/EconDev/Documents/CBELetterOfIntent.pdf>
 2. If Vendor is unable to attain the CBE participation goal, Vendor should include in its solicitation submittal an **Application for Evaluation of Good Faith Efforts** and all of the required supporting information. The form is available at the following link:
<http://www.broward.org/EconDev/WhatWeDo/Documents/GoodFaithEffortEval.pdf>
- D. OESBD maintains an online directory of CBE firms. The online directory is available for use by Vendors at <https://webapps4.broward.org/smallbusiness/sbdirectory.aspx>.
- E. For detailed information regarding the CBE Program contact the OESBD at (954) 357-6400 or visit the website at: <http://www.broward.org/EconDev/SmallBusiness/>
- F. If awarded the contract, Vendor agrees to and shall comply with all applicable requirements of the Business Opportunity Act and the CBE Program in the award and administration of the contract.
1. No party to this contract may discriminate on the basis of race, color, sex, religion,

national origin, disability, age, marital status, political affiliation, sexual orientation, pregnancy, or gender identity and expression in the performance of this contract.

2. All entities that seek to conduct business with the County, including Vendor or any Prime Contractors, Subcontractors, and Bidders, shall conduct such business activities in a fair and reasonable manner, free from fraud, coercion, collusion, intimidation, or bad faith. Failure to do so may result in the cancellation of this solicitation, cessation of contract negotiations, revocation of CBE certification, and suspension or debarment from future contracts.
3. If Vendor fails to meet or make Good Faith Efforts (as defined in the Business Opportunity Act) to meet the CBE participation commitment (the "Commitment"), then Vendor shall pay the County liquidated damages in an amount equal to fifty percent (50%) of the actual dollar amount by which Vendor failed to achieve the Commitment, up to a maximum amount of ten percent (10%) of the total contract amount, excluding costs and reimbursable expenses. An example of this calculation is stated in Section 1-81.7, Broward County Code of Ordinances.
4. Vendor shall comply with all applicable requirements of the Business Opportunity Act in the award of this contract. Failure by Vendor to carry out any of these requirements shall constitute a material breach of the contract, which shall permit the County to terminate this contract or to exercise any other remedy provided under this contract, the Broward County Code of Ordinances, the Broward County Administrative Code, or other applicable laws, with all such remedies being cumulative.
5. Vendor shall pay its CBE subcontractors and suppliers, within fifteen (15) days following receipt of payment from the County, for all completed subcontracted work and supplies. If Vendor withholds an amount from CBE subcontractors or suppliers as retainage, such retainage shall be released and paid within fifteen (15) days following receipt of payment of retained amounts from the County.
6. Vendor understands that the County will monitor Vendor's compliance with the CBE Program requirements. Vendor must provide OESBD with a Monthly Utilization Report (MUR) to confirm its compliance with the Commitment agreed to in the contract; timely submission of the MUR every month throughout the term of the contract, including amendment and extension terms, is a condition precedent to the County's payment of Vendor under the contract.

Supplier: Nobox Marketing**LITIGATION HISTORY FORM**

The completed form(s) should be returned with the Vendor's submittal. If not provided with submittal, the Vendor must submit within three business days of County's request. Vendor may be deemed non-responsive for failure to fully comply within stated timeframes.

- ☒ There are no material cases for this Vendor; or
☐ Material Case(s) are disclosed below:

| | |
|--|---|
| Is this for a: (check type) <input type="checkbox"/> Parent, <input type="checkbox"/> Subsidiary, or <input type="checkbox"/> Predecessor Firm? | If Yes, name of Parent/Subsidiary/Predecessor: Or No <input type="checkbox"/> |
| Party | |
| Case Number, Name, and Date Filed | |
| Name of Court or other tribunal | |
| Type of Case | Bankruptcy <input type="checkbox"/> Civil <input type="checkbox"/> Criminal <input type="checkbox"/> Administrative/Regulatory <input type="checkbox"/> |
| Claim or Cause of Action and Brief description of each Count | |
| Brief description of the Subject Matter and Project Involved | |
| Disposition of Case (Attach copy of any applicable Judgment, Settlement Agreement and Satisfaction of Judgment.) | Pending <input type="checkbox"/> Settled <input type="checkbox"/> Dismissed <input type="checkbox"/> Judgment Vendor's Favor <input type="checkbox"/> Judgment Against Vendor <input type="checkbox"/> If Judgment Against, is Judgment Satisfied? <input type="checkbox"/> Yes <input type="checkbox"/> No |
| Opposing Counsel | Name: Email: santiagomas@nobox.com Telephone Number: |

Vendor Name: Nobox Marketing LLC

Supplier: **Nobox Marketing**

AFFILIATED ENTITIES OF THE PRINCIPAL(S) CERTIFICATION FORM

The completed form should be submitted with the solicitation response but must be submitted within three business days of County's request. Vendor may be deemed non-responsive for failure to fully comply within stated timeframes.

- a. All Vendors are required to disclose the names and addresses of "affiliated entities" of the Vendor's principal(s) over the last five (5) years (from the solicitation opening deadline) that have acted as a prime Vendor with the County.
- b. The County will review all affiliated entities of the Vendor's principal(s) for contract performance evaluations and the compliance history with the County's Small Business Program, including CBE, DBE and SBE goal attainment requirements. "Affiliated entities" of the principal(s) are those entities related to the Vendor by the sharing of stock or other means of control, including but not limited to a subsidiary, parent or sibling entity.
- c. The County will consider the contract performance evaluations and the compliance history of the affiliated entities of the Vendor's principals in its review and determination of responsibility.

The Vendor hereby certifies that: (select one)

- ☒ No principal of the proposing Vendor has prior affiliations that meet the criteria defined as "Affiliated entities"
- ☐ Principal(s) listed below have prior affiliations that meet the criteria defined as "Affiliated entities"

Principal's Name:

Names of Affiliated Entities:

Principal's Name:

Names of Affiliated Entities:

Principal's Name:

Names of Affiliated Entities:

Authorized Signature Name: **Sergio Montes**

Title: **CFO**

Vendor Name: **Nobox Marketing LLC**

Date: **3/12/19**

Supplier: Nobox Marketing**AGREEMENT EXCEPTION FORM**

The completed form(s) should be returned with the Vendor's submittal. If not provided with submittal, it shall be deemed an affirmation by the Vendor that it accepts the terms and conditions of the County's Agreement as disclosed in the solicitation.

The Vendor must either provide specific proposed alternative language on the form below. Additionally, a brief justification specifically addressing each provision to which an exception is taken should be provided.

- ☒ There are no exceptions to the terms and conditions of the County Agreement as referenced in the solicitation; or
- ☐ The following exceptions are disclosed below: (use additional forms as needed; separate each Article/ Section number)

| Term or Condition Article / Section | Insert version of exception or specific proposed alternative language | Provide brief justification for change |
|--|--|---|
| | | |
| | | |
| | | |
| | | |
| | | |

Vendor Name: Nobox Marketing LLC

Supplier: Nobox Marketing**RFP-RLI-RFQ LOCAL PREFERENCE AND TIE BREAKER CERTIFICATION FORM**

The completed and signed form should be returned with the Vendor's submittal to determine Local Preference eligibility, however it must be returned at time of solicitation submittal to qualify for the Tie Break criteria. If not provided with submittal, the Vendor must submit within three business days of County's request for evaluation of Local Preference. Proof of a local business tax should be submitted with this form. Failure to timely submit this form or local business tax receipt may render the business ineligible for application of the Local Preference or Tie Break Criteria.

In accordance with Section 21.31.d. of the Broward County Procurement Code, to qualify for the Tie Break Criteria, the undersigned Vendor hereby certifies that (check box if applicable):

- ☐ The Vendor is a local Vendor in Broward County and:
- has a valid Broward County local business tax receipt;
 - has been in existence for at least six-months prior to the solicitation opening;
 - at a business address physically located within Broward County;
 - in an area zoned for such business;
 - provides services from this location on a day-to-day basis, and
 - services provided from this location are a substantial component of the services offered in the Vendor's proposal.

In accordance with Local Preference, Section 1-74, et. seq., Broward County Code of Ordinances, a local business meeting the below requirements is eligible for Local Preference. To qualify for the Local Preference, the undersigned Vendor hereby certifies that (check box if applicable):

- ☐ The Vendor is a local Vendor in Broward and:
- has a valid Broward County local business tax receipt issued at least one year prior to solicitation opening;
 - has been in existence for at least one-year prior to the solicitation opening;
 - provides services on a day-to-day basis, at a business address physically located within the Broward County limits in an area zoned for such business; and
 - the services provided from this location are a substantial component of the services offered in the Vendor's proposal.

Local Business Address:

Vendor does not qualify for Tie Break Criteria or Local Preference, in accordance with the above requirements. The undersigned Vendor hereby certifies that (check box if applicable): The Vendor is not a local Vendor in Broward County.

| | | | |
|--------------------------------------|--------------|--------------------------------|----------------|
| Sergio Montes | CFO | Nobox Marketing LLC | 3/12/19 |
| AUTHORIZED SIGNATURE/NAME | TITLE | COMPANY | DATE |

Supplier: Nobox Marketing

RFP-RFQ-RLI LOCATION ATTESTATION FORM (EVALUATION CRITERIA)

The completed and signed form and supporting information (if applicable, for Joint Ventures) should be returned with the Vendor's submittal. If not provided with submittal, the Vendor must submit within three business days of County's request. Failure to timely submit this form and supporting information may affect the Vendor's evaluation. Provided information is subject to verification by the County.

A Vendor's principal place of business location (also known as the nerve center) within Broward County is considered in accordance with Evaluation Criteria. The County's definition of a principal place of business is:

1. As defined by the Broward County Local Preference Ordinance, "Principal place of business means the nerve center or center of overall direction, control and coordination of the activities of the bidder [Vendor]. If the bidder has only one (1) business location, such business location shall be considered its principal place of business."
2. A principal place of business refers to the place where a corporation's officers direct, control, and coordinate the corporation's day-to-day activities. It is the corporation's 'nerve center' and in practice it should normally be the place where the corporation maintains its headquarters; provided that the headquarters is the actual center of direction, control, and coordination, i.e., the 'nerve center', and not simply an office where the corporation holds its board meetings (for example, attended by directors and officers who have traveled there for the occasion).

The Vendor's principal place of business in Broward County shall be the Vendor's "Principal Address" as indicated with the Florida Department of State Division of Corporations, for at least six months prior to the solicitation's due date.

Check one of the following:

- ☐ The Vendor certifies that it has a principal place of business location (also known as the nerve center) within Broward County, as documented in Florida Department of State Division of Corporations (Sunbiz), and attests to the following statements:

1. Vendor's address listed in its submittal is its principal place of business as defined by Broward County;
2. Vendor's "Principal Address" listed with the Florida Department of State Division of Corporations is the same as the address listed in its submittal and the address was listed for at least six months prior to the solicitation's opening date. A copy of Florida Department of State Division of Corporations (Sunbiz) is attached as verification.
3. Vendor must be located at the listed "nerve center" address ("Principal Address") for at least six (6) months prior to the solicitation's opening date;
4. Vendor has not merged with another firm within the last six months that is not headquartered in Broward County and is not a wholly owned subsidiary or a holding company of another firm that is not headquartered in Broward County;
5. If awarded a contract, it is the intent of the Vendor to remain at the referenced address for the duration of the contract term, including any renewals, extensions or any approved

interim contracts for the services provided under this contract; and

6. The Vendor understands that if after contract award, the County learns that the attestation was erroneous, and upon investigation determines that the error was willful or intentional on the part of the Vendor, the County may, on that basis exercise any contractual right to terminate the contract. Further any misleading, inaccurate, false information or documentation submitted by any party affiliated with this procurement may lead to suspension and/or debarment from doing business with Broward County as outlined in the Procurement Code, Section 21.119.

If the Vendor is submitting a response as a Joint Venture, the following information is required to be submitted:

- a. Name of the Joint Venture Partnership
- b. Percentage of Equity for all Joint Venture Partners
- c. A copy of the executed Agreement(s) between the Joint Venture Partners

- ☒ Vendor does not have a principal place of business location (also known as the nerve center) within Broward County.

Vendor Information:

Vendor Name: **Nobox**

Vendor's address listed in its submittal is:

3390 Mary Street, Suite 310, Coconut Grove, Miami, FL, 33133.

The signature below must be by an individual authorized to bind the Vendor. The signature below is an attestation that all information listed above and provided to Broward County is true and accurate.

| | | | |
|------------------------------|------------|--------------------------------|------------------|
| Sergio Montes | CFO | Nobox Marketing LLC | 3/04/2019 |
| Authorized Signature/Name | Title | Vendor Name | Date |

Supplier: **Nobox Marketing**

SUBCONTRACTORS/SUBCONSULTANTS/SUPPLIERS REQUIREMENT FORM
Request for Proposals, Request for Qualifications, or Request for Letters of Interest

The following forms and supporting information (if applicable) should be returned with Vendor's submittal. If not provided with submittal, the Vendor must submit within three business days of County's request. Failure to timely submit may affect Vendor's evaluation.

- A. The Vendor shall submit a listing of all subcontractors, subconsultants and major material suppliers (firms), if any, and the portion of the contract they will perform. A major material supplier is considered any firm that provides construction material for construction contracts, or commodities for service contracts in excess of \$50,000, to the Vendor.
- B. If participation goals apply to the contract, only non-certified firms shall be identified on the form. A non-certified firm is a firm that is not listed as a firm for attainment of participation goals (ex. County Business Enterprise or Disadvantaged Business Enterprise), if applicable to the solicitation.
- C. This list shall be kept up-to-date for the duration of the contract. If subcontractors, subconsultants or suppliers are stated, this does not relieve the Vendor from the prime responsibility of full and complete satisfactory performance under any awarded contract.
- D. After completion of the contract/final payment, the Vendor shall certify the final list of non-certified subcontractors, subconsultants, and suppliers that performed or provided services to the County for the referenced contract.
- E. The Vendor has confirmed that none of the recommended subcontractors, subconsultants, or suppliers' principal(s), officer(s), affiliate(s) or any other related companies have been debarred from doing business with Broward County or any other governmental agency.

If none, state "none" on this form. Use additional sheets as needed. Vendor should scan and upload any additional form(s) in BidSync.

1. Subcontracted Firm's Name: **NONE**

Subcontracted Firm's Address:

Subcontracted Firm's Telephone Number:

Contact Person's Name and Position:

Contact Person's E-Mail Address:

Estimated Subcontract/Supplies Contract Amount:

Type of Work/Supplies Provided:

2. Subcontracted Firm's Name:

Subcontracted Firm's Address:

Subcontracted Firm's Telephone Number:

Contact Person's Name and Position:

Contact Person's E-Mail Address:

Supplier: Nobox Marketing**VOLUME OF PREVIOUS WORK ATTESTATION FORM**

The completed and signed form should be returned with the Vendor's submittal. If not provided with submittal, the Vendor must submit within three business days of County's request. Failure to provide timely may affect the Vendor's evaluation. This completed form must be included with the Vendor's submittal at the time of the opening deadline to be considered for a Tie Breaker criterion (if applicable).

The calculation for Volume of Previous Work is all amounts paid to the prime Vendor by Broward County Board of County Commissioners at the time of the solicitation opening date within a five-year timeframe. The calculation of Volume of Previous Work for a prime Vendor previously awarded a contract as a member of a Joint Venture firm is based on the actual equity ownership of the Joint Venture firm.

In accordance with Section 21.31.d. of the Broward County Procurement Code, the Vendor with the lowest dollar volume of work previously paid by the County over a five-year period from the date of the submittal opening will receive the Tie Breaker.

Vendor must list all projects it received payment from Broward County Board of County Commissioners during the past five years. If the Vendor is submitting as a joint venture, the information provided should encompass the joint venture and each of the entities forming the joint venture. The Vendor attests to the following:

| Item No. | Project Title | Solicitation/ Contract Number: | Department or Division | Date Awarded | Paid to Date Dollar Amount |
|-------------|---------------|-----------------------------------|------------------------|--------------|----------------------------|
| 1 | | | | | |
| 2 | | | | | |
| 3 | | | | | |
| 4 | | | | | |
| 5 | | | | | |
| Grand Total | | | | | 0 |

Has the Vendor been a member/partner of a Joint Venture firm that was awarded a contract by the County? Yes ☐ No ☒

If Yes, Vendor must submit a **Joint Vendor Volume of Work Attestation Form**.

Vendor Name: Nobox Marketing LLC

Sergio Montes
Authorized Signature/ Name

CFO
Title

3/10/18
Date

VOLUME OF PREVIOUS WORK ATTESTATION JOINT VENTURE FORM

If applicable, this form and additional required documentation should be submitted with the Vendor's submittal. If not provided with submittal, the Vendor must submit within three business days of County's request. Failure to timely submit this form and supporting documentation may affect the Vendor's evaluation.

The calculation of Volume of Previous Work for a prime Vendor previously awarded a contract as a member of a Joint Venture firm is based on the actual equity ownership of the Joint Venture firm. Volume of Previous Work is not based on the total payments to the Joint Venture firm.

Vendor must list all projects it received payment from Broward County Board of County Commissioners during the past five years as a member of a Joint Venture. The Vendor attests to the following:

| Item No. | Project Title | Solicitation/ Contract Number: | Department or Division | Date Awarded | JV Equity % | Paid to Date Dollar Amount |
|-------------|---------------|-----------------------------------|------------------------|--------------|-------------|----------------------------|
| 1 | | | | | | |
| 2 | | | | | | |
| 3 | | | | | | |
| 4 | | | | | | |
| 5 | | | | | | |
| Grand Total | | | | | 0 | |

Vendor is required to submit an executed Joint Venture agreement(s) and any amendments for each project listed above. Each agreement must be executed prior to the opening date of this solicitation.

Vendor Name: Nobox Marketing LLC

Sergio Montes
Authorized Signature/ Name

CFO
Title

3/10/2018
Date

Supplier: Nobox Marketing

SCRUTINIZED COMPANIES LIST REQUIREMENT CERTIFICATION FORM

The completed and signed form(s) should be returned with the Vendor's submittal. If not provided with submittal, the Vendor must submit within three business days of County's request. Vendor may be deemed non responsive for failure to fully comply within stated timeframes.

Any company, principals, or owners on the Scrutinized Companies with Activities in Sudan List, the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, or the Scrutinized Companies that Boycott Israel List is prohibited from submitting a response to a solicitation for goods or services in an amount equal to or greater than \$1 million.

The Vendor, by virtue of the signature below, certifies that:

- a. The Vendor, owners, or principals are aware of the requirements of Sections 287.135, 215.473, and 215.4725 Florida Statutes, regarding Companies on the Scrutinized Companies with Activities in Sudan List, the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, or the Scrutinized Companies that Boycott Israel List; and
- b. The Vendor, owners, or principals, are eligible to participate in this solicitation and are not listed on either the Scrutinized Companies with Activities in Sudan List, the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, or the Scrutinized Companies that Boycott Israel List; and
- c. If awarded the Contract, the Vendor, owners, or principals will immediately notify the County in writing if any of its principals are placed on the Scrutinized Companies with Activities in Sudan List, the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, or the Scrutinized Companies that Boycott Israel List.

Sergio Montes
Authorized Signature/Name

CFO
Title

Nobox Marketing LLC
Vendor Name

3/12/19
Date

Supplier: Nobox Marketing

Security Requirements

A. General Security Requirements and Criminal Background Screening:

1. All contractor and sub-contractor personnel requiring unescorted access to Broward County facilities must obtain a County issued contractor identification badge (contractor ID badge); except as specifically stated herein.
2. The background screening requirements for obtaining a contractor ID badge will depend on the facility to which unescorted access is being requested. Contract Administrators or designees and contractors may contact Broward County Security at (954) 357-6000 or FMsecurity@broward.org for the required background screening requirements associated with access to specific facilities. Contract Administrators will communicate all current and appropriate requirements to the contractor and sub-contractor throughout the contract period.

B. General Facilities:

1. Contractor and sub-contractor personnel servicing and requiring unescorted access to General Facilities must have a County issued contractor ID badge (contractor ID badge) which will be the responsibility of the contractor to obtain. Depending upon the request, the badge may carry electronic access privileges. The badge must be visible and worn at all times together with the contractor's company/business contractor ID badge. Similar to employee security/ID badges, requests for contractor ID badges are initially approved by the requesting agency director or designee and then submitted to Facilities Management Division (FMD) Security for final approval.
2. The issuance of a contractor ID badge for unescorted access to General Facilities requires a "Level 1" FDLE background check, which can be conducted by the Florida Department of Law Enforcement (FDLE). This "Level 1" FDLE background check is the contractor's responsibility and should be included in the bid price. FDLE background checks can be done by the contractor by phone at (850) 410-8109 or online at <https://web.fdle.state.fl.us/search/app/default>.
3. Upon completion of the background check, the contractor must attach a copy of the results to the contractor's application for a contractor ID badge. The Project Manager or designee utilizing the service of the contractor will be the "Sponsor" and will either provide the contractor with a Contractor ID Badge Request Form or assist the contractor in completing an on-line application for the County issued contractor ID badge.
4. Requests for a contractor ID badge requiring an FDLE background check may require lengthy processing and review by the Broward Sheriff's Office (BSO). Contractors and subcontractors must therefore submit the request to Broward County Security at least two (2) weeks prior to the start of service by the contractor. When identification badges are ready, Broward County Security will contact the contractor to arrange pick up. Upon pick up, the applicant must present a valid Florida identification and must be accompanied by his or her supervisor. Broward County Security will then supply contractor ID badge valid for the anticipated period within which the work will be performed. The validity period must be clearly stated on the Contractor ID Badge Request Form; however, the period of validity will not exceed one (1) year. Background checks will be required for renewal of contractor ID badge. At the termination of the contract and separation of employee services, the contractor is responsible for the collection and return of all contractor ID badge to the Project Manager and/or to Broward County Security.
5. Compliance with the County's security requirements is part of the overall contract performance evaluation. Final payment will, in part, be contingent on the return of all contractor ID badges issued to contractor personnel.
6. Broward County Security is located at Governmental Center East, 115 South Andrews Avenue Fort Lauderdale, FL 33301. Telephone (954) 357-6000.
7. All contractors must wear distinctive and neat appearing uniforms with vendor's company

name. Sub-contractor personnel must also have Broward County issued contractor IDs and meet the same security requirements and uniform standards as the primary contractor.

8. Contractors will not be allowed unescorted on the job site without proper County issued contractor ID badges.

C. Facilities Critical to Security and Public Safety:

Many Broward County government facilities will have areas designated as critical to security and public safety, pursuant to Broward County Ordinance 2003-08 Sections 26-121 and 26-122, as may be amended. The issuance of a contractor ID badge for unescorted access to facilities critical to security and public safety may entail a comprehensive statewide and national background check. Unescorted access to certain facilities occupied by the Broward Sheriff's Office (BSO) and the State Attorney's Office will require a national fingerprint-based records check per the Criminal Justice Information System (CJIS) policy.

A contractor employee found to have a criminal record consisting of felony conviction(s) shall be disqualified from access to the State Attorney's Offices and certain BSO facilities. A contractor employee with a record of misdemeanor offense(s) may be granted access if the System Security Officer (CSO), Terminal Access Coordinator (TAC), and FDLE determines that the nature of the offense(s) do not warrant disqualification. Applicants shall also be disqualified on the basis of confirmations that arrest warrants are outstanding for such applicants.

D. Contractor Work Crews:

Background investigations are generally not required for each member of a contractor work crew working on county premises and outside a building or structure. Examples are landscape crews and roofers. If it is necessary to enter the building or structure unescorted, these work crew members should obtain a contractor ID badge. If not, work crew members must be escorted at all times by the project manager, or designee, and must be under the direct supervision of a foreperson for the contractor. The foreperson must be aware of the crew members' whereabouts, has completed the appropriate background check for the location and type of work being undertaken, and has been issued and is displaying a contractor ID badge.

All members of a night cleaning crew must complete a background investigation appropriate to the requirements of the facility and so should all work crew members not escorted when working at a critical county facility.

Notwithstanding, the using agency is best positioned and suited to determine the safeguards and requirements that should be in place to manage the risks and consequences associated with the roles and activities of contractor, subcontractor, and work crews, when requesting a contractor ID badge. The agency is aware of the characteristics of the client population being served by the classes of persons, the need to safeguard high-value assets, and the requirement to comply with all statutory requirements governing background investigations.

E. Other Vendors:

Consultants, delivery personnel, and vending machine operators, without a County issued contractor badge, may obtain a Visitor pass and should be escorted by County personnel when accessing and working in designated non-public and employee work areas at both general facilities and facilities critical to security and public safety.

F. Port Everglades Locations:

1. The Port Everglades Department requires persons to present, at port entry, a valid driver's license, and valid reason for wishing to be granted port access in order to obtain a temporary/visitor ID badge. For persons who will visit the Port more than 15 times in a 90 day period, a permanent identification badge must be obtained and paid for by the contractor for all employees, subcontractors, agents and servants visiting or working on the port project. A restricted access badge application process will include fingerprints and a comprehensive background check. Badges must be renewed annually and the

fees paid pursuant to Broward County Administrative Code, Section 42.6. For further information, please call 954-765-4225.

2. All vehicles that are used regularly on the dock apron must have a Dockside Parking Permit. Only a limited number of permits will be issued per business entity. The fee is \$100.00 per permit/vehicle. Individuals requesting a permit must possess a valid Port-issued Restricted Access Area badge with a "Dock" destination. Requests for Dockside Parking Permits must be submitted in writing, on company letterhead, to the ID Badge Office. Applicants must demonstrate a need for access to the dock apron. Requests shall be investigated, and approved, if appropriate justification is provided. Supporting documentation must be supplied, if requested. Dock permits are not transferable and must be affixed to the lower left corner of the permitted vehicle's windshield. Should the permit holder wish to transfer the permit to another vehicle during the term of issuance, the permit will be removed and exchanged at no charge for a new permit. Only one business entity representative will be permitted on the dock at a time at the vessel location.
3. The Federal Government has instituted requirements for a Transportation Worker Identification Credential (TWIC) for all personnel requiring unescorted access to designated secure areas within Port Everglades. The contractor will be responsible for complying with the applicable TWIC requirements. For further information, please call 1-855-347-8371, or go on line to <https://www.tsa.gov/for-industry/twic>.

G. Airport Security Program and Aviation Regulations:

1. Consultant/contractor agrees to observe all security requirements and other requirements of the Federal Aviation Regulations applicable to Consultant/contractor, including without limitation, all regulations of the United States Department of Transportation, the Federal Aviation Administration and the Transportation Security Administration, and the Consultant/contractor agrees to comply with the County's Airport Security Program and the Air Operations area (AOA) Vehicle Access Program, and amendments thereto, and to comply with such other rules and regulations as may be reasonably prescribed by the County, and to take such steps as may be necessary or directed by the County to insure that sub lessees, employees, invitees and guests observe these requirements. If required by the Aviation Department, Consultant/contractor shall conduct background checks of its employees in accordance with applicable Federal regulations.
2. If as a result of the acts or omissions of Consultant/contractor, its sub lessees, employees, invitees or guests, the County incurs any fines and/or penalties imposed by any governmental agency, including without limitation, the United States Department of Transportation, the Federal Aviation Administration or the Transportation Security Administration, or any expense in enforcing any federal regulations, including without limitation, airport security regulations, or the rules or regulations of the County, and/or any expense in enforcing the County's Airport Security Program, then consultant/contractor agrees to pay and/or reimburse the County all such costs and expenses, including all costs of administrative proceedings, court costs, and attorneys' fees and all costs incurred by County in enforcing this provision. Consultant/contractor further agrees to rectify any security deficiency or other deficiency as may be determined as such by the County or the United States Department of Transportation, Federal Aviation Administration, the Transportation Security Administration, or any other federal agency. In the event consultant/contractor fails to remedy any such deficiency, the County may do so at the cost and expense of consultant/contractor. The County reserves the right to take whatever action is necessary to rectify any security deficiency or other deficiency.
3. Operation of Vehicles on the AOA: Before the consultant/contractor shall permit any employee of consultant/contractor or any sub consultant/subcontractor to operate a motor vehicle of any kind or type on the AOA (and unless escorted by an Aviation Department approved escort), the consultant/contractor shall ensure that all such vehicle operators possess current, valid, and appropriate Florida driver's licenses. In addition, any motor vehicles and equipment of consultant/contractor or of any sub consultant/subcontractor operating on the AOA must have an appropriate vehicle identification permit issued by the Aviation Department, which identification must be

displayed as required by the Aviation Department.

4. Consent to Search/Inspection: The consultant/contractor agrees that its vehicles, cargo, goods, and other personal property are subject to being inspected and searched when attempting to enter or leave and while on the AOA. The consultant/contractor further agrees on behalf of itself and its sub consultant /subcontractors that it shall not authorize any employee or other person to enter the AOA unless and until such employee other person has executed a written consent-to-search/inspection form acceptable to the Aviation Department. Consultant/contractor acknowledges and understands that the forgoing requirements are for the protection of users of the Airport and are intended to reduce incidents of cargo tampering, aircraft sabotage, thefts and other unlawful activities at the Airport. For this reason, consultant/contractor agrees that persons not executing such consent-to-search/inspection form shall not be employed by the consultant/contractor or by any sub consultant/contractor at the Airport in any position requiring access to the AOA or allowed entry to the AOA by the consultant/contractor or by any sub consultant/contractors.
5. The provisions hereof shall survive the expiration or any other termination of this contract.

H. Water and Wastewater Services (WWS):

1. Contractors/Consultants may receive a WWS ID Badge and/or Access Card and/or Keys while working at WWS facility work sites. These items provide modified access to certain areas and systems otherwise restricted to non-WWS employees and can only be obtained from the WWS Security Manager. These items may be rescinded at the discretion of the WWS Security Officer. The WWS ID Badge, Access Card and/or Keys remain the property of Broward County and must be returned to your WWS contact person at the end of the contract/project.
2. All contractors will complete and sign the WWS Contractor/Consultant Security Memorandum and provide a copy of their Driver's License to be recorded on Schlage Card Access System Profile.
3. A lost or stolen ID Badge and/or Access Card and/or Keys must be reported to the Security Manager immediately.
4. WWS may terminate access to any contractor who acts inappropriately while on County property and has the right to contact BSO if necessary to have the contractor removed and/or file charges against them.

I. Additional Security Requirements for Parks and Recreation:

1. Contractor expressly understands and agrees that a duty is hereby created under this Contract that requires contractor to provide ongoing disclosure throughout the term of this Contract as provided for herein relative to the criminal background screening required by this Section.
2. Contractor shall perform criminal background screening as identified in Item 3 below on its officers, employees, agents, independent contractors and volunteers who will be working under this contract in any County park ("collectively referred to as "County Park Property"). Further, if contractor is permitted to utilize subcontractors under this contract, contractor shall perform or ensure that the background screening as required in Item 3 below is conducted on any permitted subcontractor, which term includes the subcontractor's officers, employees, agents, independent contractors and volunteers who will be working under this contract on County Park property.
3. Contractor shall not permit any person who is listed as a sexual predator or sexual offender on the Florida Department of Law Enforcement, Sexual Offenders and Predators Website or the United States Department of Justice, National Sex Offender Public Website, to provide any services for contractor on County Park Property. All persons subject to the criminal background screening under this contract shall be rescreened annually based on the date of initial screening.
4. Contractor shall maintain copies of the results of the criminal background screening required by this Section for the term of this contract and promptly forward copies of same to County, upon its request.
5. Contractor shall be required to furnish to County's Parks and Recreation Project Manager, on a monthly basis, an Affidavit affirming the persons listed in the Affidavit have been background screened as required in Item 3 above and have been deemed eligible by

- contractor to work on County Park property. Contractor's monthly Affidavit shall update information from the previous Affidavit by reconfirming the status of persons who have previously been deemed eligible as provided for above and updating the list, when applicable, to specifically identify new persons providing services for contractor under this Contract who have been background screened as required in Item 3 above and deemed eligible to work on County Park Property. The Contract Administrator may, in his or her discretion, permit contractor to furnish the monthly Affidavit in an electronic format.
6. In the event contractor obtains, or is provided, supplemental criminal background information, including police reports and arrest information, which potentially disqualifies a person previously deemed eligible by contractor to provide services under this contract, contractor shall take immediate action to review the matter; however, during such review time and until a determination of eligibility is made by contractor based on the requirements of this Section, contractor shall immediately cease allowing the person to work on County Park Property. Additionally, contractor shall be required to inform any person background screened pursuant to this Section who is providing services under this contract, to notify contractor within forty-eight (48) hours of any arrest related to sexual misconduct which has occurred after the person was deemed eligible to work on County Park Property.
 7. Contractor shall, by written contract, require its permitted subcontractors to agree to the requirements and obligations of this Section.
 8. County may terminate this contract immediately for cause, with Notice provided to contractor, for a violation related to contractor's failure to perform the required background screening on its officers, employees, agents, independent contractors and volunteers who will be working under this Agreement on County Park Property. County may also terminate this contract immediately for cause, with Notice provided to contractor, if County determines contractor failed to ensure that its permitted subcontractors, as defined in Item 2 above, have been background screened as required in this section prior to performing any services under this Agreement on County Park Property. Contractor will not be subject to immediate termination in the event County determines a violation of this Section was outside the reasonable control of contractor and contractor has demonstrated to County compliance with the requirements of this Section.
 9. County may terminate this contract for cause if contractor fails to provide the monthly Affidavit to County as provided for under Item 5 above, and contractor does not cure said breach within five (5) days of Notice provided to contractor.