

**Bid Tabulation Packet  
for  
Solicitation GEN2116476P1**

**Advertising Agency Services**

**Bid Designation: Public**



**Broward County Board of County Commissioners**

**Bid #GEN2116476P1 - Advertising Agency Services**Creation 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**

<b>GEN2116476P1--01-01 Flat Fee Services - Year 1</b>					
<b>Supplier</b>	<b>Unit Price</b>	<b>Qty/Unit</b>	<b>Total Price</b>	<b>Attch.</b>	<b>Docs</b>
Zimmerman Agency [Ad]	First Offer - \$74,689.00	12 / month	\$896,268.00	Y	Y
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b> Unit price is monthly fee			
Cactus Marketing Communications	First Offer - \$80,000.00	12 / month	\$960,000.00	Y	Y
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b> 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
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> GEN2116476P1--01-01 <b>Supplier Notes:</b> 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
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b>			
&Barr	First Offer - \$99,500.00	12 / month	\$1,194,000.00	Y	Y
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b>			
PPK	First Offer - \$103,335.00	12 / month	\$1,240,020.00	Y	Y
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b>			
Aqua [Ad]	First Offer - \$123,916.00	12 / month	\$1,486,992.00	Y	Y
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b>			
Starmark	First Offer - \$147,940.00	12 / month	\$1,775,280.00	Y	Y
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b> 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
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b> Please see Fuseideas' uploaded response document for Pricing Support detail.			

Relebrand	First Offer - \$200,000.00	12 / month	\$2,400,000.00	Y	Y
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b>			
Pace Communications Group, Inc.	First Offer - \$231,450.00	12 / month	\$2,777,400.00	Y	Y
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b> 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
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b> 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
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b>			
BVK	First Offer - \$291,666.66	12 / month	\$3,499,999.92	Y	Y
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b>			
Paradise Advertising	First Offer - \$291,666.66	12 / month	\$3,499,999.92	Y	Y
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b>			
Lightship Studios	First Offer - \$660,475.00	12 / month	\$7,925,700.00	Y	Y
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b>			


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
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b> Total Annual Hours: 6,022 Total Monthly Hours: 502			
Zimmerman Agency [Ad]	First Offer - \$74,689.00	12 / month	\$896,268.00		Y
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b> Unit price is monthly fee			


MMGY Global	First Offer - \$75,712.00	12 / month	\$908,544.00	Y	Y
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> GEN2116476P1--01-02 <b>Supplier Notes:</b> 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
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b>			
&Barr	First Offer - \$102,485.00	12 / month	\$1,229,820.00		Y
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b>			
Aqua [Ad]	First Offer - \$102,850.00	12 / month	\$1,234,200.00	Y	Y
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b>			
PPK	First Offer - \$106,435.00	12 / month	\$1,277,220.00		Y
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b>			
Starmark	First Offer - \$147,940.00	12 / month	\$1,775,280.00	Y	Y
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b> See PDF for Evaluation Criteria See Excel Sheet for Pricing Support			
Fuseideas	First Offer - \$161,667.00	12 / month	\$1,940,004.00		Y
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b>			
Relebrand	First Offer - \$170,000.00	12 / month	\$2,040,000.00	Y	Y
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b>			
Pace Communications Group, Inc.	First Offer - \$231,450.00	12 / month	\$2,777,400.00		Y
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b>			
ModOp	First Offer - \$263,440.00	12 / month	\$3,161,280.00		Y
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b> 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
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b>			
BVK	First Offer - \$291,666.66	12 / month	\$3,499,999.92		Y
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b>			
Paradise Advertising	First Offer - \$291,666.66	12 / month	\$3,499,999.92	Y	Y
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b>			
Lightship Studios	First Offer - \$644,758.00	12 / month	\$7,737,096.00		Y
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b>			
GEN2116476P1--01-03 Flat Fee Services - Year 3					
Supplier	Unit Price	Qty/Unit	Total Price	Attch.	Docs


Cactus Marketing Communications	First Offer - \$70,000.00	12 / month	\$840,000.00		Y
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b> Total Annual Hours: 6,022 Total Monthly Hours: 502			
Zimmerman Agency [Ad]	First Offer - \$74,689.00	12 / month	\$896,268.00		Y
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b> Unit price is monthly fee			
MMGY Global	First Offer - \$75,712.00	12 / month	\$908,544.00	Y	Y
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> GEN2116476P1--01-03 <b>Supplier Notes:</b> 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
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b>			
Aqua [Ad]	First Offer - \$102,850.00	12 / month	\$1,234,200.00	Y	Y
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b>			
&Barr	First Offer - \$105,560.00	12 / month	\$1,266,720.00		Y
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b>			
PPK	First Offer - \$109,628.00	12 / month	\$1,315,536.00		Y
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b>			
Starmark	First Offer - \$147,940.00	12 / month	\$1,775,280.00	Y	Y
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b> See PDF for Evaluation Criteria See Excel Sheet for Pricing Support			
Fuseideas	First Offer - \$161,666.00	12 / month	\$1,939,992.00		Y
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b>			
Relebrand	First Offer - \$170,000.00	12 / month	\$2,040,000.00	Y	Y
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b>			
Pace Communications Group, Inc.	First Offer - \$231,450.00	12 / month	\$2,777,400.00		Y
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b>			
ModOp	First Offer - \$262,440.00	12 / month	\$3,149,280.00		Y
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b> 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
<b>Product Code:</b> <b>Agency Notes:</b>		<b>Supplier Product Code:</b> <b>Supplier Notes:</b>			

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






**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: Thank you, please enjoy!	Head Attch: 

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: 

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: 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!	Head Attch: 

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

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

Qualifications SB		
<b>Agency Notes:</b>	<b>Supplier Notes:</b>	<b>Head Attch:</b> 
f Relebrand \$6,480,000.00 (3/3 items)		
Bid Contact <b>Roberto S Schaps</b> <b>roberto@relebrand.com</b> <b>Ph 305-476-3536</b>	Address <b>800 Douglas Road</b> <b>La Puerta del Sol, Suite 230</b> <b>Coral Gables, FL 33134</b>	
<b>Agency Notes:</b>	<b>Supplier Notes:</b>	<b>Head Attch:</b> 
f Pace Communications Group, Inc. \$8,332,200.00 (3/3 items)		
Bid Contact <b>Julie Bricker</b> <b>julie@paceadv.com</b> <b>Ph 561-931-2639</b>	Address <b>7301 North Federal Highway</b> <b>Studio B</b> <b>Boca Raton, FL 33487</b>	
Bid Notes <b>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.</b>		
<b>Agency Notes:</b>	<b>Supplier Notes:</b> 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.	<b>Head Attch:</b> 
f ModOp \$9,480,336.00 (3/3 items)		
Bid Contact <b>Nicole Taic</b> <b>nicole.taic@modop.com</b> <b>Ph 786-615-6720</b>	Address <b>444 Brickell Ave Suite 900</b> <b>Miami, FL 33131</b>	
Bid Notes <b>Please note: Under the Year 1 field, we attached our response that will cover all three years.</b>		
<b>Agency Notes:</b>	<b>Supplier Notes:</b> Please note: Under the Year 1 field, we attached our response that will cover all three years.	<b>Head Attch:</b> 
f Nobox Marketing \$9,655,092.00 (3/3 items)		
Bid Contact <b>Santiago Mas</b> <b>santiagomas@nobox.com</b> <b>Ph 786-427-5900</b>	Address <b>3390 Mary Street</b> <b>MIAMI, FL 33129</b>	
Bid Notes <b>Hello GFLCVB team,</b> <b>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.</b> <b>After we got a positive response in the Q&amp;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"</b> <b>As requested in the Q&amp;A section, we uploaded the Local Presence Form as one of the check boxes didn't exist in the digital form (BidSync).</b> <b>Looking forward to receiving your comments and next steps. Feel free to reach out with any questions or additional request.</b> <b>Warm Regards and Miles of Blessings,</b> <b>The Nobox Team.</b>		
<b>Agency Notes:</b>	<b>Supplier Notes:</b> Hello GFLCVB team, Thank you for the opportunity to participate in this first	<b>Head Attch:</b> 

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

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**Relebrand**

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**

Item #	Line Item	Notes	Unit Price					
GEN2116476P1--01-01	Flat Fee Services - Year 1	<b>Supplier Product Code:</b>	<b>First Offer -</b> \$200,000.00	12 / month	<b>\$2,400,000.00</b>	Y	Y	
GEN2116476P1--01-02	Flat Fee Services - Year 2	<b>Supplier Product Code:</b>	<b>First Offer -</b> \$170,000.00	12 / month	<b>\$2,040,000.00</b>	Y	Y	
GEN2116476P1--01-03	Flat Fee Services - Year 3	<b>Supplier Product Code:</b>	<b>First Offer -</b> \$170,000.00	12 / month	<b>\$2,040,000.00</b>	Y	Y	
					Supplier Total	<b>\$6,480,000.00</b>		

**Relebrand**Item: **Flat Fee Services - Year 1****Attachments**

Relebrand - State of Florida Registration - GEN2116476P1.pdf

Relebrand - Financials Cover Letter - GEN2116476P1.pdf

Relebrand - LP Media - CBE Letter Of Intent\_Signed - GEN2116476P1.pdf

Relebrand - RFP-RLI-RFQ LOCAL PREFERENCE AND TIE BREAKER CERTIFICATION FORM - GEN2116476P1.pdf

Relebrand - Insurance Certificate - GEN2116476P1.pdf

Relebrand - Barry University - Vendor Reference Verification Form - GEN2116476P1.pdf

Relebrand - GMCVB - Vendor Reference Verification Form - GEN2116476P1.pdf

Relebrand - Meet Puerto Rico -Vendor Reference Verification Form - GEN2116476P1.pdf

Relebrand - New Smyrna Beach - Vendor Reference Verification Form - GEN2116476P1.pdf

Relebrand - Section 1 - Ability of Professional Personnel - GEN2116476P1.pdf

Relebrand - Section 2 - Project Approach - GEN2116476P1.pdf

Relebrand - Section 3 - Past Performance Evidence of Knowledge and Experience - GEN2116476P1.pdf

Relebrand - Section 4 - Workload of the Firm - GEN2116476P1.pdf

Relebrand - Section 5 - Location - GEN2116476P1.pdf

Relebrand - Section 6 - Price - GEN2116476P1.pdf

Relebrand - Section 7 - Pricing Support - GEN2116476P1.pdf

# *State of Florida*

## *Department of State*

I certify from the records of this office that RELEVANT BRANDS, INC. is a corporation organized under the laws of the State of Florida, filed on September 12, 1989.

The document number of this corporation is L14912.

I further certify that said corporation has paid all fees due this office through December 31, 2019, that its most recent annual report/uniform business report was filed on February 8, 2019, and that its status is active.

I further certify that said corporation has not filed Articles of Dissolution.

*Given under my hand and the  
Great Seal of the State of Florida  
at Tallahassee, the Capital, this  
the Eighth day of February, 2019*



*Randy Rye*  
Secretary of State

Tracking Number: 8535418210CC

To authenticate this certificate, visit the following site, enter this number, and then follow the instructions displayed.

<https://services.sunbiz.org/Filings/CertificateOfStatus/CertificateAuthentication>

# **APPLICATION FOR REGISTRATION OF FICTITIOUS NAME**

**REGISTRATION#** G18000122064

**Fictitious Name to be Registered:** RELEBRAND

**Mailing Address of Business:** 800 DOUGLAS ROAD  
LA PUERTA DEL SOL, SUITE 230  
CORAL GABLES, FL 33134

**Florida County of Principal Place of Business:** MIAMI-DADE

**FEI Number:** 65-0146010

**FILED**  
**Nov 14, 2018**  
**Secretary of State**

**Owner(s) of Fictitious Name:**

RELEVANT BRANDS, INC.  
800 DOUGLAS ROAD, LPDS, SUITE 230  
CORAL GABLES, FL 33134 US  
Florida Document Number: L14912  
FEI Number: 65-0146010

I the undersigned, being an owner in the above fictitious name, certify that the information indicated on this form is true and accurate. I further certify that the fictitious name to be registered has been advertised at least once in a newspaper as defined in Chapter 50, Florida Statutes, in the county where the principal place of business is located. I understand that the electronic signature below shall have the same legal effect as if made under oath and I am aware that false information submitted in a document to the Department of State constitutes a third degree felony as provided for in s. 817.155, Florida Statutes.

ROBERTO S. SCHAPS

11/14/2018

Electronic Signature(s)

Date

**Certificate of Status Requested (X)**

**Certified Copy Requested (X)**

# *State of Florida*

## *Department of State*

I certify from the records of this office that RELEBRAND is a Fictitious Name registered with the Department of State on November 14, 2018.

The Registration Number of this Fictitious Name is G18000122064.

I further certify that said Fictitious Name Registration is active.

I further certify that this office began filing Fictitious Name Registrations on January 1, 1991, pursuant to Section 865.09, Florida Statutes.

*Given under my hand and the Great Seal of  
Florida, at Tallahassee, the Capital, this the  
Fifteenth day of November, 2018*

*Ken DeJoy*

*Secretary of State*



# *State of Florida*

## *Department of State*

I certify that the attached is a true and correct copy of the Application For Registration of the Fictitious Name RELEBRAND, registered with the Department of State on November 14, 2018, as shown by the records of this office.

The Registration Number of this Fictitious Name is G18000122064.

*Given under my hand and the Great Seal of  
Florida, at Tallahassee, the Capital, this the  
Fifteenth day of November, 2018*

*Ken DeFries*

*Secretary of State*



800 Douglas Road  
La Puerta del Sol, Suite 230  
Coral Gables, FL 33134  
T +1 305.476.3500  
[relebrand.com](http://relebrand.com)

March 19, 2019

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

RE: Solicitation GEN2116476P1  
Advertising Agency Services

**CONFIDENTIAL MATERIALS**

The enclosed financial statements and tax return of Relevant Brands, Inc. DBA Relebrand are provided in accordance with Florida Statute 119, subsection 119.071 and should be considered Confidential Materials.

As requested in the Solicitation GEN2116476P1 we are providing the tax return for the year 2017 and the financial statements for the year 2018 because this tax return has not been completed by our accountants.

Please let us know if you have any questions.



Roberto S. Schaps

President & CEO

*relebrand*  
**MIAMI**



# 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.:** GEN2116476P1

**Project Title:** Advertising Agency Services

**Bidder/Offeror Name:** Relebrand

Address: 800 Douglas Road, La Puerta del Sol, Suite 230 City: Coral Gables State: FL Zip: 33134

Authorized Representative: Roberto S. Schaps Phone: 305-476-3536

**CBE Firm/Supplier Name:** LP Media

Address: 3107 Stirling Road, Suite 204 City: Ft. Lauderdale State: FL Zip: 33312

Authorized Representative: Frank Linero Phone: 954-926-5722

- 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 <sup>1</sup>	CBE Contract Amount <sup>2</sup>	CBE Percentage of Total Project Value
Motion Picture and Video Production	512110		%
			%
			%

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

#### CBE Firm/Supplier Authorized Representative

Signature: Frank Linero Digitally signed by Frank Linero  
Date: 2019.02.25 10:24:27 -05'00' Title: President Date: 02/25/2019

#### Bidder/Offeror Authorized Representative

Signature: Roberto S. Schaps Roberto S. Schaps  
2019.02.25 11:39:09 -05'00' Title: President Date: 02/25/2019

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

<sup>2</sup> 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**

**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.

Roberto S. Schaps

President

Relevant Brands Inc. DBA Relebrand

3/10/19

**AUTHORIZED  
SIGNATURE/NAME**

**TITLE**

**COMPANY**

**DATE**





## CERTIFICATE OF LIABILITY INSURANCE

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

**IMPORTANT:** If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

<b>PRODUCER</b> <b>Acrisure, LLC d/b/a InSource</b> <b>9500 South Dadeland Boulevard</b> <b>4th Floor</b> <b>Miami, FL 33156-2867</b>	<b>CONTACT NAME:</b> <b>PHONE (A/C, No, Ext): (305) 670-6111</b>		<b>FAX (A/C, No): (305) 670-9699</b>
	<b>E-MAIL ADDRESS: email@insource-inc.com</b>		
	<b>INSURER(S) AFFORDING COVERAGE</b>		<b>NAIC #</b>
	<b>INSURER A : Allied Property &amp; Casualty Ins</b>		<b>42579</b>
	<b>INSURER B : Transportation Insurance Co.</b>		<b>20494</b>
<b>INSURED</b> <b>Relevant Brands, Inc d/b/a Relebrand</b> <b>800 South Douglas Road</b> <b>La Puerta Del Sol, Suite 230</b> <b>Coral Gables, FL 33134</b>	<b>INSURER C : Continental Casualty Company</b>		<b>20443</b>
	<b>INSURER D :</b>		
	<b>INSURER E :</b>		
	<b>INSURER F :</b>		

## COVERAGES

## CERTIFICATE NUMBER:

## REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR  GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:			ACP 5965639820	08/10/2018	08/10/2019	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 300,000 MED EXP (Any one person) \$ 5,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMP/OP AGG \$ 2,000,000
A	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO OWNED AUTOS ONLY <input checked="" type="checkbox"/> HIRED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> NON-OWNED AUTOS ONLY			ACP 5965639820	08/10/2018	08/10/2019	COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$
A	<input checked="" type="checkbox"/> UMBRELLA LIAB <input checked="" type="checkbox"/> OCCUR <input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED <input type="checkbox"/> RETENTION \$			ACP 5965639820	08/10/2018	08/10/2019	EACH OCCURRENCE \$ 5,000,000 AGGREGATE \$ 5,000,000
B	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) <input type="checkbox"/> If yes, describe under DESCRIPTION OF OPERATIONS below		N/A	WC 2 88521171	01/01/2018	01/01/2019	PER STATUTE <input type="checkbox"/> OTH-ER <input type="checkbox"/> E.L. EACH ACCIDENT \$ 500,000 E.L. DISEASE - EA EMPLOYEE \$ 500,000 E.L. DISEASE - POLICY LIMIT \$ 500,000
C	Errors & Omissions			169896327	07/11/2018	07/11/2019	Per Claim 1,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)  
 Certificate Holder is included as Additonal insured with respect to the General Liability.

## CERTIFICATE HOLDER

## CANCELLATION

Broward County  
 115 South Andrews Avenue  
 Fort Lauderdale, FL 33301

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE



## Vendor Reference Verification Form

Broward County Solicitation No. and Title:

GEN2116476P1, Advertising Agency Services

Reference for: Relebrand

Organization/Firm Name providing reference:

Barry UniversityContact Name: Michel SilyTitle: AVP MarketingReference date: 02/26/2019Contact Email: msily@barry.eduContact Phone: (305) 216-5453Name of Referenced Project: Marketing Agency

Contract No.

Date Services Provided:

Project Amount:

07/03/2013 toVendor'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:**

Strategic planning, brand development, advertising campaign, marketing materials, production services, media planning/buying (traditional/digital/social), marketing counsel

**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)

What impresses me about Relebrand is that through the years they've always behaved as true partners becoming an extension of our marketing team and always driven to provide value and help us meet our goals and objectives. All the time making sure that our projects are on budget and on time. And when there are challenges, they're the first ones to be part of the solution to help us meet and solve the challenge.

\*\*\*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: Relebrand

Organization/Firm Name providing reference:

Greater Miami Convention & Visitor BureauContact Name: Rolando AedoTitle: COOReference date: 02/26/2019Contact Email: rolando@gmcbv.comContact Phone: (305) 539-3090Name of Referenced Project: Marketing Agency

Contract No.

Date Services Provided:

Project Amount:

10/01/1993 toVendor'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:**

Through the years they have provided, brand development, strategic planning, research, advertising campaigns, marketing materials, production services, media planning/buying (traditional/digital/social), co-op programs, promotions, crisis management, marketing counsel

**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)Relebrand continues to provide services since 1993.

\*\*\*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: Relebrand

Organization/Firm Name providing reference:

Meet Puerto Rico [former client, company no longer exists]Contact Name: Milton SegarraTitle: CEO, Visit MississippiReference date: 02/26/2019Contact Email: milton@gulfcoast.orgContact Phone: (228) 896-6699Name of Referenced Project: Marketing Agency

Contract No.

Date Services Provided:

Project Amount:

10/01/2013 to 09/30/2018Vendor'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:**Strategic planning, brand development, advertising campaign, marketing materials, production services, media planning/buying (traditional/digital), marketing counsel**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)I was President & CEO of Meet Puerto Rico until the first quarter of 2018. I'm currently CEO at Visit Mississippi Gulf Coast.

\*\*\*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: Relebrand

Organization/Firm Name providing reference:

New Smyrna Beach Area Visitor BureauContact Name: Debbie MeihsTitle: Executive DirectorReference date: 02/26/2019Contact Email: debbie@visitsbfla.comContact Phone: (386) 428-1600Name of Referenced Project: Marketing Agency

Contract No.

Date Services Provided:

Project Amount:

10/01/2016 toVendor'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:**Strategic planning, brand development, advertising campaign, marketing materials, production services, media planning/buying (traditional/digital), marketing counsel**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:

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: \_\_\_\_\_



## 1) Ability of Professional Personnel

Describe the qualifications and relevant experience of the Project Manager and all key staff that are intended to be assigned to this project. Include resumes for the Project Manager and all key staff described, including staffing to support media planning and buying. Include the qualifications and relevant experience of all subconsultants' key staff to be assigned to this project.

### Project Manager

At Relebrand we approach the Project Manager role very differently. First, we call the Project Manager or Account Manager, as it's sometimes called, as Marketing Manager. We feel that by using the word Marketing, in the definition of the role that we put emphasis on the marketing responsibility that the person should have when managing your business. We don't see our clients as mere accounts, we see them as business partners. And for that reason our managers are not just "paper pushers" or "order takers", they're expected to add value to your business.

Second, and probably more importantly, the Project Manager role is shared between a Marketing Manager, in your case a Marketing Director and our President. Yes, you can expect to have continuous contact with our Marketing Director on all aspects of the management of your business, but our President would not be far to provide his experience, guidance and marketing counsel. Making sure that we all provide value and move your business forward.

The Project Manager for this assignment will be Adriana Torres, one of our Marketing Directors who will be supported by a marketing coordinator and depending on the volume of activity a marketing manager.

#### Adriana Torres, Marketing Director

Adriana's resume starts with the words, "creative problem-solver and doer." and she's not kidding when she states that. Ever since she joined our team, Adriana has been putting her marketing passion and experience behind two of our tourism clients, New Smyrna Beach and Sunny Isles Beach. As well as supporting with the transition from Meet Puerto Rico to Discover Puerto Rico before they selected another agency. Her experience in tourism also includes Carnival Cruise Lines, Eastern Airlines, Silver Airways and the Hilton Aruba Caribbean Resort & Casino.

Thirsty for knowledge, Adriana got her bachelor's in Business Administration with emphasis in Marketing at the University of Sacred Heart in San Juan, PR before continuing to get her Masters in Global Marketing Communications & Advertising from Emerson College in Boston. But she didn't stop there, today she's got all kinds of digital certifications and has become a well-rounded integrated marketing professional who's always looking to lead clients towards positive growth.

But even Adriana needs to take a break, so you'll usually find her recharging her batteries under the sun while enjoying an interesting beer or better yet, a nice glass of bubbly rosé.



## Key Staff

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To deliver on the scope outlined in this RFP, Adriana will be joined by the following Relebrand team members along with other staff not listed here.

### Roberto S. Schaps, President & CEO

Born in El Salvador, Roberto grew up in Guatemala before attending Texas A&M University, where he received a BS in Civil Engineering. After going on to earn an MBA at the University of Miami, Roberto managed the Miami-based coffee roasting, distribution and processing plant for his family's Guatemalan coffee plantation. By overseeing the operational and administrative ends of a business where deadlines must be met without compromising quality (gee, just like advertising), Roberto refined his formidable management skills.

Attracted by the creativity, energy and just plain craziness inherent in advertising, he joined Relebrand in 1989. Once he took the plunge, he hasn't come up for air.

Roberto has guided Relebrand to become one of the leading travel and tourism brand marketing firms in the country, helping highly renowned global travel brands to build their business. He takes the greatest pride in being able to offer clients counsel on various business concerns as he shares his passion for travel.

Through his almost 30-year career, Roberto has worked with many destinations, including Kissimmee, Miami, New Smyrna Beach, Toronto, Alabama Gulf Shores, El Salvador, Gettysburg, PA, Guatemala, Mexico, Mississippi's Gulf Coast, Peru, Puerto Rico and Springfield, MO. To stay current in the travel industry trends, he regularly attends preeminent global travel industry shows, such as the Florida Governor's Conference on Tourism, IPW, WTM, FITUR, and IMEX, among others.

In his 'spare time, Roberto serves on the board of SAHF (Salvadoran American Humanitarian Foundation) and indulges in his favorite passions – the two W's – wine collecting and world travel.

### Antonio Marquez, Strategy Director (subconsultant through Expert Consulting)

Antonio has spent his career building successful brands through effective strategies and flawless execution of omni-channel marketing initiatives. His business savvy, cultural sensitivity and ability to lead cross-discipline, multi-market teams throughout the Americas has led to success for clients like ChevronTexaco, Dunkin' Donuts, United Airlines, Aeromexico, and the Greater Miami CVB. Antonio serves as Managing Director for Expert Consulting, establishing regional strategies, designing digital interaction platforms, and aligning business development teams across Latin America. In the past two decades, he has also served as Regional Accounts Director and Client Services Director at Young & Rubicam's LATAM headquarters; Group Accounts Director at Bromley Communications; and Senior Vice President of Strategic Communications for Accentmarketing.



Sara Saíz, Managing Director

Sara has been with our company for almost 30 years. In addition to general management and accounting duties, she supervises our production department. She coordinates the schedules and supervises the production process from the turnover of the project to the delivery. That's a lot of hats, or titles, but her favorite job title is "Abuela" to her adorable granddaughters, Aly and Ava.

Tom Langley, Sr. Art Director

Perhaps one of the most impressive things about Tom's creative ability is that he is as skilled with a paintbrush and canvas as he is with a mouse and a computer screen. We believe that this combination of old school artistry and modern technology is what gives Tom the ability to view our clients' creative challenges from a unique perspective. Tom has over 25 years of experience in travel & tourism marketing, including Paradise Island Tourism Development, Tourism Toronto, Meet Puerto Rico, New Smyrna Beach Area Visitors Bureau, and the Greater Miami Convention & Visitors Bureau. Tom is also a hardcore cyclist. He logs over 200 miles a week on his bike, which is more than he puts on his car.

Jose Perozo, Sr. Designer

Jose has more than 15 years of experience creating complete branding programs for PortMiami, the Greater Miami Convention & Visitors Bureau, Gettysburg Convention & Visitors Bureau, New Smyrna Beach Area Visitors Bureau, and Meet Puerto Rico, among others. And like Tom, he likes to spend his weekends on his mountain bike, or should we call it trail bike here in Miami-

The team will continue to be supported by the company's Founder and now Creative Advisor, Bruce Turkel.

Bruce Turkel, Creative Advisor

Born and raised on Miami Beach, Bruce studied design at the University of Florida and began his advertising career in New York. He returned to Miami in 1983 to open his own agency, which eventually became TURKEL Brands. His Seven Steps to Building Brand Value have guided countless clients and award-winning campaigns to greatness. Under Bruce's guidance, TURKEL Brands, now Relebrand, has created wildly effective campaigns for its clients, including Greater Miami Convention & Visitors Bureau, Kissimmee Convention & Visitors Bureau, Meet Puerto Rico and many other DMOs. Bruce is a professional speaker and branding expert now. He tours extensively, spellbinding audiences with his simple, yet powerful brand building techniques.



Media strategy, planning and buying services will be provide by our media strategic partner and subcontractor, Aikiu.

Hugo Olle, CEO & Founder, Aikiu

With 18 years of experience in marketing, Hugo is considered by his peers as a tech pioneer and lover of integration. His work has been recognized with more than 20 international accolades (EFFIES, Best Pack, AEMI, and FIP Awards, among others). Additionally, Hugo has successfully collaborated with leading companies within his area of expertise such as MC Marketing and Communications, Arena, Havas Media, and TheBlogTV (the largest crowdsourcing brand builder platform).

Pilar Cerda, COO & Founder, Aikiu

With 14 years of experience, Pilar is a pioneer of digital marketing and of the audience-driven intel model. She was a key element in the launch of Televisa's first digital platform, "esmas.com." Previously, she worked as deputy director of technological development for the office of the presidency of Mexico, spearheading several projects that included e-government initiatives.

Gina Gillin, Digital Strategy Manager, Aikiu

Since graduating with a BS in advertising from the Art Institute of Fort Lauderdale, Gina jumped feet first into the world of digital and technology. She's acquired great experience in integrated digital programs and become a skillful digital e-commerce and advertising professional with deep experience in social media marketing, SEO and SEM optimization, marketing research, and market segmentation. As a member of our team, Gina will be responsible for making sure that all digital campaigns are optimized to exceed results.

As you probably would suspect, Gina is an early adopter of tech so no wonder she knows this stuff. But she's an animal lover that always likes to get caught wearing the latest trends.

Alejandra Correal, Media Supervisor, Aikiu

Marketing and journalism are what Alejandra wanted to study and she graduated from the University of Nebraska. And eventually she settled in marketing and especially media as she worked with several media companies such as US Media Consulting where she honed her media skills implementing campaigns for clients that include Puerto Rico Tourism, Dominican Republic Tourism, Copa Airlines and Hilton. Currently she supports the Relebrand team with Greater Miami Convention & Visitors Bureau and New Smyrna Beach Area Convention Bureau.

In her spare time, Alejandra is an empowerment coach helping others with fitness, mindset and wellness. At least you'll know that someone won't be stressed on this opportunity.



We will receive Creative and Production support from our subconsultant and subcontractor, LP Media.

James Coates, Chief Creative Officer, LP Media

British James is a global, award-winning and driven Creative Leader who takes a mobile-first approach to drive engagement and connect with consumers on their brand journey.

James is truly a “world-class” thinker. Having lived and worked for top agencies in England, Israel and the Caribbean he finally settled down with his family in sunny Hollywood, Florida. James brings a strong multinational background to creative strategy as well as a vision for implementing unique campaigns. When not tied to his desk or skateboarding around his office, James can be found cursing underneath a classic car or whittling away in his wood shop. James is also an avid world traveler who uses the world’s canvas as his creative muse.

Frank Linero, LP Media

A native of Bogota, Colombia, Frank moved to New York City in 1973. He developed an affinity for technology and video production at an early age and found himself aggressively pursuing opportunities to work in NYC’s eclectic production scene. Frank learned the craft of traditional post production linear systems but was fortunate enough to adopt non-linear systems very early on in their history. In 1993 Frank brought his experience to South Florida where he quickly acclimated to the local market.

Having worked in everything from network news and independent documentaries, to broadcast entertainment programming, to TV commercial and corporate videos, Frank has been a “go-getter” when it comes to learning all aspects of the production industry.

Frank’s prolific and exceptionally diverse volume of work has led to numerous awards throughout his career including a national Edward R. Murrow, several regional Addys, Tellys and Emmys, as well as several corporate recognitions for groundbreaking videos.

Frank feels strongly about putting love into everything he does, and it shows in his work and in the strong relationships he nurtures with clients.

Scott Pringle, LP Media

Scott moved to New York City from Miami to follow his passion for post-production audio at the legendary Trackworks Recording in Midtown Manhattan. For the next 8 years he worked with national advertising agencies and won numerous awards for campaigns with Ford, HBO, Miller Beer, Campbell’s Soup and Alaska Airlines.



In 1990, he headed home and “took his talents to South Beach”, at Broadcast Video Inc., South Florida’s premiere post-production house. In the span of 13 years Scott helped the facility grow from one small analog room in North Miami to seven state-of-the-art, digital audio suites throughout South Florida.

Scott has worked on the sound design and mixing of hundreds of projects including two Super Bowls, two World Series, six independent films, ADR sessions for major motion pictures, as well as numerous award-winning spots for Crispin, Porter + Bogusky, Alma DDB, Arnold Worldwide, Cooper DDB, Zubi Advertising, Starmark and BPD Advertising.

Scott is known for his fierce loyalty to clients and for protecting their interests above all.



## 2) Project Approach

a. Describe the prime Vendor's approach to the project:

- i. Message platform
- ii. Channel strategy
- iii. Integration

We will build a marketing program that delivers on destination marketing's key objectives:

**Drive Demand** – develop innovative marketing programs that grow market share and maintain brand saliency

**Increase Yield** – create compelling brand stories that incentivize visitors to extend length of stay, increase spending and encourage repeat visitation

**Brand Engagement** – convert consumers to brand evangelists through robust social media influencer initiatives

**Industry Alignment** – create compelling value-added co-op programs that increase in-market partner investment and encourage thought leadership development

The message would be crafted to resonate with each defined target and be delivered in the appropriate channel to insure effectiveness and efficiency and follow this possible approach.

### Our Lifestyle & Mindset Marketing Approach

Develop an integrated strategy that leverages Greater Ft. Lauderdale visitor/prospect lifestyles and mindsets within our target DMAs. Speaking to consumers based on their point of view and outlook on life will enable us to align marketing initiatives with our target audience's values and key purchase drivers. This approach also enables greater message accuracy and relevance in reaching high-value market segments. In short, lifestyle marketing will define our core message, product offers and media channels for each customer segment.

\*We have included four examples of proprietary lifestyle profiles created for a cruise category client.

### Making Meaningful Connections

Concentrate marketing efforts on the highest-value lifestyle segments for Ft. Lauderdale. These segments will be selected based on key behavioral criteria including propensity to travel to Ft. Lauderdale during the spring and summer months, activity/experiential preferences and



spending potential. Connect broadcast, print, video and digital with social media initiatives to create meaningful, effective and sustainable marketing platforms for these prospects. Specific tactics include:

- Match vacationers to their ideal Ft. Lauderdale activities and accommodations based on lifestyle patterns and mindset
- Target the highest value segments at the ideal time in their vacation planning cycle
- Create compelling content and sense of community to inspire social media sharing
- Build personal connections through tailored messaging
- Increase travel value through powerful partnerships

### **Considerations**

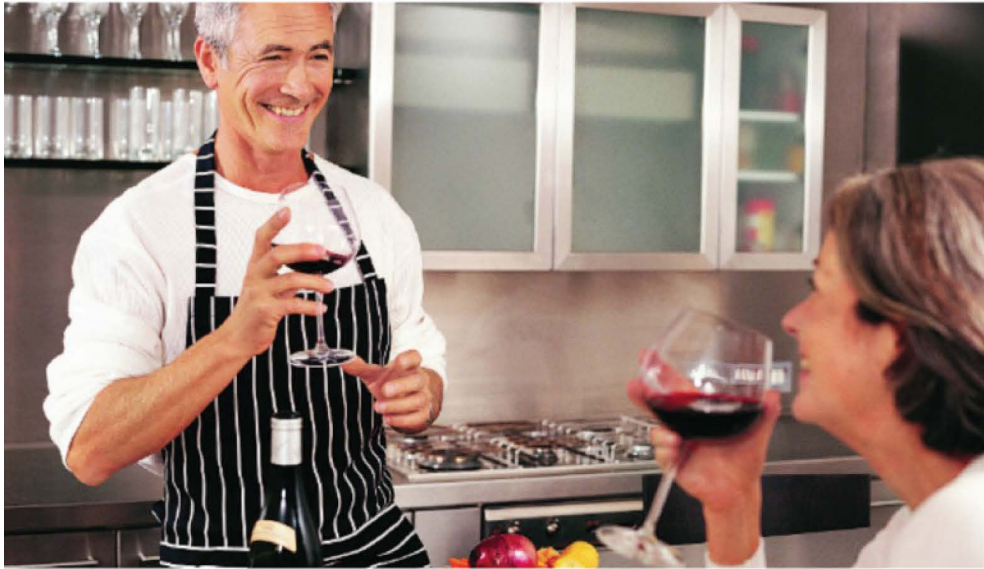
Potential to add a public relations or event component based on target audience profile.

### **Partnering & Co-op Opportunities**

Expand the base budget and enhance the campaign's effectiveness by partnering with consumer brands that reflect our visitors' values and/or VISIT FLORIDA travel partners.



## \*Lifestyle Profile Example



### BOOMERS

These prosperous Boomers consider themselves to be sophisticated, knowledgeable and people of good taste. With a passion for fine dining, music, wine and art, they favor destinations that offer a wide range of cultural explorations.

#### Snapshot:

Urbanicity: Suburban  
Income: Wealthy  
Income-Producing Assets: High  
Age Ranges: 45-64  
Presence of Kids: HH w/o Kids  
Homeownership: Homeowners  
Employment Levels:  
Management+  
Education Levels: Graduate+  
Ethnic Diversity: White

#### Prime Travel Times:

Year-Round Travelers

#### Ways to Reach Them:

Cultural Events  
Total Wine  
Trader Joe's  
Condé Nast Traveler  
Food & Wine Magazine  
New York Times  
CNN.com  
NPR  
American Express Gold & Platinum  
Golf Channel  
Saks Fifth Avenue  
Promotions with Mercedes-Benz



## \*Lifestyle Profile Example



### XERS

Family bonding is the driving force for these middle-class Xers. The children are the center of their world and nearly all activities and vacations are planned with quality time and memory-making in mind. Meaningful experiences and manageable costs are their key considerations for travel.

### Snapshot:

Urbanicity: Suburban  
Income: Upper-Mid  
Income-Producing Assets: Moderate  
Age Ranges: 35-44  
Presence of Kids: HH w/ Kids  
Homeownership: Mostly Owners  
Employment Levels: Professional  
Education Levels: College Graduate  
Ethnic Diversity: White, Black, Asian, Hispanic

### Prime Travel Times:

June - August

### Ways to Reach Them:

Facebook  
Pinterest  
Amazon  
Community Message Boards  
Parenting Magazine  
Disney Channel  
Local Network News (broadcast and on-line)  
Reality TV (Mom watches)  
Contemporary Hit Radio Stations  
Old Navy  
Team Sports (college and pro)  
Promotions with Volkswagen



## \*Lifestyle Profile Example



### MILLENNIALS

These groups of Gen Y friends socialize, work and vacation together. They are the first generation that does not define their cohorts based on ethnicity, sexual preference, and socio-economic background, but rather shared interests and values. Traveling is an opportunity to connect with companions and pursue (and post) new adventures.

#### Snapshot:

Urbanicity: Urban  
Income: Upper-Mid  
Income-Producing Assets: Moderate  
Age Ranges: Under 30  
Presence of Kids: HH w/o Kids  
Homeownership: Renters  
Employment Levels: White Collar, Service  
Education Levels: College Graduate  
Ethnic Diversity: White, Black, Asian, Hispanic

#### Ways to Reach Them:

Instagram  
BuzzFeed  
TMZ  
IKEA  
Microbreweries  
Etsy  
ESPN  
Pandora (satellite radio)  
Music Festivals  
Triathlons  
Promotions with KIA Soul

#### Prime Travel Times:

April - September



## \*Lifestyle Profile Example



### MULTI-GENERATIONAL

This growing group of Boomer grandparents are doting and dedicated to their descendants. They are champions of family reunion trips and often pick up the tab for everyone. They prefer to travel with the extended family and make vacation decisions based on the appeal of activities to all generations.

#### Snapshot:

Urbanicity: Suburban  
Income: Upper-Mid  
Income-Producing Assets: Varied  
Age Ranges: 60+  
Presence of Kids: HH w/o Kids  
Homeownership: Mostly Owners  
Employment Levels: Mostly Retired  
Education Levels: Some College  
Ethnic Diversity: White, Black, Hispanic

#### Prime Travel Times:

June - August

#### Ways to Reach Them:

OTAs  
Vacation Rental Sites  
AARP Promotions  
AAA Newsletters  
Travel Loyalty Programs  
Local Sunday Newspapers  
HGTV  
Lifetime Network  
Cable News Channels  
Tennis Events  
Macy's  
Costco  
Promotions with American Auto Brands



b. Include how the prime Vendor will use subconsultants in the project.

In today's world of rapidly changing technologies and media opportunities, it is nearly impossible for any single organization to stay state-of-the-art on all the different skillsets necessary to solve any progressive client's problems.

That's why we have created our Brand Steward Model. Relebrand serves as the lead agency, coordinating the different talents and abilities of best-of-breed companies while managing your needs in a fully transparent manner. This means that everything done on your behalf is always coordinated and consistent with your brand and your goals. Each agency takes the lead in their area of expertise while Relebrand acts as the brand steward, thus ensuring that the brand look and message are consistent across all channels of communication. Plus, we make sure that all efforts are efficiently meeting your marketing objectives.

To maintain efficiencies, we collaborate through our online agency management system (Mavenlink), which allows us the opportunity to work 'together' — even if we're not in the same office. Our system not only manages schedules and budgets, but also serves as a platform for briefings and approvals, creating a collaboration platform that can include our clients as well.

In this RFP we identified three different subconsultants. One for strategic planning, one for media strategy, planning and buying, and one for creative insight & support and video production.

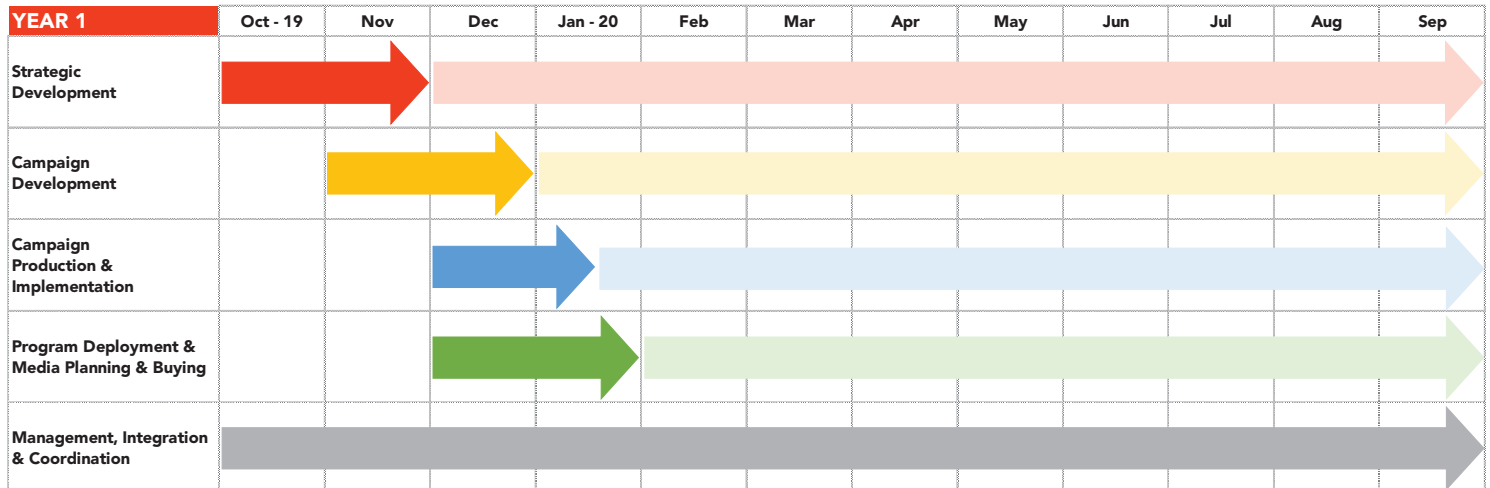
Antonio Marquez from Expert Consulting has been working with Relebrand for almost five years serving the role of Strategy Director. As he has done for our clients, Antonio will be responsible for evaluating all existing research, developing a marketing strategy, and overseeing the implementation of that strategy.

Aikiu is our strategic partner responsible for all media. As such they are responsible for supporting Relebrand in providing full planning and buying prowess for both traditional, digital and non-traditional media including the stewardship of all media plans and their analytics and metrics.

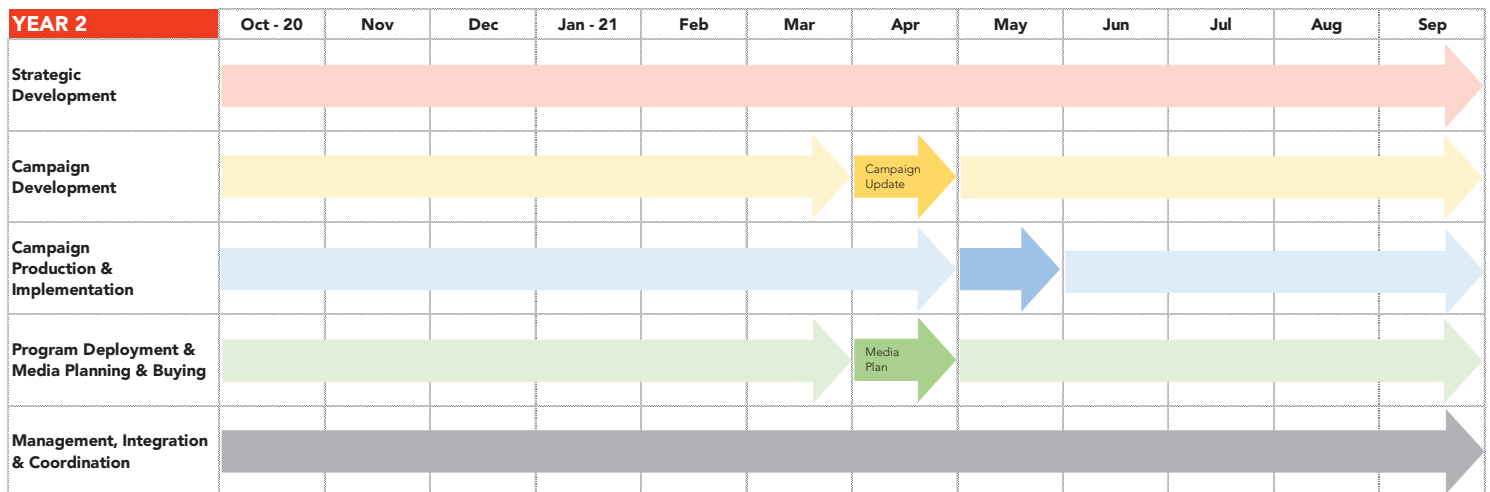
And the third subconsultant is LP Media who will bring to us historical perspective of the GFLCVB account as well as their exquisite experience in video production. We will also benefit from their travel and tourism experience and additional creative minds on the account.



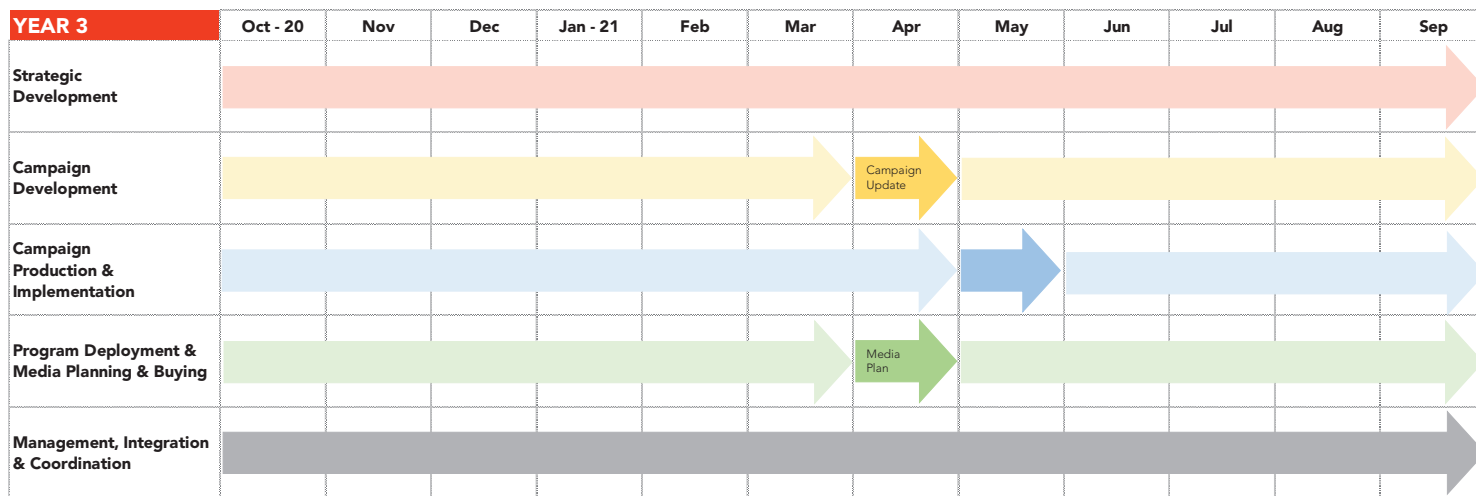
- c. Provide a sample timeline, for the entire agreement term, demonstrating the process/work program the Vendor would use to fulfill the marketing mission of the GFLCVB; describe major milestones related to planning, production and other recommendations.



- > Strategy Development
- > Marketing Campaign
- > Production
- > Production & Estimating
- > Day-to-Day
- > Insight Development
- > Promotion Strategy
- > Promotion Integration
- > Deployment
- > Status/Meetings
- > Research
- > Co-op Strategy
- > Co-op Integration
- > Media Planning & Buying
- > Coordination
- > Competitive Analysis
- > Content Strategy
- > Content/Media Integration
- > Intelligence/Metrics
- > Budget/Administration



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- > Strategy Development    > Marketing Campaign    > Production    > Production & Estimating    > Day-to-Day
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- > Research    > Co-op Strategy    > Co-op Integration    > Media Planning & Buying    > Coordination
- > Competitive Analysis    > Content Strategy    > Content/Media Integration    > Intelligence/Metrics    > Budget/Administration



- d. Describe how the team would develop cost estimates and controls, indicating how they are updated, providing specific examples of successful recommendations implemented and cost containment strategies used to maintain project budget without sacrificing quality.

Our Production Team is staffed by veteran professionals with more than 10 years of experience. Our team will take the agency's creative ideas and coordinate their production into a final product in broadcast, print, and all aspects of interactive and collateral. The production team will meet twice weekly to review current projects regarding status, costs and deadlines. In addition, we will have a larger status meeting every Monday morning with production, account service, creative and media to review upcoming deadlines for the week.

Why do we tell you our approach to production, because we want you to know that we're thorough. More importantly that we're responsible. We first want to learn and define what the production budgets are. With that as our framework, we then work with the teams to make sure that all projects and their associated creative are able to be produced within budget parameters. We then reach out to vendors, qualified to do the project, and request three bids. After evaluation we take the bid that we find most appropriate, not always the least expensive, and create an estimate.

This estimate would include all details for the production process, quantity, color, format, etc. and be reflected at the net cost. Meaning the exact amount detailed in the bid that we received from the vendor. We would then add a contingency line item equal to 10% of the total value.

Needless to say, we would not begin production until the estimate is approved. That way you know upfront what the project would cost. Then upon completion of the job we would bill for the actual amount invoiced by the vendor. What's more, our invoice to you would be accompanied by the approved estimate and vendor invoice so you can trace the whole process.

We pride ourselves in being on budget and on schedule so it's hard to be thinking of cost containment strategies. Just ask our clients. It's simple, we know the scope of the project and we know the budget so there is no reason to go over budget. Okay, there might be unforeseen circumstances, or the typical client change for more quantity, but we wouldn't proceed with production without providing a new estimate or a change order. And of course, these would have to be approved before we can continue with the production process.

I think it's important to highlight that we are committed to our clients and the relationships that we forge together. We are every bit as involved, responsible, effective, and committed as our clients are about their own business. And we believe this testament of long-term partnership with them is our greatest asset of all.

But don't take our word for it. You just need to ask Rolando Aedo at the GMCVB (305.539.3090), or Milton Segarra at Visit Mississippi Gulf Coast (228.896.6699).



## 2.1 Creative Portfolio:

---

- a. Provide samples of creative portfolio under agency's current management as a measure of creative capabilities and quality:
  - i. Printed collateral
  - ii. Digital collateral
  - iii. Out-of-Home
  - iv. Broadcast

Please refer to the examples on the following pages.



# Kissimmee Convention & Visitors Bureau

## PRINT

### The Situation

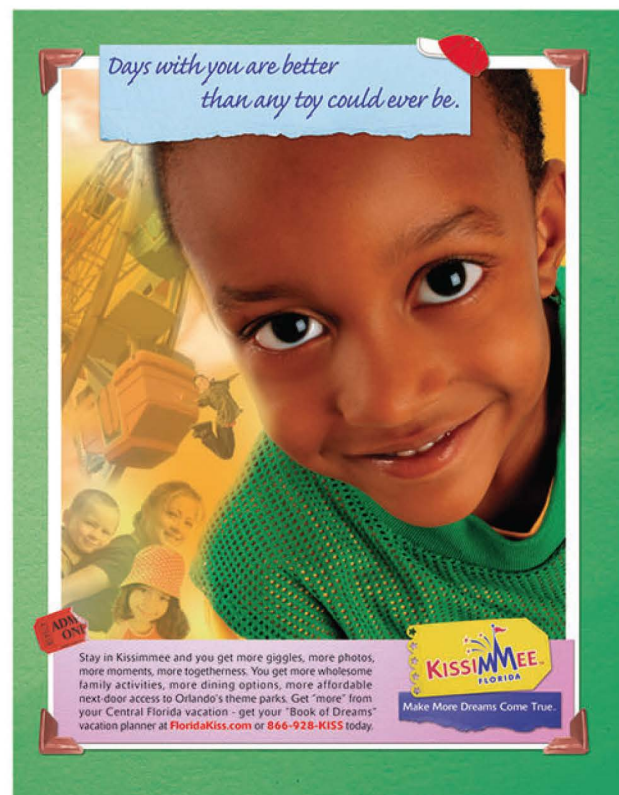
Suffering a community-wide inferiority complex, Kissimmee was positioned as the cheap way to visit Disney. But as Disney lowered prices, Kissimmee was being squeezed out of its market niche.

### Our Solution

We raised Kissimmee's product value by repositioning them as the destination for harried, stressed, guilty moms and dads. Under the new tagline, "Make More Dreams Come True," we showed parents how a Kissimmee vacation can provide more of what their kids want while allowing moms and dads to spend more quality time, and less money, with their children.

### The Results

Kissimmee, and particularly the major hotel area along Highway 192, experienced an average increase in daily room rates of 13.8%, and a 15.1% jump in occupancy from the year prior. Restaurants, attractions and local businesses are also feeling the impact.





## The Situation

Kissimmee was seen as the inexpensive way to visit Disney. This perception was reinforced by their advertising, which promoted two core benefits to the Kissimmee brand: affordability and adjacency. Suddenly, Disney had affordable properties; Kissimmee had upscale properties, and consumers wanted more authentic vacation experiences.

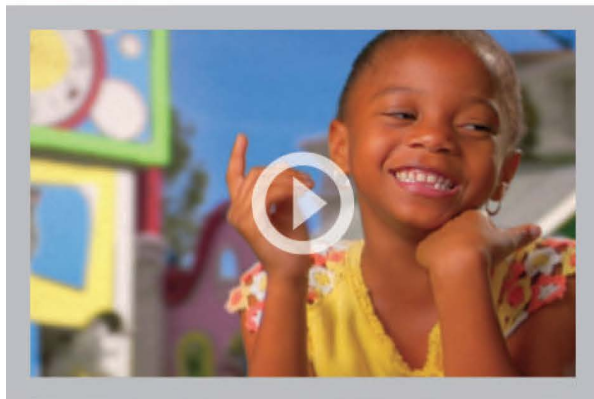
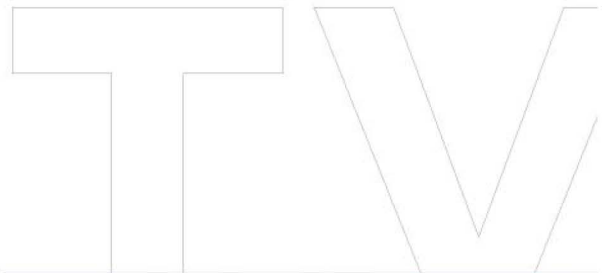
## Our Solution

We scrapped the direct response TV approach and developed a new brand advertising campaign.

We turned young actors loose in Kissimmee's theme parks and attractions. With a hidden camera, we then asked them to describe their experiences. The result was a series of engaging and authentic spots.

## The Results

The ads produced 6,135 telephone inquiries and 78,541 Web visitors. As a result, 19,780 people visited Kissimmee generating 50,389 room nights. That equates to an economic impact of \$9,123,03 and an ROI of 2.97:1.





# Mississippi Gulf Coast Convention & Visitors Bureau

## PRINT



### The Situation

Research revealed that Mississippi Gulf Coast regulars visited several times a year to escape their routine lives. They also admitted that yes, they came to gamble – mostly – but they really like being able to say they visit for other reasons.

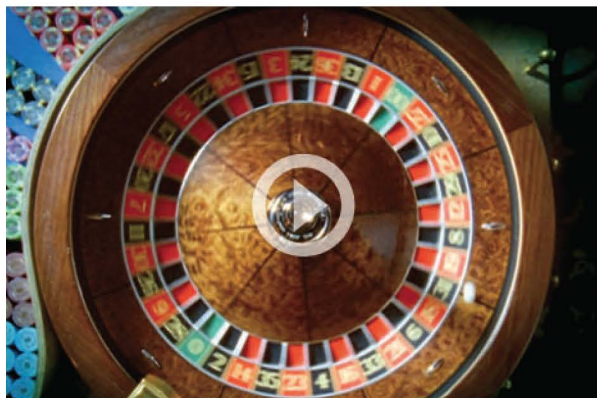
### Our Solution

The campaign theme, “Take Your Life Out for a Spin” invited travelers to escape their mundane existence and give the Gulf Coast a whirl.

### The Results

Our campaign opened the eyes of countless new visitors to the area’s unique mix of attractions and vacation experiences.

Unfortunately, due to Hurricane Katrina, we had to suspend all advertising shortly after this campaign launched. While we don’t have measurable results, we do know that visitors took their lives out for a spin and discovered that life is good on the Mississippi Gulf Coast!



## The Situation

The Mississippi Gulf Coast offers more than just gambling. Our visitors needed to know that.

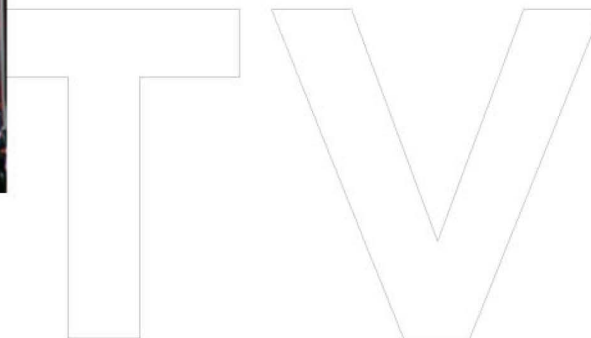
## Our Solution

Four simple, 15-second TV spots reminded viewers how easy it is to go from their daily grind to a fun-filled spin. Each spot devoted its first half to focusing on the mundane, and then spinning into an exciting scene on the Mississippi Gulf Coast.



## The Results

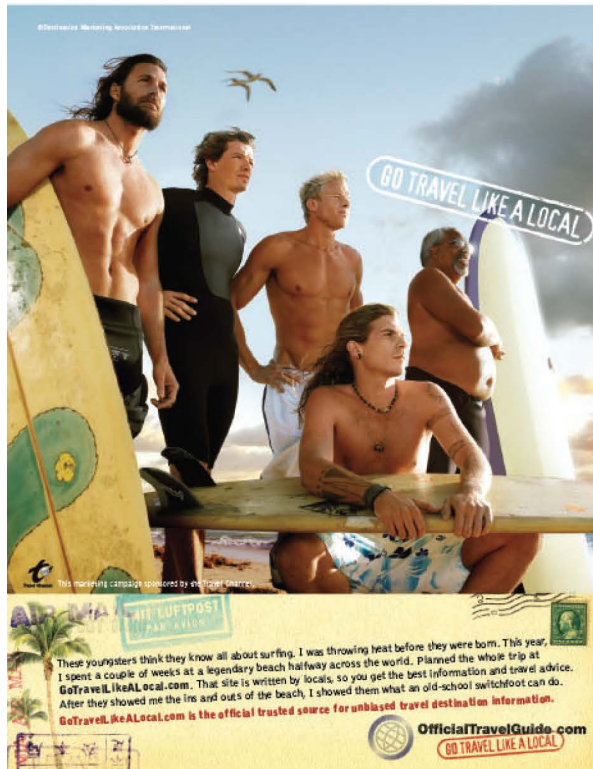
Our campaign opened the eyes of countless new visitors to the area's unique mix of attractions and vacation experiences.





# Destination Marketing Association International

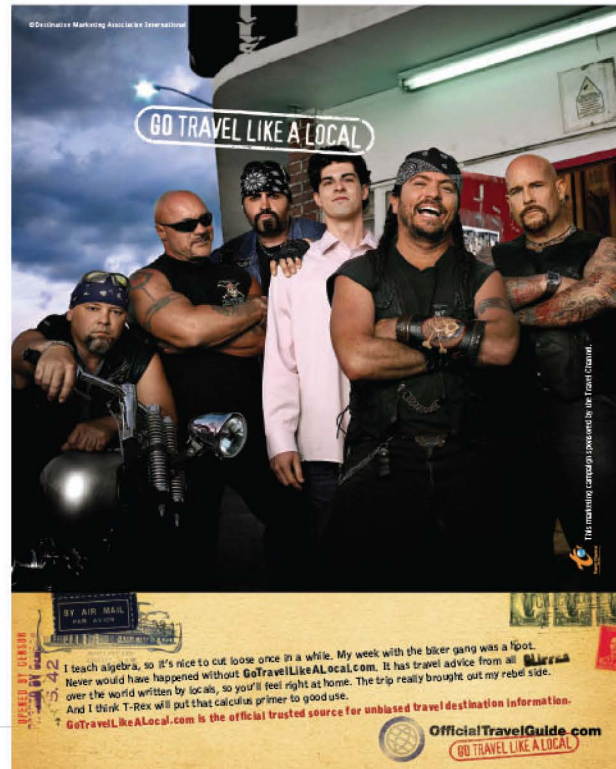
## PRINT



### The Situation

When it comes to credible and valuable travel planning info, OfficialTravelGuide.com, DMAI, and local Destination Marketing Organizations (DMOs) aren't on most consumers' radar screen.

Along with promoting DMAI (the sponsor) as an indispensable trip-planning resource, we needed to position DMOs and their portal, OfficialTravelGuide.com, as the official trusted source of travel destination info.



### Our Solution

Who better than hometown folks to give you the inside scoop on where to stay, and what to do while you're there? Our ads invited consumers to, "Go Travel Like A Local" by visiting DMAI through OfficialTravelGuide.com. Our ads showed excited vacationers mingling with welcoming "locals."

One ad featured a middle-aged man catching waves with some local surfers. Another ad showed a woman and a group of natives carrying a canoe through the Amazon.



# Greater Miami Convention & Visitors Bureau / American Airlines / The Beacon Council

## PRINT

### The Situation

The Greater Miami Convention & Visitors Bureau joined forces with The Beacon Council (Miami-Dade County's economic development organization) and American Airlines to promote Miami as a prime location to work, live, and play. This strategy combines Miami's compelling leisure message with our community's impressive attributes as a global business center. Another goal was to promote Miami as a leading location for meetings and conventions.

### Our Solution

Our campaign, "Where Worlds Meet," presents Miami's business and lifestyle assets in an engaging way. Having established Miami as a Mecca for fashion, culture and the arts, Relebrand brought these ownable brand assets

to a print campaign targeting CEOs, domestic and international travelers, and meeting planners. The ads position Miami as a place where you can pursue global business opportunities while discovering new passions and inspirations that only Miami can bring to your life.

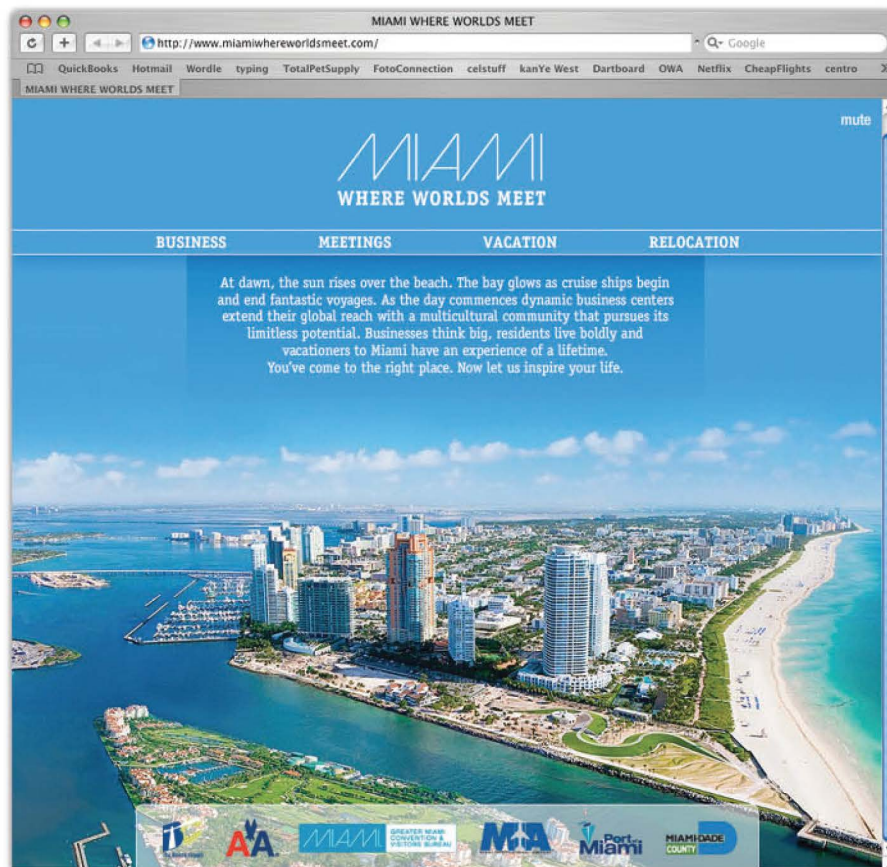
### The Results

The response to our economic development campaign far exceeded our initial projections. In fact, both the GMCVB and The Beacon Council confirmed that "Where Worlds Meet" produced the highest response rate of any campaign to date. The campaign succeeded in driving consumers to the GMCVB microsite at a minimal cost per visit. To date, we measured 122 million impressions. Click-through rates were double the industry standard, with visitors spending an





## WEBSITE



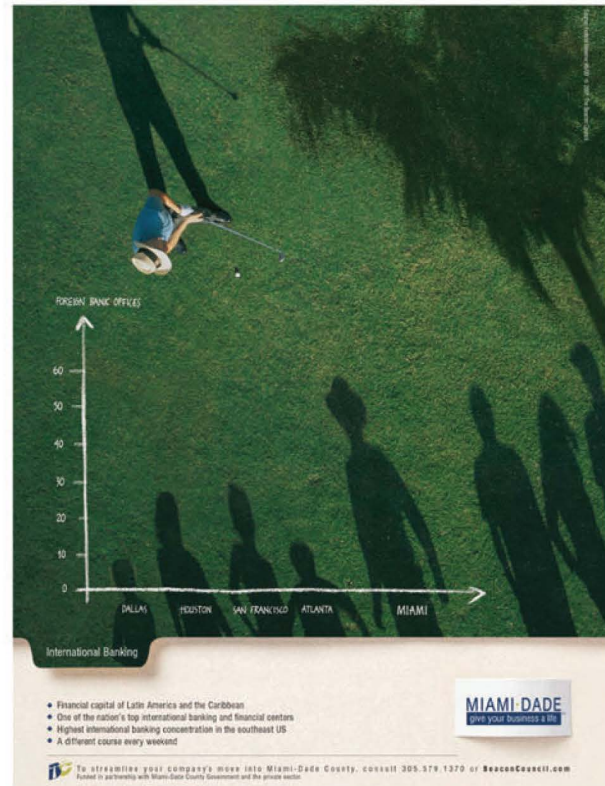
## WEB BANNERS





# The Beacon Council

## PRINT



PRINT



## The Situation

The Beacon Council is the official economic development organization for Miami-Dade County. Their job: convince business leaders that Miami is the ideal location to relocate and/or expand their business. Thing is, even though rival cities have been advertising, The Beacon Council never advertised how ideal Miami is for business, until now.

## Our Solution

We studied why companies like us prefer conducting business here. Our conclusion: why just vacation in paradise when you can enjoy it year-round? We hired world-class photographer William Huber to represent Miami's lifestyle in its most beautiful light. On top of these photos, we plotted the hot button bragging points that motivate today's business leaders – facts that many would never attribute to Miami. Our campaign theme "Give Your Business A Life" wraps up Miami-Dade's unique combination of economics and lifestyle. Readers realize: I can golf instead of huddling by the heater, I can stay tan, I can trash my long johns, I can work and prosper and enjoy living in paradise at the same time.

## The Results


Our campaign ran during a challenging economic environment. But even with the tragedy of September 11, and the slowdown of the national and international economy, The Beacon Council successfully completed 36 new location and expansion projects. The 36 companies created over 2,200 new jobs and added over \$128 million in new investments.

According to economic data, Miami-Dade County led the State of Florida in employment growth, marking the first time in over a decade this has occurred. Over one third of all new jobs created in the state were in Miami-Dade County.



## PortMiami

PRINT




**THE MOST IMPORTANT THING  
TO HAPPEN IN SHIPPING  
IN THE LAST 100 YEARS.  
PORTMIAMI WILL BE READY!**

With more than \$2 billion in capital improvements underway, PortMiami is gearing up for the opening of the expanded Panama Canal.

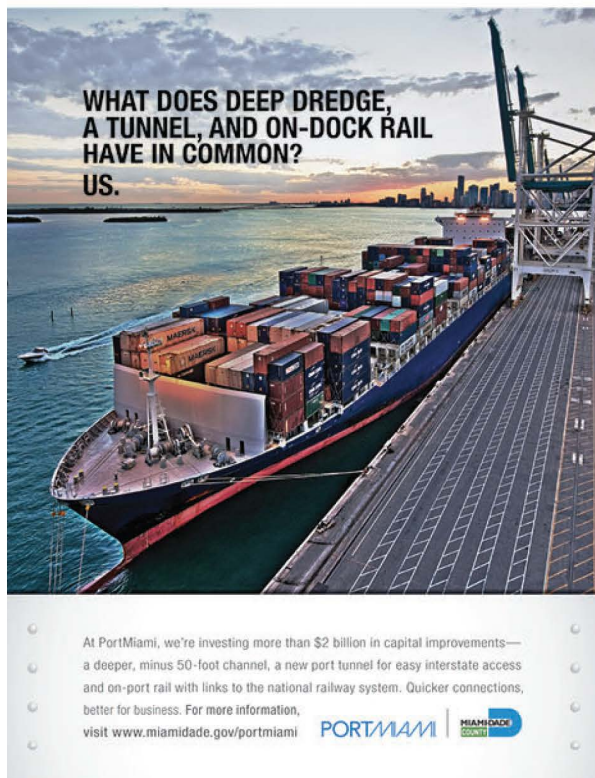
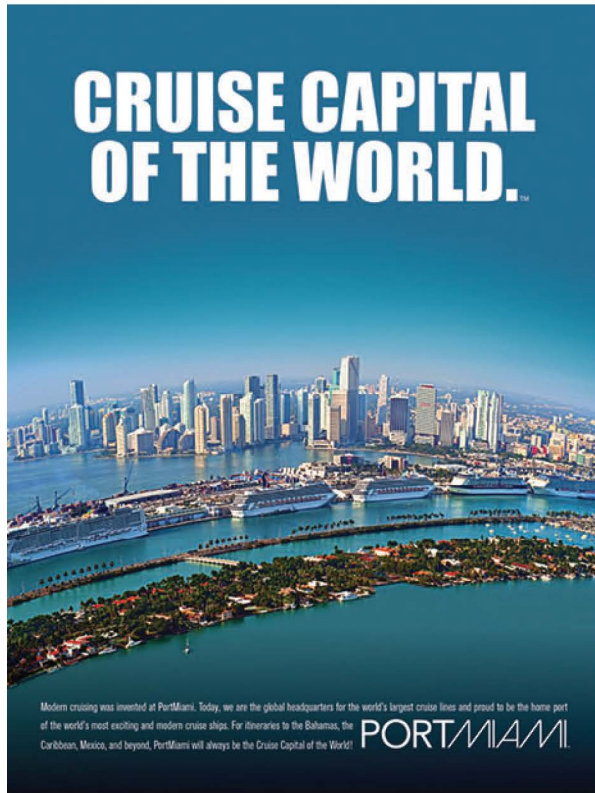
We are deepening our waters to -50 feet to accommodate super-sized vessels, constructing a new port tunnel for improved interstate access and re-establishing nationally-linked on-dock freight rail.

A new era in trade is fast approaching and PortMiami, the first U.S. port of call from the Canal, will be **BIG SHIP READY!**



PORTMIAMI

PRINT



## The Situation

PortMiami was gearing up for the opening of the expanded Panama Canal. Improvements include deepening port waters to -50 feet to accommodate super-sized vessels, constructing a new port tunnel for improved interstate access and re-establishing a nationally-linked on-dock freight rail. In addition, the Port installed brand-new Super Post-Panamax cranes to accommodate additional cargo ships. These upgrades will drastically change how the Port is seen in the industry. It was imperative to counter existing perceptions that the Canal expansion will make U.S. ports in other locations a viable alternative to PortMiami.

## The Solution

With more than \$2 billion in capital improvements underway, we needed to let our target know that a new era in trade is fast approaching and PortMiami, the first U.S. port of call from Canal, is ready! We created a brand positioning, "Cruise Capital of the World," to promote the improvements and reestablish PortMiami as the premier cruise destination. We developed a new logo, "PortMiami" in keeping with the look and feel of the Miami tourism brand. The strategy was to have the PortMiami integrated within the overall Miami brand. Our campaign focuses on the idea that a new port tunnel with easy interstate access and on-port rail with links to national railway system means quicker connections. And quicker connections are better for business.

## The Results

Thanks to our re-branding efforts, the future of PortMiami has never been brighter. This year, the Port will support 225,000 jobs, directly and indirectly, and contribute \$30 billion to the local and state economies—up more than 50% from five years ago. And thanks to an unprecedented expansion of cruise lines and ships, PortMiami anticipates record-setting traffic with close to five million cruise vacationers passing through its terminals.



- b. Provide tourism case studies that measure ROI on work developed under the agency's existing executive or creative management. *No speculative creative work specific to GFLCVB will be considered in the RFP evaluation and ranking.*

## CASE STUDY #1

**Client: Greater Miami Convention & Visitors Bureau**  
**Program: "It's So Miami: People + Places" Campaign**

### CLIENT REQUIREMENTS

Miami was already a popular vacation destination, but the Greater Miami Convention & Visitors Bureau wanted to expand the brand beyond surf and sun to drive visitation past the core weather travelers. Competing against domestic destinations like New York City and Las Vegas, and international destinations like Rio de Janeiro and Barcelona, the GMCVB needed to prove Miami's art, culture, music, food and lifestyle are world-class to the world's (dubious) travelers.

It was time to evaluate the brand and its positioning because the social, consumer and media environment in which the Miami brand exists were changing and the GMCVB needed to keep up not only with their customers, but also with their success. In an effort to meet the demand for authentic vacation experiences, the GMCVB wanted to extend the campaign to focus on Miami's many vibrant neighborhoods and the people who live there.

### THE CHALLENGE, GOALS AND OBJECTIVES

Our primary objective was to build on the success of our original "It's So Miami" campaign by shifting the focus of our brand message from promoting destination-centric "Miami Moments" to positioning those moments in the context of the rich experiences visitors will discover by exploring our individual neighborhoods. This new neighborhood-centric approach allowed visitors to associate our Miami Moments with an authentic location and engaging personal anecdote from a local resident's unique perspective.

By increasing the prominence of partners in the design, as well as providing a consistent and contextual approach to how partners are showcased, we sought to create greater clarity and value to GMCVB membership.

### Strategy developed to achieve goals and objectives

Our "It's So Miami: People + Places" campaign highlighted Miami's many vibrant neighborhoods and the people who live there. A series of print ads specific to each of Miami's unique neighborhoods featured colorful local characters taking readers on guided tours of their favorite haunts. The ads linked the companion neighborhood videos featured on the GMCVB website at [ItSoMiami.com](http://ItSoMiami.com). People & Places allowed visitors to discover the uniqueness of Miami through the eyes of its local residents. Visitors were inspired to venture off the beaten path and explore the cultural diversity that is Greater Miami and the Beaches.



## PRINT



Frutería "Los Pinareños"  
on SW 8th Street

Leave it to  
Miami's Little Havana  
to add a shot of Cuban Coffee  
to a banana milkshake.



Jose

I'm Jose and here in Little Havana we love our Cuban coffee so much you can find it everywhere. In local restaurants, hand-rolled cigar shops and Domino Park. Even at the local *frutería* juice stand in a banana milkshake. Come explore my Little Havana neighborhood and other great neighborhoods at [ItSoMiami.com](http://ItSoMiami.com)

**LITTLE HAVANA – IT'S SO MIAMI®**

©Greater Miami Convention & Visitors Bureau – The Official Destination Sales & Marketing Organization for Greater Miami and the Beaches.



## VALUE DELIVERED AGAINST CHOSEN METRICS

The key performance indicators (KPI) selected for this program included:

- Overall impressions
- Total unique website visits
- Leads/referrals to the partners

Greater Miami and the Beaches continues to rank among the top five destinations on the list of Top 25 Markets in the U.S. During the campaign period, we set records for all key indicators, ranking #3 in Average Daily Room Rate (ADR) at \$202.57; #3 in Revenue Per Available Room (RevPar) at \$164.67; and #4 in Occupancy at 79.1%. Rooms Sold increased +1.2%, or 87,000 (a record). ROI for the "It's So Miami: People + Places" integrated marketing program was measured via visitor traffic to the campaign URL, ItSoMiami.com (People + Places Insider Guides).

The implementation of "It's So Miami: People + Places" was handled by Relebrand in conjunction with other client agencies. In order to provide a comprehensive representation of the campaign results, we are including metrics provided by all.

### Print campaign:

- 64,664 total views
- 49% of users entered via Display Media
- 37% of users entered via the ItSoMiami.com
- 71% of users cited positive recognition of Miami
- 34% of users had a more favorable opinion of Miami
- 30% of users took action to look for more information about Miami

### Digital – domestic:

- Drove more than 100,000 clicks to the ISM Insider Guides landing page
- Pre-Roll drove 79% completion rate, higher than 76% travel average
- Custom email drove more than 9% CTR!

### Digital – summer domestic:

- Drove more than 120,000 clicks to the Special Offers page
- Additional traffic to partner clicks, Things to Do, Events, Places to See, Nightlife pages
- Budget Travel drove more than 60,000 click-throughs their high impact, interstitial unit

### Digital – LGBT Domestic:

- Drove more than 18,000 clicks to the LGBT site page
- High impact skin unit drove more than 2% CTR

## CREATIVE BRIEF

In an effort to meet the demand for authentic vacation experiences, we created phase two of our "It's So Miami: People + Places" brand campaign. Local residents take consumers on a guided tour of their favorite Miami neighborhood spots, inspiring visitors to create their own unique vacation itineraries.

Create an immersive video series that evokes the unique flavor of Miami's various neighborhoods. Through documentary-style videos, colorful local characters take viewers on guided tours of their favorite haunts. The episodes are featured on the official GMCVB website ([www.ItSoMiami.com](http://www.ItSoMiami.com)) and social media channels. The overall campaign is supported by print ads, digital ads and social media.

### Target Audience Profile:

- Demographically, prospect is defined as A35-64, HHI \$75K+, graduated college+, with a skew to HHI \$100K+ and additional consideration of baby boomers
- Psychographically, prospects likely share many of the same attributes/equities as the Miami brand:

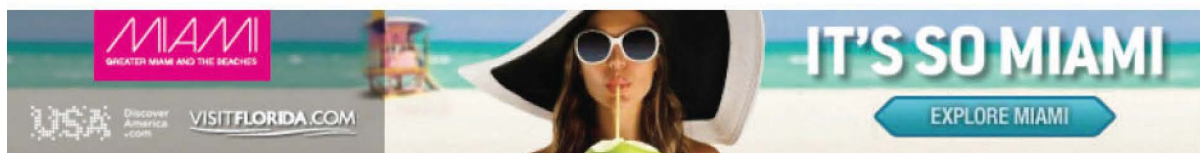
- |                                 |                 |
|---------------------------------|-----------------|
| – Cosmopolitan                  | – Experimental/ |
| – Sophisticated/Worldly         | Adventurous     |
| – Savvy/In-the-know             | – Trendy        |
| – Experiential/Socially engaged | – Hip           |
|                                 | – Sexy          |



## PRINT



## WEB BANNERS



## VIDEO





Our new brand positioning was born out of the necessity for evolution as well as the fundamental need to move from being an experiential brand to a participatory brand. We repeatedly heard through our research — and discovered ourselves — that Miami is a rich visual tapestry, from the Wynwood Walls to Cuban coffee and the downtown skyline on the bay. Miami has an endless supply of iconic images that are known the world over. Using these iconic images to display the broad array of what Miami offers lifestyle travelers, as well as to show just how nice Miami is in general, was the direction to go.

Miami visitors want to be active, engage in culture, and explore the local neighborhoods. They are looking for authentic experiences, and they want to experience a destination from the local's point of view. We evolved our "It's So Miami" campaign to focus on Miami's varied neighborhoods, focusing on interesting things to see and do from the perspective of local residents. Our brand message was focused yet fanciful; delivering media that was specifically targeted, carrying beautiful and daydream-inducing creative. Ultimately, the campaign drove strong awareness and engagement numbers while providing unprecedented brand lift.

## Media Implementation

### Print:

- Print scheduled to provide continuity of messaging with skew to key winter travel months
- Given limited budget and heavy skew toward Miami's top 5 feeder markets, media buys focused on local/ regional buys to provide strong support primarily in New York, Chicago, Philadelphia, Washington,

D.C. and Boston; secondarily in the eastern regional market overall. Media included The New York Times (New York metro and national magazine editions), The Wall Street Journal (New York metro edition), AFAR Magazine (National), Chicago Magazine, Endless Vacations (Eastern Region + Illinois), Modern Luxury magazine titles Manhattan, Beaches (Hamptons), CS (Chicago), and DC, and Undiscovered Florida VISIT FLORIDA Co-op, to support key states: New York, New Jersey, Alabama, Illinois, Washington, D.C., Virginia, Georgia, Florida

- Niche markets included African-American (Black Enterprise, Ebony, Harlem Times, Pathfinders, Savoy and Uptown), Eco Tourism (Undiscovered Florida), and LGBT (Damron's Men's and Women's Travel Guides, The Advocate, Out Magazine, Spartacus).
- Internationally, print buy was limited to Latin America (pan-regional), and Spartacus (Germany/LGBT).

### Out-of-Home:

- Formats/types selected on basis of:
  - Efficient reach of commuters/Manhattan professionals
  - Dynamic messaging (video), in "hip" areas of Manhattan
  - Ability to showcase multiple creative executions
- Scheduled spring/summer to support off-season/shoulder travel
- Buy included:
  - Subway two-sheets with citywide distribution – 395 units total
  - Digital video screens in Times Square and Macy's Herald Square, with a total of 13,100 :30-second spots over three-month schedule (April – June)



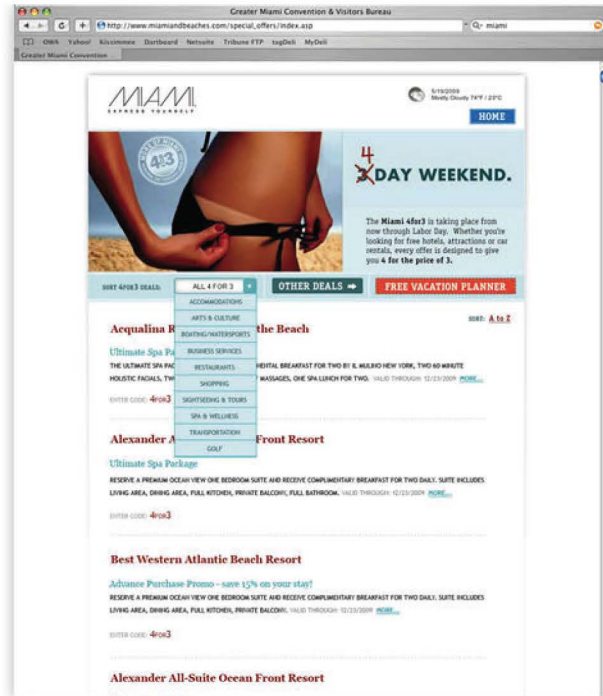
## Online/Digital:

Our approach was to showcase Miami's unique visual canvas as the backbone to deliver messaging across the travel purchase lifecycle. The multichannel media program featured video and rich media creative, and the media plan expanded outside of travel endemic content. Lifestyle content and behavioral segmenting and look-alike modeling found users that would closely relate to Miami's rich arts, music and lifestyle to build destination consideration, and performance media and online travel agency support assured incremental bookings.

A custom Spotify program sat on top of the whole campaign, driving over 16,000 new Facebook fans and 1,000 song entries with minimal investment, helping seed the branded messaging.

The "It's So Miami: People + Places" campaign changed Miami's brand perception: There was an 8% reduction in respondents saying that "Miami is all glitz and no substance" and a 4% lift in respondents saying that "Miami is rich with culture" and "Miami is unique."





## CASE STUDY #2

**Client:** Greater Miami Convention & Visitors Bureau  
**Program:** 443 Summer Campaign

### Client Requirements

The Greater Miami Convention & Visitors Bureau needed an aggressive marketing strategy to maintain revenue levels during the all-important summer season. Our Miami 4 for 3 program ran from Memorial Day through Labor Day offering visitors an incentive to add an extra day to their stay.

### The challenge, goals and objectives

- Drive visitation to Greater Miami and the Beaches during key summer travel period
- Showcase special offers and promotions from our hotel, restaurant and attraction partners and incent bookings
- Look to educate travelers Miami is a better value than other destinations
- Implementing a retail message in was critical to achieve short-term success [i.e. maintain stable visitation volume]
  - o Given economic rollercoaster
  - o Consumer migration towards more frugal mindset
  - o Destination deals flooding the market [i.e., get in the game or be deemed irrelevant]
  - o Evolving the typical GMCVB co-op approach
    - Requesting more robust/action stimulating retail deals from each participating partner vs. media plan subsidization
    - Triggering instant activation mindset among potential visitors



## The challenge, goals and objectives

- Drive visitation to Greater Miami and the Beaches during key summer travel period
- Showcase special offers and promotions from our hotel, restaurant and attraction partners and incent bookings
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  - o Destination deals flooding the market [i.e., get in the game or be deemed irrelevant]
  - o Evolving the typical GMCVB co-op approach
    - Requesting more robust/action stimulating retail deals from each participating partner vs. media plan subsidization
    - Triggering instant activation mindset among potential visitors

## Strategy developed to achieve goals and objectives

Our Miami 443 branding program was built around a high-reach plan designed to capture potential travelers in search of travel deals across multiple channels. We captured the most relevant audience through a variety of travel-focused sites (and channels) by surrounding specific deal-related information. We reach users not only in the core geographic markets (New York City, Philadelphia, Atlanta), but also in Boston, Chicago, and the entire U.S. Co-op opportunities were created to push partner hotel production by participating in a merchandising program with a well-known Online Travel Agent (OTA).

## Approach selected and rationale for approach

Our implementation strategy employed a two-pronged approach:

1. Support Partner "Deals" in key fly markets via promotional radio, digital and print (June/July) and in-state newspaper insert (June)
2. Emphasize instant activation via radio promotions and digital campaign

Print ads ran in key market newspapers, including the Miami Herald, Atlanta Journal Constitution, Charlotte Observer and Ft. Worth Star-Telegram. Our digital plan utilized a combination of display, search and email components with advertising on key luxury and travel planning sites like luxurylink.com, Travelocity.com, frommers.com, and lonelyplanet.com. All communications directed consumers to a dedicated 4 for 3 microsite which then channeled them to individual landing pages, featuring special offers from participating GMCVB partners.



### Strategy – Messaging:

- People are migrating towards more frugal mindsets
  - o Vacations represent opportunities to escape weighty times/issues
  - o But, times are tough and people are holding onto their money
- Benefit: Miami is your reward
  - o You deserve it
  - o You need to get away
  - o And, now you can experience the perfect escape for a lot less than you think
- Reason to Believe: Our all-inclusive 443 promotion
- Message: More the good stuff for a whole lot less!

### Strategy – Media:

- Two-pronged media approach:
  - o Driving mass awareness via print in key fly and drive-time feeder markets
  - o Emphasizing instant activation via
    - Radio – promotional trip giveaway
    - Robust digital campaign
      - ~ Effectively leveraging OTAs as critical component of our plan
- With all communications driving to a dedicated special offers microsite [aggregating all partner deals]

### Metrics selected and rationale for selection

The key performance indicators (KPI) selected for this program included:

- Overall impressions
- Total clicks to 443 offers
- Offer conversion rate

### Value delivered against chosen metrics

Results accomplished included:

- Overall impressions: 34,767,340
  - o Traditional generated 17,939,466 impressions
  - o Online generated 16,827,874 impressions
- Total clicks to 443 offers: 44,825
- Offer conversion rate: 11.37% – [5,097 actual]



**Commentary for how the brand was built, how its appearance and reach among target audiences were optimized and leveraged over time in various media and on multiple platforms; how co-op opportunities were identified and sold; how campaigns were managed to gain value within increasing cost to the client, etc. (What were initial successes & failures? How did your team adjust and capitalize on learning? What did you do to change your approach? What impact did your change in approach have on the goals of the client, its brand, business and its audience?)**

During the summer travel season, destination deals flood the market, and consumers are looking for affordable family vacations. The Greater Miami Convention & Visitors Bureau (GMCVB) needed to get in the game or be deemed irrelevant.

We came up with a compelling promotion called Miami 4 for 3. The program, which ran from Memorial Day through Labor Day, offered visitors an incentive to add an extra day to their stay. Visitors could take advantage of some pretty attractive hotel, attraction and dining offers designed to give them four for the price of three, including:

- 4 hotel nights for the price of 3
- 4 days car rental for the price of 3
- 4 rounds of golf for the price of 3
- Restaurants/retail shops offering 25% discount

Our ads employed a humorous take on things normally associated with three's – "Four Day Weekend," "Four's a Crowd," etc. We employed a two-pronged media approach:

1. Create mass awareness via print in key fly and drive-time feeder markets
2. Emphasize instant activation via radio promotional trip giveaway and a robust digital campaign leveraging online travel agents as a means of driving bookings.

All communications directed consumers to a dedicated 4 for 3 microsite, featuring special offers from participating GMCVB partners.



## Target Audience Optimization

### Targeting

- Contextual: highest content relevancy
- Destination: reach users interested specifically in Florida or Miami travel, regardless of origin
- Geo: heavy-up impressions in our core target markets
- Search: target users based on terms they are searching/have searched
- Re-targeting: reach users who have previously visited the GMCVB special offers page

### Buying

- Purchase media on both a CPM and CPC basis

CPC guarantees traffic to the landing page at minimal cost and allows for maximum ad exposure

- Pay only when a user clicks through to the site

### Creative

- Utilize a combination of standard, unique, and oversized units (where possible) for increased brand visibility
- Employ multiple creative executions and ad units to allow for optimization around best performing messages and sizes

### Optimization

- Optimize at the engine, keyword, copy, site, placement, creative size, and creative message levels

Based on conversion rate and cost per conversion

First optimizations will be made at the start of third week of campaign.

## Search Engine Advertising

- Reach qualified users searching for travel deals/information
- Incorporate an OTA search engine to leverage the site's extensive reach, yet remain focused on pushing only the co-op hotel partners

### Ad Networks

- High reach and efficiency with advanced targeting capabilities
- Combination of standard and contextual networks

### Travel Content Sites

- Online Travel Agents

Partner with an OTA on a merchandising program to push hotel partner production

- Deal-Focused Sites

Reach users in the proper mindset as they seek out travel deals

- Informational Sites

Relevant to consumers researching general travel information

### Publisher Emails

- Leverage publishers' opt-in databases to highlight Miami's 4 for 3 promotion to a travel deal/information-seeking audience

Dedicated emails (where possible) for 100% SOV



## Key Learnings/Campaign Adjustments

Implementing a retail message was critical to achieve short-term success [i.e., maintain stable visitation volume]. We evolved the typical GMCVB co-op approach by requesting more robust/action stimulating retail deals from each participating partner. This was a distinct departure from our brand-oriented co-op programs of the past.

## Impact of Change in Approach

Overall cost per conversion performance increased greatly compared to the prior campaign, maximizing conversions driven within the allocated budget.

Our cost per conversion decreased by \$1.14, while our and conversion rate increased by 36.33%. Returning visitors increased from 8.34% to 10.07% throughout the second half of the campaign, suggesting users came back to view additional deals or view deals in more detail. Accommodations continued to be the most appealing offers, Sightseeing and Tours and Arts & Culture increased category rank since the retail strategy was implemented.

- Strategy Recap:
  - o Drive instant activation by promoting "more of the good stuff for a lot less"
    - 4 for the price of 3
    - Deep cutting deals = no partner funding requested
- Support Recap:
  - o NY, Atlanta, Philly, In-State
    - Miami443.com
    - Newspaper
    - Radio Promotions
    - Internet
- Results:
  - o 34,767,340 – Total Impressions
    - 16,827,874 – Digital Impressions
    - 44,825 – Clicks on 443 Offers
    - 11.37% – Offer Conversion Rate [5,097 Actual]



## CASE STUDY #3

**CLIENT:** Greater Miami Convention & Visitors Bureau  
**PROGRAM:** Where Words Meet Campaign

### Client Requirements

Promote Greater Miami and the Beaches as a dynamic, world-class destination for vacation, business, and meetings. The Greater Miami Convention & Visitors Bureau formed a marketing partnership with The Beaches Council (Miami's economic development organization), American Airlines, Miami International Airport and PortMiami to create an offshoot of Miami's primary brand campaign. The "Where Worlds Meet" television campaign positions Miami as a global business center, as well as an inviting destination to live and play.

### The challenge, goals and objectives

#### Challenge:

Miami has established itself as a one-of-a-kind leisure destination. We needed to use that momentum to "educate" business people as well as travelers about the many reasons why businesses thrive in Miami-Dade County.

#### Goals/Objectives:

- Build awareness for Miami as a premier destination
- Demonstrate the value proposition of coming to Miami to visit and/or establish a business
- Generate leads for businesses who have an interest in setting up offices in Miami
- Remind people about the emotional benefits of living/visiting Miami (weather, culture, beach, etc.)



## Strategy developed to achieve goals and objectives

Developed a co-op partnership program: GMCVB, American Airlines, The Beacon Council, Miami-Dade County, Miami International Airport and PortMiami

### Strategy – Messaging:

- The integrated WWM campaign promotes Miami as the ultimate tropical, cosmopolitan tourism destination while showcasing our unique assets as a premier location to host meetings and conventions or to establish a business
- Executions focus on individual categories of commerce
- All traffic is directed to a microsite which is available in multiple languages
  - o [www.MiamiWhereWorldsMeet.com](http://www.MiamiWhereWorldsMeet.com)

### Strategy – Target:

The program targets both consumer and trade, including meeting planners and site selectors

- Categories of commerce include:
  - o Life Sciences/Bio-Medical
  - o Fashion Design and Architecture
  - o Aviation and Aerospace
  - o Tourism
  - o Financial Services
  - o Technology
- Geographies supported [in alpha order]:
  - o Argentina
  - o Brazil
  - o Canada
  - o France
  - o Italy
  - o Spain
  - o U.S. [primarily NY]

### Approach selected and rationale for approach

The TV spots feature humorous vignettes of typical business scenarios (i.e., office workers in

cube farm, a meeting between an associate and his boss, etc.) with a Miami lifestyle twist. These engaging spots use humor to creatively portray Miami as the perfect destination to live, work and play. Our media strategy incorporated a combination of :10 television billboards on CNN in Latin America, :15 spots in Canada and New York. We also ran a :30 spot TV scheduled in New York. The media schedule ran during key summer months. The campaign was designed to drive response to a multilingual microsite (MiamiWhereWorldsMeet.com).

### Strategy – Media:

- All geographies supported via robust print and Internet plan
  - o The New York Times was key driver of the plan
    - Five insertions in all markets [except Canada]
    - ~ Globe and Mail utilized to support CA
  - o Additional support in Magazines and Internet
    - Print: American Way/Nexos/ Celebrated Living, Expressions, Black Meetings & Tourism, Miami Herald International
    - Internet: NYTimes.com, CNN.com, Yahoo.com, UOL.com, ElPais.com, LeMonde.fr, Oestado.com, Clarin.com and MiamiHerald.com
    - ~ Using geographic and behavior targeting filters
  - o TV utilized in Europe and Latin America
    - CNNI and CNN En Español :10 Billboards

### Metrics selected and rationale for selection

The key performance indicators (KPI) selected for this program included:

- Overall impressions
- Total unique website visits
- Leads/referrals to the partners



## Value delivered against chosen metrics

Results accomplished included:

- Overall impressions: 121,715,446
  - o Print generated 22,047,060 impressions
  - o TV generated 28,627,357 impressions
  - o Online generated 71,041,029 impressions
- Total unique website visits: 104,652
- Total unique website: 9,933

**Commentary for how the brand was built, how its appearance and reach among target audiences were optimized and leveraged over time in various media and on multiple platforms; how co-op opportunities were identified and sold; how campaigns were managed to gain value within increasing cost to the client, etc. (What were initial successes & failures? How did your team adjust and capitalize on learning? What did you do to change your approach? What impact did your change in approach have on the goals of the client, its brand, business and its audience?)**

The response to our economic development campaign far exceeded our initial projections. In fact, both the GMCVB and The Beacon Council confirmed that "Where Worlds Meet" produced the highest response rate of any campaign to date. The campaign succeeded in driving consumers from all over the globe to the GMCVB microsite at a minimal cost per visit.

We leveraged the salient positioning we had already created for the Miami leisure brand to deliver a powerful economic development message built around key assets:

- Miami is a dynamic art, culture & design destination where inspiration comes from all over
- New Performing Arts Center, growing number of museums and galleries, emerging art movement
- Gateway to the Americas
- Evolving destination
- Dynamic infrastructure for business operations
  - o New and expanding airport and cruise terminals, strengthening and expanding academic base, growing international business, emerging technology center
- Financial Center



**Impact:**

- Total impressions far exceed initial projections
  - Driving extremely low CPMs
- Digital campaign performance was exceptional from a click through rate and cost per click standpoint
  - CTR average doubled industry standard
  - Successfully driving consumers to the GMCVB microsite at a minimal cost per visit
- Digital campaign was also highly effective at consistently driving new/unique visitors to the site
  - Subsequently, generating new leads for Miami
- International campaign drove significant volume of messaging and activity/interaction from around the world
  - Fairly even distribution of microsite visitors from all three key geographies [South America, Europe, North America]
- Average interaction time on the microsite exceeded 2.5 minutes
  - With most visitors going 5+ pages deep
- Although majority of visitors interacted with vacation section of microsite, sizable volume/even distribution of traffic to business, relocation and meetings sections also experienced



- Provide explanations and samples of how the team approaches the development brand architecture for a destination or travel product.

## BRAND DEVELOPMENT PROCESS

**THE FIRST STEP** in our process is to get as much information as possible from our clients about their business, goals, objectives, short and long-term plans, and their goods/services.

**THE SECOND STEP** is researching the various factors that will help us develop the brand architecture and create the communication strategy:

- Business landscape: macro-economic aspects of the market, consumer trends, state of the industry, socio-cultural environment, market information, technology adoption, competitors, etc.
- Communication landscape: competitive media investment, brand message and positioning, analysis of the characteristics and impact of the different media in a specific market, brand positioning, identification of the main media channels, etc.
- Target audience: key publics' insights, behavior, communities, audience studies, qualitative and quantitative research, social media sentiment analysis, main influencers, media consumption, etc.

**THE THIRD STEP** is to define the brand architecture, or strategic pillars. In order to develop this foundation, we need to answer critical questions:

- What is it that the brand promises?
- What are we trying to sell or promote?
- How are we going to grow?
- Why is our promise credible?
- Who's the consumer?
- How does our brand become relevant?
- What assets do we have to support our branding efforts?
- What are we delivering to our key publics?
- What's the personality of our brand?

**THE FOURTH STEP** is to create a communication strategy based on our learning from previous steps. This is a multidisciplinary effort that integrates technology developments, creative messaging, production and execution, social media community management and monitoring, digital and traditional PR, media planning, buying and trafficking.

In this phase, we create the launch plan, including defining spokes-people and developing the media message map. Once we define the plan, we develop the communications platform, including:

- Creating press materials
- Defining media targets
- Finalizing creative concepts

We work with our clients to ensure that our communication strategy aligns with their overall marketing plan. During this phase of the program, we would begin educating internal staff on the new messages and refined brand.

**THE FIFTH STEP** is one of our favorites. Using analytical tools and market intelligence we test, measure, refine and evaluate the results of our branding campaigns, creating continuous cycles of optimization in order to achieve the goals and objectives of our client.

We provide monthly action plan and results reports that allow us to continuously refine and retarget our messages.



## Communication Objectives



## Adoption Cycle & Communication Stages

### ADOPTION CYCLE



### COMMUNICATION STAGES





## Key Factors for Adoption & Tactical Focus

<b>COMPATIBILITY</b>	Relevant to the consumer's life	<b>EMOTIONAL IMPACT</b>	<ul style="list-style-type: none"> <li>• Traditional media</li> <li>• Celebrity endorsement</li> </ul>
<b>ADVANTAGE</b>	Improvements vs. older generations	<b>BENEFITS INFORMATION</b>	<ul style="list-style-type: none"> <li>• Website</li> <li>• Point-of-sale materials</li> </ul>
<b>SIMPLICITY</b>	High difficulty = low adoption	<b>BRAND POSITIONING</b>	<ul style="list-style-type: none"> <li>• Campaign message</li> <li>• Product demonstration</li> </ul>
<b>TRIALABILITY</b>	Experience the service and/or product	<b>STIMULATE USAGE</b>	<ul style="list-style-type: none"> <li>• Promotional activities</li> <li>• Loyalty program</li> <li>• In-store and hands-on activities</li> </ul>
<b>OBSERVABILITY</b>	Innovation visible to non-adopters	<b>BRAND AMBASSADORS</b>	<ul style="list-style-type: none"> <li>• Social media sharing</li> <li>• Invite Friends promotions</li> </ul>



## Messaging by Communications Channels

EMOTIONAL ATTRACTION	RATIONAL BENEFITS	VALUE PROPOSITION	ADDED VALUE	COMMUNITY ENGAGEMENT
TV SPOT	WEBSITE	WEBSITE	LOYALTY PROGRAM	LOYALTY PROGRAM
ENDORSEMENT	EMAIL	EMAIL	WEBSITE	FRIEND REFERRAL
RADIO	ONLINE MEDIA	ONLINE MEDIA	EMAIL	WEBSITE
PRINT	SEARCH	MOBILE: SMS	ONLINE MEDIA	EMAIL
OOH	PRESS	IN-STORE	MOBILE: SMS	SOCIAL MEDIA
PR EVENTS	DIGITAL PR	HANDS ON	IN-STORE	
SOCIAL MEDIA	IN-STORE	PROMOTIONS	PROMOTIONS	
	HANDS-ON	SOCIAL MEDIA	SOCIAL MEDIA	
	SOCIAL MEDIA			



## Call to Action by Communication Channels

### TRADITIONAL MEDIA

- Service registration
- Go to stores
- Visit Website
- Join us on social media
- Promotions

### CELEBRITY ENDORSEMENT

- Service registration
- Visit stores
- Promotions
- Visit Website
- Join us on social media
- Refer your friends

### ONLINE MEDIA

- Visit Website
- Join us on social media
- Promotions
- SEARCH: visit Website

### SMS

- Service registration
- Promotions

### WEBSITE

- Service registration
- Subscribe to email
- Join us on social media
- Promotions
- Refer your friends
- Purchase online

### EMAIL

- Service registration
- Visit Website
- Join us on social media
- Promotions
- Refer your friends
- Purchase online

### SOCIAL MEDIA

- Visit Website
- Service registration
- Subscribe to email
- Promotions
- Refer your friends
- Share your experience
- Buy online

### IN-STORE & HANDS ON

- Try the service
- Service registration
- Subscribe to email
- Promotions



- c. Provide explanations and samples of how the team approaches group sales marketing for a destination or travel product.

## Meet Puerto Rico

### PRINT

#### The Situation

Meet Puerto Rico is the organization that markets and sells Puerto Rico to meetings and convention planners. While Puerto Rico enjoys tremendous popularity as a vacation destination, it isn't always top of mind for meetings and conventions. We needed to strengthen Puerto Rico's competitive position in the Americas (and abroad) by increasing awareness of the island's outstanding meeting facilities and services. Puerto Rico has everything a meeting planner or group needs and wants, but that's just the cost of entry. Our challenge was to market Puerto Rico as a meeting destination based on the brand's strongest asset – a sophisticated, state-of-the-art meeting destination located on an idyllic tropical island in the Caribbean. While meeting planners know of Puerto Rico's tropical beauty, fine dining and first-class hotels and resorts, they don't always make the connection that these attributes are what attract delegates to a meetings destination. We needed to help planners understand that the true value of meeting in Puerto Rico is about how these elements come together to create a singular, memorable and distinctive experience for their delegates.

#### Our Solution

Our campaign captures the benefits of hosting a meeting or convention in Puerto Rico. We combined visuals featuring the natural beauty of Puerto Rico's beaches, rainforests, undersea life, and golf courses with copy that underscores what makes Puerto Rico an ideal meetings destination. In one ad, the copy reads, "Puerto Rico offers 1.2M sq. ft. of meeting space, 14,000 hotel rooms, 2,000 dining options, hundreds of non-stop flights." Our campaign theme, "On a tropical island. In the Caribbean." goes on to describe what makes Puerto Rico a unique meetings destination. In addition to the branding campaign, Relebrand created a new logo that incorporates a color scheme of green and blue inspired by Puerto Rico's most prized natural attributes – lush tropical flora and sparkling blue water. Other elements include a redesigned website ([www.MeetPuertoRico.com](http://www.MeetPuertoRico.com)), new collateral materials, a new tradeshow booth and tradeshow uniforms, as well as a destination video for the meetings market.

#### The Results

Meet Puerto Rico exceeded its annual sales goal, securing over 189,000 room night bookings. This translates into 409 groups and more than 100,000 delegates. The Puerto Rico Convention Center booked 30,394 room nights, representing a 69 percent increase over the prior year. Revenue from the room nights gave Puerto Rico's economy a boost of \$110 million.



With more than 600,000 sq. ft. of meeting space, our Convention Center has everything you could possibly want or need to ensure a successful event. Surrounded by lush rainforest and endless turquoise water, you'll never look at meetings the same way again. Contact us at 1.800.875.4765 [MeetPuertoRico.com](http://MeetPuertoRico.com)

**meet**  
**puerto**  
**rico**  
Enjoy the convention.

A man and a woman are seen from behind as they hike along a dirt path through a dense, sun-dappled tropical forest. The man is wearing a red cap, a yellow shirt, black shorts, and a backpack. The woman is wearing a red polo shirt and dark shorts. They are walking away from the camera towards the left side of the frame. The forest is filled with various types of trees and large green ferns. Sunlight filters through the canopy, creating bright spots on the ground and foliage. In the bottom right corner, there is a small inset image showing a modern building at night, likely a hotel or resort, with the text "COMFORTEL PUERTO RICO" below it. To the left of this inset, there is a circular logo that reads "NO U.S. PASSPORT REQUIRED" around a central emblem. Below the main text, there is a paragraph of smaller text providing contact information for Meet Puerto Rico.

A corporate itinerary in Puerto Rico  
with fine dining, championship golf,  
hiking, museums, history, culture,  
shopping, yadda yadda yadda, yadda,  
yadda yadda yadda, yadda yadda, yadda,  
yadda yadda yadda, yadda yadda  
on a tropical island. In the Caribbean.


When you need your next meeting to be more than a meeting, head away  
from the mainland. Head off the mainland. Contact the professional.  
Meet Puerto Rico team at 1.800.976.4765 [MeetPuertoRico.com](#).  
Escape the conventional.

COMFORTEL  
PUERTO RICO

NO U.S. PASSPORT  
REQUIRED





## WEB BANNERS



When you need your next meeting to be more than a meeting, head away from the mainstream. Head off the mainland.

**Escape Now.**



On a tropical island. In the Caribbean.

**Meet Puerto Rico**  
Escape the conventional.



**VISIT US**



When you need your next meeting to be more than a meeting, head away from the mainstream. Head off the mainland.

**Escape Now.**

Contact us at 1.800.875.4765  
[MeetPuertoRico.com](http://MeetPuertoRico.com)

**Meet Puerto Rico**  
Escape the conventional.

**Meet Puerto Rico**  
Escape the conventional.

On a tropical island.  
In the Caribbean.


**Plan your next meeting here.**



When you need your meeting to be more than a meeting, head away from the mainstream. Head off the mainland.  
Contact Meet Puerto Rico at 1.800.875.4765





## WEB BANNERS



When you need your next meeting to be more than a meeting, head away from the mainstream. Head off the mainland.

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On a tropical island. In the Caribbean.



Escape the conventional.



**VISIT US**



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Escape the conventional.



**meet Puerto Rico**

Escape the conventional.

On a tropical island.  
In the Caribbean.

**Plan your next meeting here.**

When you need your meeting to be more than a meeting, head away from the mainstream. Head off the mainland.  
Contact Meet Puerto Rico at 1.800.875.4765



## 2.2 Account Management:

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- a. Indicate how the team will handle account management of the annual advertising budget, including creative production, digital production, and media placements.

Our communication structure is built around our Brand Value Agency Leader model. Because we work with many out-of-town clients and agency partners, we have a philosophy that communication between the agencies account teams and our client counterpart should be as efficient as if we were right down the street. The project team is made up of representatives from each department: account service, creative, media, technology, social, production and administration. This team oversees all activities under the guidance of the agency President.

The team meets on a regular basis to review progress and status on the roster of their client's assignments. These meetings give each team member an opportunity to present ideas, review challenges and seek the advice and assistance of their fellow team members. Client representatives participate in these meetings, as appropriate.

Our project management systems are our digital communication hubs where all members of the project team — including our clients — can track all of their creative and media output, review all proposals and creative concepts and send comments and suggestions to their account representative in real time.

We believe that our structure should be as flat as possible giving clients access to all of our experienced team. For this project we would allocate a full-time marketing manager (account manager) supported by a marketing coordinator (account coordinator) working hand in hand with agency President Roberto S. Schaps.

Relebrand will use our online project management system (Mavenlink) in order to ensure that the tracking and coordination of all steps in the projects are monitored and fulfilled correctly. Weekly status calls with the client; monthly status onsite visits; monthly, quarterly and annual recaps of all results; and the fact of having dedicated teams in all levels of service (Creative, Account Management, IT, Strategy, Analytics) will ensure that all aspects of the relationship will be at client's expectation level of service.

Because of the nature of your business, we have dedicated a creative team that has experience working in the tourism sector. Our goal when developing creative solutions is to enhance the consumer's relationship with the brand. After a thorough analysis of the client's objectives, we set a strategy anchored on key value ideas. We explore how these ideas will play out in the real world; how much they will deliver on objectives; how much they can grow in different media platforms; and finally, how quickly can consumers own them and make them grow organically.

We begin by uncovering what's most compelling and powerful about a brand. Next, we determine the best way to express that idea across all points of consumer contact. Lastly, we must ensure that our brand message is consistent across all channels of communication.

Along the way, we make sure everyone involved, from customers to company staff, understands the brand and what it stands for. Our goal is to turn brand stakeholders into brand evangelists.



b. Indicate research, overall business intelligence and tourism industry knowledge specific to direct marketing organizations (DMOs) or a tourism product.

Relebrand has a comprehensive background in all areas of the tourism industry – from destinations to hotels, resorts and spas, attractions, airlines, airport authorities, hotel groups and co-ops, cruise lines, car rental companies, restaurants and industry associations. And specifically to DMOs, we have worked with Miami, Kissimmee, Toronto, Mississippi's Gulf Coast, Springfield, MO, Alabama Gulf Shores, Gettysburg, PA, Peru, Puerto Rico, Guatemala and El Salvador. In fact, we may be the only agency partnership out there that has created strategies for countries, states, counties, cities and even a commonwealth.

If that weren't enough, the DMAI (now Destinations International) — the organization that administers DMOs — was our client as well.

And it all goes back to 1992 when the agency won the Greater Miami Convention & Visitors Bureau account. And today we're proud to say that we are still working for them. It's these more than 25 years that have taught us all aspects of how to market a destination. And we're proud to know that we've helped the GMCVB make Miami one of the leading travel destinations in the world.

We developed campaigns to market to tourists in the United States and around the world. We created programs to reach the travel trade and implemented strategies to promote to the meetings planners. We developed local programs to support the tourism industry and worked on cooperative advertising programs. Not only with local industry partners, but also with Brand USA and VISIT FLORIDA. As a matter of fact, Relebrand, under Roberto's efforts, served as the lead to coordinate international efforts implemented through Brand USA and VISIT FLORIDA.

You see that we know your business. That we understand the pivotal role of brand marketing in the travel industry. That we know how to provide you with the services you need to continue to make GFLCVB a successful DMO and Greater Ft. Lauderdale one of the leading tourism destinations in Florida.

But there's one more important reason why our DMO experience should matter to you. You see, we already know that your most important customers are not only Ft. Lauderdale's tourists. What we also know is that a list of your most important clients also includes your DMO and industry stakeholders and partners.

So it makes the most sense for you to work with a combined team that understands how those business people think. And that's where our extensive experience becomes so important. Because we've worked with so many DMOs and helped them build their own partner programs, we know what makes them tick.

We deeply understand how to develop relevant messages that will attract the many faces of the Ft. Lauderdale visitor — in turn, delivering value not only to you but also to each and every one of your strategic partners.

And what's more, Roberto regularly attends the preeminent travel industry shows, such as Florida Governor's Conference on Tourism, IPW, WTM, FITUR, and IMEX, among others. This of course gives him the opportunity to be in the know of the latest developments in the industry.



Here's a list of our experience:

- Alabama Gulf Coast CVB
- Bal Harbour Village Tourism
- Coconut Grove Business Improvement District
- DMAI (now Destinations International)
- El Salvador
- Gettysburg CVB
- Government of Puerto Rico
- Greater Miami CVB
- INGUAT (Guatemala Tourism Board)
- Kissimmee CVB
- Meet Puerto Rico (Puerto Rico Convention Bureau)
- Miami Beach
- Miami Downtown Development Authority
- Mississippi Gulf Coast CVB
- New Smyrna Beach Area CVB
- Palm Beach County CVB
- PromPeru (Peru Tourism Board)
- Springfield, MO CVB
- Sunny Isles Beach Tourism and Marketing Council
- Tourism Toronto
- Town of Surfside



## 2.3. Media Planning and Buying:

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### a. Indicate how the team can leverage value-added opportunities.

As for all the media plans we custom-tailor, media negotiations begin with an in-depth conversation with prospective media partners to provide them with a complete understanding of our goals and strategies. We believe it is necessary for our partners (media publishers) to understand, from the get-go, our objectives and priorities in order to develop the most appropriate, impactful media programs, as well as proposals that best leverage their properties' unique strengths that can benefit our clients.

We view our relationships with the media as true partnerships, in which we all have the ultimate goal of providing clients with the greatest value for their advertising dollars — and the greatest impact for their messaging. And while we always strive for the best value we can secure, that doesn't always mean the lowest CPM. We approach each vendor/partner with an open mind, to discover what it is they can offer that's of greatest value for our client, based not only on their available assets and flexibility, but also on each client's unique set of priorities and objectives. And sometimes the greatest value comes from elements that can extend visibility far beyond the cost of the media (e.g., press pickups; social media buzz), for which a CPM premium on paid media may be acceptable.

Our planning/negotiation process begins with live conversations followed by RFPs to prospective media partners in which we outline, in great detail, our objectives and priorities, and provide them with the basis upon which our eventual media recommendations will be made.

Once media proposals have been received, we conduct a comprehensive review to compare and contrast all offers that are on the table, and then go back to each partner and offer them the opportunity to strengthen their proposal so as to make it more competitive. Reality is, there are always far more good media opportunities to choose from than there is budget to go around, and the best proposal/packages are always the result of several rounds of negotiations.

Recommended media are then selected (in general) on the basis of:

- Environmental/editorial "fit" with clients' positioning and message
- Demographic and psychographic fit with prospect definition(s)
- Appropriateness of value-added elements to messaging goals be they event tie-ins, editorial support, digital add-ons, etc.
- Overall media value vs. cost (including assessment of value-added elements)
- Relative efficiency vs. other/comparable media under consideration
- Creative aspects of the media proposal that have the potential to extend presence via press pickups, social media buzz, etc.

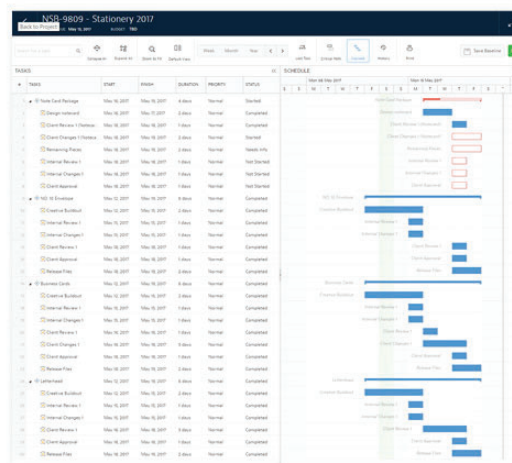
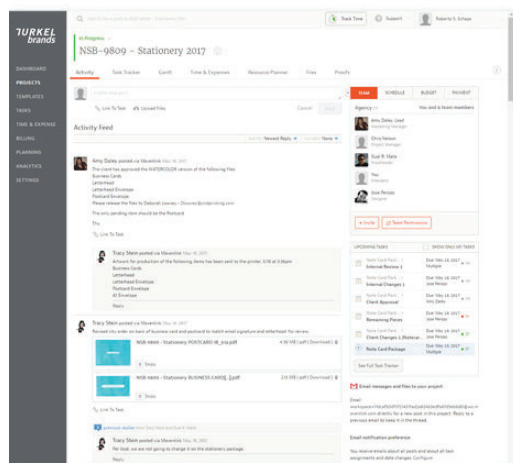
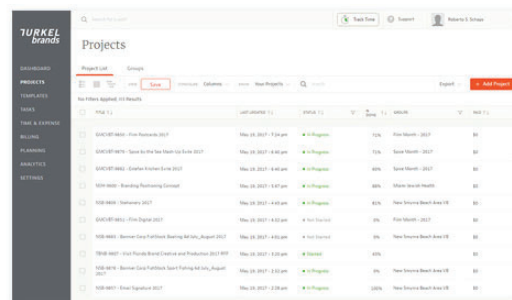
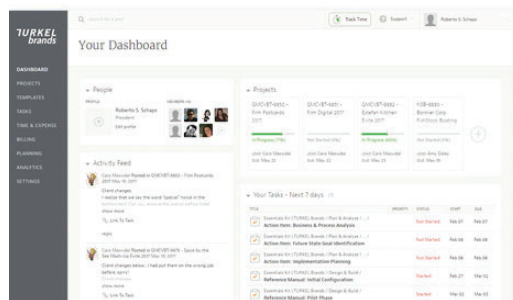


- b. Indicate how the team would handle industry co-op advertising opportunities and leverage media buys and sponsorships.

Because we've worked with many CVBs over the years, we're quite capable of managing turnkey co-op programs. We will rely on our management system (Mavenlink) to coordinate all aspects of the co-op program. Our system gives us the ability to:

- Set up each GFLCVB Partner as an individual client.
- Open individual projects for each co-op deliverable being requested by the Partner.
- Give access to each project to GFLCVB to monitor the progress and review the assets for approval.
- Give access to the Partner to review the assets for approval.
- Prepare a detailed schedule to be monitored by all parties. This schedule would include specific tasks for each party as well as manage milestones and deadlines for the final delivery of the assets to the media vendors.
- If required, manage costs needed to produce the assets.

Below are some screen shots of the various sections of our management system (Mavenlink).





### 3) Past Performance Evidence of Knowledge and Experience

Describe prime Vendor's experience on projects of similar nature, scope and duration, along with evidence of satisfactory completion, both on time and within budget, for the past five years. **Provide a minimum of three projects with references.**

#### Project 1:

---

- **Client:** Greater Miami Convention & Visitors Bureau
- **Name:** Rolando Aedo, COO
- **Duration:** More than 25 years starting in October 1993 and continuing to this day
- **Scope:** Through the years we have provided, brand development, strategic planning, research, advertising campaigns, marketing materials, production services, media planning/buying (traditional/digital/social), co-op programs, promotions, crisis management, marketing counsel
- **References or Testimonials (evidence of satisfactory completion):** Please refer to the Vendor Reference Verification Form included in the RFP response.

#### Project 2:

---

- **Client:** New Smyrna Beach Area Visitors Bureau
- **Name:** Debbie Meihls, Executive Director
- **Duration:** More than 2 years starting in October 2016 and continuing to this day
- **Scope:** Strategic planning, brand development, advertising campaign, marketing materials, production services, media planning/buying (traditional/digital), marketing counsel
- **References or Testimonials (evidence of satisfactory completion):** Please refer to the Vendor Reference Verification Form included in the RFP response.

#### Project 3:

---

- **Client:** Barry University
- **Name:** Michel Sily, AVP Marketing
- **Duration:** More than 6 years starting in July 2013 and continuing to this day



- **Scope:** Strategic planning, brand development, advertising campaign, marketing materials, production services, media planning/buying (traditional/digital/social), marketing counsel
- **References or Testimonials (evidence of satisfactory completion):** Please refer to the Vendor Reference Verification Form included in the RFP response.

#### **Project 4:**

---

- **Client:** Meet Puerto Rico
- **Name:** Milton Segarra, currently the CEO of Visit Mississippi Gulf Coast
- **Duration:** 5 years starting in October 2013 through September 2018
- **Scope:** Strategic planning, brand development, advertising campaign, marketing materials, production services, media planning/buying (traditional/digital/social), marketing counsel
- **References or Testimonials (evidence of satisfactory completion):** Please refer to the Vendor Reference Verification Form included in the RFP response.



Provide references for similar work performed to show evidence of qualifications and previous experience. **Refer to Vendor Reference Verification Form and submit as instructed.**

In addition to information requested on the Vendor Reference Verification Form, append the following information for each project/reference:

#### **Greater Miami Convention & Visitors Bureau**

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a. List Firm's project manager and other key professionals involved on the project/contract.

Over the years of managing the GMCVB relationship we had different project managers. And currently Carolina Masvidal is actually imbedded in their offices to provide more effective management of the account.

The account was always supported by the same key team included in this RFP response. That includes: Tom Langley, Sr. Art Director, Jose Perozo, Sr. Designer, Antonio Marquez, Strategy Director and Sara Saiz, Managing Director.

And as described earlier, Roberto S. Schaps, has been involved in all aspects of the account.

a. Identify if the project included any of the following:

i. Minority Demographic markets, including U.S. Domestic, African American, women owned, LGBT+ and Latino markets.

As you can see from the case study that follows, we helped GMCVB market to audiences including international markets.

ii. Provide description of the organization's services, creative portfolio examples, and specific account processes (e.g. contract structure, billing, communication protocols with vendor and client, etc.)

Please refer to the case study that follows.

iii. Indicate the company's specific expertise in integrated marketing communications.

Please refer to the case study that follows.

iv. Identify any examples of co-op advertising opportunities and leverage media buys and sponsorships provided under project/contract.

Please refer to the case study that follows.



# Greater Miami Convention & Visitors Bureau

## IT'S SO MIAMI People + Places Campaign

Over the last 20+ years we have moved Miami's image and brand from another sun destination to one of the top four most desired tourism brands in the country (along with New York, Las Vegas, and Orlando).

The success of this campaign demonstrates our ability to create a powerful and ownable destination brand positioning that targets a variety of market segments including, leisure, travel trade, meetings and conventions, and international. The campaign clearly illustrates the Miami brand evolution from a sun-and-fun winter escape to a year-round global destination that meets the interests and expectations of today's discerning traveler. It allows us to convey Miami's unique mix of heritage, multicultural, arts and dining experiences within the framework of the destination's diverse neighborhoods. People + Places easily adapts for Miami's multicultural audiences such as LGBT, Hispanic and African-American niche markets. Highlighting these offerings encourages visitors to discover new and unexpected sites and therefore extend their stay.

Unlike most agencies, we take the lead in development of the GMCVB marketing plan. As the brand steward, we ensure that all of the CVB's partner agencies understand the brand positioning and execute a consistent brand message across all points of communication.

### Client Requirements

Miami is already a popular vacation destination, but the Greater Miami Convention & Visitors Bureau wanted to expand the brand beyond surf and sun to drive visitation past the core weather travelers. Competing against domestic destinations like New York City and Las Vegas, and international destinations like Rio de Janeiro and Barcelona, the GMCVB needed to prove Miami's art, culture, music, food and lifestyle are world class to the world's (dubious) travelers.

Since the creation of Brand USA, Relebrand has been responsible for managing the marketing initiatives on behalf of the GMCVB. The CVB also asked us to manage the Bureau's international marketing relationship with VISIT FLORIDA. We work with these partners to execute marketing programs in Miami's top and emerging international markets, including the NFL in London, the World Cup in Brazil and comprehensive campaigns in Europe and Latin America. Relebrand' functions as the GMCVB brand steward, coordinating program implementation with both Brand USA and VISIT FLORIDA, as well as managing the budgets for each campaign.

### Objectives

Our primary objective is to build on the success of our original "It's So Miami" campaign by shifting the focus of our brand message from promoting destination-centric "Miami Moments" to positioning those moments in the context of the rich experiences visitors will discover by exploring our individual neighborhoods. This new neighborhood-centric approach allows visitors to associate our Miami Moments with an authentic location and engaging personal anecdote from a local resident's unique perspective.

Increasing the prominence of partners in the design, as well as providing a consistent and contextual approach to how partners are showcased, delivering greater clarity and value to GMCVB membership.

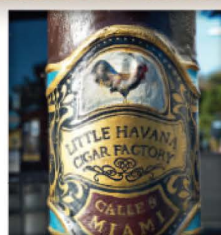


## PRINT



Frutería "Los Pinareños"  
on SW 8th Street

Leave it to  
Miami's Little Havana  
to add a shot of Cuban Coffee  
to a banana milkshake.



I'm Jose and here in Little Havana we love our Cuban coffee so much you can find it everywhere. In local restaurants, hand-rolled cigar shops and Domino Park. Even at the local *frutería* juice stand in a banana milkshake. Come explore my Little Havana neighborhood and other great neighborhoods at [ItSoMiami.com](http://ItSoMiami.com)

**LITTLE HAVANA – IT'S SO MIAMI®**

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## Strategy

Miami visitors want to be active, engage in culture, and explore the local neighborhoods. They are looking for authentic experiences, and they want to experience a destination from the local's point of view. We evolved our "It's So Miami" campaign to focus on Miami's varied neighborhoods, focusing on interesting things to see and do from the perspective of local residents.

## Brand Positioning

In an effort to meet the demand for authentic vacation experiences, we created phase two of our brand campaign, "It's So Miami: People + Places." Local residents take consumers on a guided tour of their favorite Miami neighborhood spots, inspiring visitors to create their own unique vacation itineraries. Elevating the priority of the neighborhoods as an overarching approach allowed GMCVB to incorporate content promoting its members and business partners (hotels, dining, events, arts and culture, beaches, shopping). Our "It's So Miami: People + Places" campaign shifted the brand perception of Miami beyond the beach, and enabled consumers to discover and self-identify with the unique personalities of each of Miami's unique neighborhoods.

## Target

- Demographically, prospect is defined as A35-64, HHI \$75K+, graduated college+, with a skew to HHI \$100K+ and additional consideration of baby boomers
- Psychographically, prospects likely share many of the same attributes/equities as the Miami brand:
  - Cosmopolitan
  - Sophisticated/Worldly
  - Savvy/In-the-know
  - Experiential/Socially engaged
  - Experimental/Adventurous
  - Trendy
  - Hip
  - Sexy

## Implementation

Elevating the priority of the neighborhoods as an overarching approach allowed GMCVB to incorporate content promoting its members and business partners (hotels, dining, events, arts & culture, beaches, shopping). Our "It's So Miami: People + Places" campaign shifted the brand perception of Miami beyond the beach, and enabled consumers to discover and self-identify with the unique personalities of each of Miami's unique neighborhoods.

## Media Implementation

(seasonality/timing, placement, etc.):

- Print scheduled to provide continuity of messaging with skew to key winter travel months
- Given limited budget and heavy skew toward Miami's top 5 feeder markets, media buys focused on local/ regional buys to provide strong support primarily in New York, Chicago, Philadelphia, Washington D.C. and Boston; secondarily in the eastern regional market overall. Media included *The New York Times* (New York metro and national magazine editions), *The Wall Street Journal* (New York metro edition), *AFAR Magazine* (National), *Chicago Magazine*, *Endless Vacations* (Eastern Region + Illinois), Modern Luxury magazine titles *Manhattan*, *Beaches* (Hamptons), *CS* (Chicago), and *DC*, and *Undiscovered Florida* VISIT FLORIDA Co-op, to support key states: New York, New Jersey, Alabama, Illinois, Washington D.C., Virginia, Georgia, Florida
- Niche markets included African-American (*Black Enterprise*, *Ebony*, *Harlem Times*, *Pathfinders*, *Savoy* and *Uptown*), Eco Tourism (*Undiscovered Florida*), and LGBT (*Damron's Men's and Women's Travel Guides*, *The Advocate*, *Out Magazine*, *Spartacus*).
- Internationally, print buy was limited to Latin America (pan-regional), and *Spartacus* (Germany/LGBT).



# PRINT

The Venetian Pool, Coral Gables

*It's not so much a pool  
as a museum you can swim in.*

Immerse yourself in the historic Venetian Pool. Explore the famed Biltmore Hotel and Golf Course. Romance your special someone wandering Miracle Mile. Lose yourself in our shops and gourmet menus. I'm Mitchell, and I can tell you that a neighborhood with history is irresistible. See for yourself—watch my Coral Gables video, and then explore Miami's other unique neighborhoods at [ItSoMiami.com](http://ItSoMiami.com)

**CORAL GABLES — IT'S SO MIAMI®**

©Greater Miami Convention & Visitors Bureau — The Official Destination Sales & Marketing Organization for Greater Miami and the Beaches.

*Just another  
typical traffic jam  
in Miami's Coconut Grove.*

Coconut Grove is a small, laid-back village right on Biscayne Bay. In fact, we're so laid back the peacocks have the right of way. I'm Dmitri, come along on a ride with me in Miami's oldest neighborhood and I'll introduce you to the beautiful parks, funky galleries and cool sidewalk cafes of my hometown. You can see my Coconut Grove video and other great neighborhoods at [ItSoMiami.com](http://ItSoMiami.com)

**COCONUT GROVE — IT'S SO MIAMI®**

©Greater Miami Convention & Visitors Bureau — The Official Destination Sales & Marketing Organization for Greater Miami and the Beaches.

Little Haiti Cultural Center, Miami

*In Miami's Little Haiti  
the long lines actually are the party.*

A former lemon grove — and just as flavorful — Little Haiti is part Port-au-Prince, part bohemian, with a healthy serving of French and Creole, and a little bit of our own. I'm Sandy, inviting you to explore Little Haiti. Start with my video, and then explore Miami's other unique neighborhoods at [ItSoMiami.com](http://ItSoMiami.com)

**LITTLE HAITI — IT'S SO MIAMI®**

©Greater Miami Convention & Visitors Bureau — The Official Destination Sales & Marketing Organization for Greater Miami and the Beaches.

Wynwood Walls, Mural by Miss Van

*In Miami's Wynwood,  
the walls have ears.*

In my neighborhood, art is everywhere and inspires everything. You can find it on the walls and doors. You can buy it in the galleries. You can taste it at our hip restaurants, coffee shops, and local breweries. I'm Matt, check out my Wynwood video guide and learn about other cool neighborhoods at [ItSoMiami.com](http://ItSoMiami.com)

**WYNWOOD — IT'S SO MIAMI®**

©Greater Miami Convention & Visitors Bureau — The Official Destination Sales & Marketing Organization for Greater Miami and the Beaches.



## Out-of-Home Implementation

- Formats/types selected on basis of:
  - Efficient reach of commuters/Manhattan professionals
  - Dynamic messaging (video), in “hip” areas of Manhattan
  - Ability to showcase multiple creative executions
- Scheduled spring/summer to support off-season/shoulder travel
- Buy included:
  - Subway two-sheets with citywide distribution – 395 units total
  - Digital video screens in Times Square and Macy’s Herald Square, with a total of 13,100 :30-second spots over three-month schedule (April – June)

## Online/Digital Implementation

Our approach was to showcase Miami’s unique visual canvas as the backbone to deliver messaging across the travel purchase lifecycle. The multichannel media program featured video and rich media creative, and the media plan expanded outside of travel endemic content. Lifestyle content and behavioral segmenting and look-alike modeling found users that would closely relate to Miami’s rich arts, music and lifestyle to build destination consideration, and performance media and online travel agency support assured incremental bookings. A custom Spotify program sat on top of the whole campaign, driving over 16,000 new Facebook fans and 1,000 song entries with minimal investment, helping seed the branded messaging.

## WEB BANNERS



## VIDEO





## Product Development

Part of our marketing initiative is to work with GMCVB to create programs that allow GMCVB's partners and strategic community partners to attract visitors and generate revenue for their businesses. In addition to supporting the Miami Temptations program, Relebrand is responsible for Media Planning and Buying.

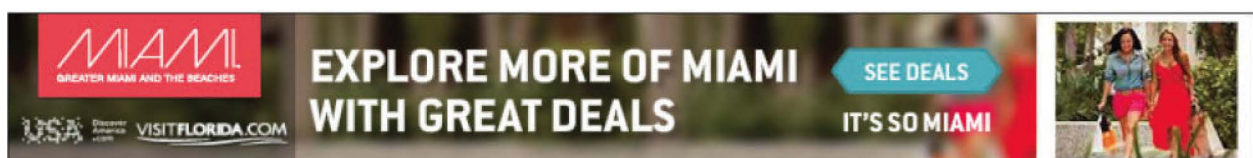
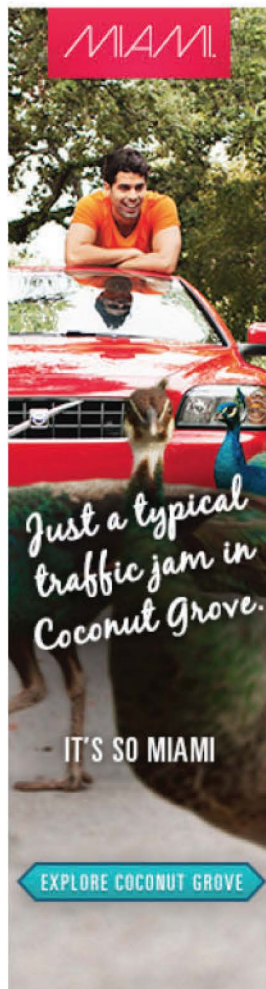
## Key Programs

<b>MIAMI CRUISE MONTH</b> january	<b>MIAMI ROMANCE MONTH</b> february	<b>SHOP MIAMI MONTH</b> march	<b>MIAMI SPORTS MONTH</b> april
<b>MIAMI MUSEUM MONTH</b> may	<b>MIAMI FILM MONTH</b> june	<b>MIAMI SPA MONTH</b> july+august	<b>MIAMI SPICE MONTH</b> august+september
<b>MIAMI ATTRACTIONS MONTH</b> october	<b>MIAMI LIVE MONTH</b> november	<b>MIAMI HERITAGE MONTH</b> december	OFFICIAL SPONSOR: 



## How We Market To Them

Since the creation of Brand USA, Relebrand has been responsible for managing the marketing initiatives on behalf of the GMCVB. The CVB also asked us to manage the Bureau's international marketing relationship with VISIT FLORIDA. We work with these partners to execute marketing programs in Miami's top and emerging international markets, including the NFL in London, the World Cup in Brazil and comprehensive campaigns in Europe and Latin America. Relebrand' functions as the GMCVB brand steward, coordinating program implementation with both Brand USA and VISIT FLORIDA, as well as managing the budgets for each campaign.





## DIGITAL

[PLACES TO SEE](#)
[THINGS TO DO](#)
[DEALS](#)
[SEE MIAMI LIVE](#)

### IT'S SO MIAMI

Much more than swaying palms and gentle surf, Miami is home to an unmatched array of neighborhoods – each one uniquely beguiling and inviting your discovery.

[EXPLORE OUR NEIGHBORHOODS >](#)

#### HISTORIC OVERTOWN

Vibrant, eclectic, and now thriving, Historic Overtown's cultural roots reveal many stories, from Jackson's Soul Food to the "Little Broadway" of Lyric Theater – once host to Count Basie, Aretha Franklin, and Patti LaBelle.

#### LITTLE HAITI

The cultural heart for the Haitian diaspora, Little Haiti boasts galleries, dance and theater performances at the Little Haiti Cultural Center, a Haitian book and music store.

#### LITTLE HAVANA

Dona guayabera, grab a cafecito, visit Domino Park, and a trutería (fruit stand) – maybe even light up a hand-rolled cigar. The best of Little Havana awaits, including its famous black beans, rice, and sweet fried plantains.

#### COCONUT GROVE

Miami's oldest neighborhood is laid back, quirky, and home to banyan-shaded bistros, unique boutiques, and waterfront parks. Get to know its bohemian heritage, its galleries, as well as its resident peacocks and artists.

#### SOUTH BEACH

From Biscayne Bay's stellar views to top-notch bars and restaurants on every corner to the Pérez Art Museum Miami and Adrienne Art Center for the Performing Arts, Downtown Miami immerses you in culture and the arts.

#### DOWNTOWN

From Biscayne Bay's stellar views to top-notch bars and restaurants on every corner to the Pérez Art Museum Miami and Adrienne Art Center for the Performing Arts, Downtown Miami immerses you in culture and the arts.

#### WYNWOOD

Once home to warehouses, the Wynwood neighborhood has blossomed into a living, breathing museum of the streets, a muse for residents and guests alike. Experience its art on walls, in steins, and on your plate.

#### CORAL GABLES

Mediterranean architecture, tree-lined streets, the timeless Biltmore Hotel, the classic Venetian Pool, plus countless one-of-a-kind boutiques and restaurants on Coral Way and Miracle Mile – the historic beauty of Coral Gables awaits you, under your surfboard, or your beach towel.

[EXPLORE MIAMI](#)

## THERE'S NOTHING LIKE GOING OUT AT NIGHT ON SOUTH BEACH.

View from Sunset Harbor, Miami Beach.

**MIAMI**  
GREATER MIAMI AND THE BEACHES

A sunset paddle on the bay. Pitchers and pool at a local dive bar. Cracking stone crabs with a mallet. Rooftop lounge sofas. Visit South Beach and our other great neighborhoods at [ItSoMiami.com](#)

### SOUTH BEACH – IT'S SO MIAMI®

Greater Miami Convention & Visitors Bureau – The Official Destination Sales & Marketing Organization for Greater Miami and the Beaches.

GAZE AT GATORS IN THE EVERGLADES

IT'S SO MIAMI

STROLL IN SOLITUDE IN Surfside

IT'S SO MIAMI

SAVOR AN AREPA IN DORAL

IT'S SO MIAMI

CHECK OUT THE LOCAL TALENT IN HISTORIC OVERTOWN

IT'S SO MIAMI

TOAST THE LUX LIFE IN BAL HARBOUR

IT'S SO MIAMI



The implementation of "It's So Miami" People + Places was handled by Relebrand in conjunction with other client agencies. In order to provide a comprehensive representation of the campaign results, we are including metrics provided by all.

## Metrics Selected

The key performance indicators (KPI) selected for this program included:

- Overall impressions
- Total unique website visits
- Leads/referrals to the partners

## Value Delivered Against Chosen Metrics

Greater Miami and the Beaches continued to rank among the top five destinations on the list of Top 25 Markets in the U.S. We set records for all key indicators, ranking #3 in Average Daily Room Rate (ADR) at \$202.57; #3 in Revenue Per Available Room (RevPar) at \$164.67; and #4 in Occupancy at 79.1%. Rooms Sold increased +1.2%, or 87,000 (a record). ROI for the "It's So Miami: People + Places" integrated marketing program was measured via visitor traffic to the campaign URL, ItSoMiami.com (People + Places Insider Guides).

## Specific Results

### PRINT CAMPAIGN:

- 64,664 total views
- 49% of users entered via Display Media
- 37% of users entered via the ItSoMiami.com
- 71% of users cited positive recognition of Miami
- 34% of users had a more favorable opinion of Miami
- 30% of users took action to look for more information about Miami

### DIGITAL – DOMESTIC:

- Drove more than 100,000 clicks to the ISM Insider Guides landing page
- Pre-Roll drove 79% completion rate, higher than 76% travel average
- Custom email drove more than 9% CTR!

### DIGITAL – SUMMER DOMESTIC:

- Drove more than 120,000 clicks to the Special Offers page
- Additional traffic to partner clicks, Things to Do, Events, Places to See, Nightlife pages
- Budget Travel drove more than 60,000 click-throughs their high impact, interstitial unit

### Digital – LGBT Domestic:

- Drove more than 18,000 clicks to the LGBT site page
- High impact skin unit drove more than 2% CTR

Additionally, the campaign changed brand perception: There was an 8% reduction in respondents saying that "Miami is all glitz and no substance" and a 4% lift in respondents saying that "Miami is rich with culture" and "Miami is unique."



## OUTDOOR ADVERTISING



**EXPLORE MORE OF MIAMI  
WITH GREAT DEALS.**

**ExploreMiami.com**

**IT'S SO MIAMI.**

© Greater Miami Convention & Visitors Bureau - The Official Destination Sales & Marketing Organization for Greater Miami and the Beaches.



Jackson Soul Food,  
Historic Overtown,  
Downtown Miami

Discover  
America  
.com

**VISITFLORIDA.COM**



**EXPLORE  
MAIS DE MIAMI  
COM GRANDES  
PROMOÇÕES.**

**ExploreMiami.com**

**IT'S SO MIAMI.**

© Greater Miami Convention & Visitors Bureau - The Official Destination Sales & Marketing Organization for Greater Miami and the Beaches.



Murais em Wynwood, NW 2Av.,  
Midtown Miami

USA **VISITFLORIDA.COM**



**EXPLORE MAIS DE MIAMI  
COM GRANDES PROMOÇÕES.**

**ExploreMiami.com**

**IT'S SO MIAMI.**

© Greater Miami Convention & Visitors Bureau - The Official Destination Sales & Marketing Organization for Greater Miami and the Beaches.



Quintanda "Los Pinares"  
Rua 8 na Pequena Havana

USA **VISITFLORIDA.COM**



**EXPLORE  
MÁS DE MIAMI  
CON GRANDES  
OFERTAS.**

**ExploreMiami.com**

**IT'S SO MIAMI.**

© Greater Miami Convention & Visitors Bureau - The Official Destination Sales & Marketing Organization for Greater Miami and the Beaches.



Vista desde Sunset Harbor,  
Miami Beach

USA **VISITFLORIDA.COM**

**EXPLORE MAIS DE MIAMI  
COM GRANDES PROMOÇÕES.**

**ExploreMiami.com**

**IT'S SO MIAMI.**

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**EXPLORE MORE OF  
MIAMI WITH GREAT DEALS.**

**ExploreMiami.com**

**IT'S SO MIAMI.**

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Urbex Hotel, Miami Beach

USA **VISITFLORIDA.COM**



## Multicultural Marketing: African-American Market

### PRINT

Jackson Soul Food, Miami

*YOU CAN FIND YOUR SOUL  
IN MIAMI'S HISTORIC OVERTOWN.*

Explore Historic Overtown and you'll savor far more than soul food. You'll discover street art by Purvis Young, Sunday gospel music, even live variety shows. I'm Tim. Watch my video on Historic Overtown, plus Miami's other unique neighborhoods at [ItSoMiami.com](http://ItSoMiami.com)

**HISTORIC OVERTOWN – IT'S SO MIAMI®**

© Greater Miami Convention & Visitors Bureau – The Official Destination Sales & Marketing Organization for Greater Miami and the Beaches.

Little Haiti Cultural Centre, Miami

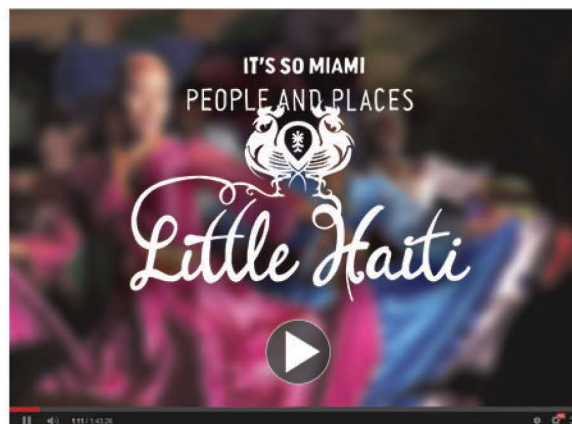
*In Miami's Little Haiti  
the long lines actually are the Party.*

A former lemon grove – and just so flavorful – Little Haiti is part Port-au-Prince, part bohemian, with a healthy serving of French and Creole, and a rhythm all our own. I'm Sandy, inviting you to explore Little Haiti. Start with my video, and then explore Miami's other unique neighborhoods at [ItSoMiami.com](http://ItSoMiami.com)

**LITTLE HAITI – IT'S SO MIAMI®**

© Greater Miami Convention & Visitors Bureau – The Official Destination Sales & Marketing Organization for Greater Miami and the Beaches.

### VIDEO





## WEB BANNERS





## Multicultural Marketing: African-American Market

### PRINT

ADMIT ONE

Plunge Culture & Creativity Conference  
MIAMI BEACH

NOVEMBER 6-8, 2014  
EDEN ROO RESORT  
MIAMI BEACH

ADMIT ONE

The 2014 Plunge Culture & Creativity Conference, a gathering of professional people with a common interest in artistry, innovation and ingenuity, kicked off with the elegant "It's So Miami" oceanfront reception at the Eden Roo, Miami Beach. Plunge founder Jeff Friday was warmly embraced by the Greater Miami Convention & Visitors Bureau president & CEO, William D. Talbert III; Rolando Aedo, Chief Marketing Officer; and Graylyn Swilley, Interim Vice President of the Multicultural Tourism Department on hand for the inaugural event that included a Miami Heat cheerleaders' welcome.

**Plunge 2014**

"It was our goal for attendees to leave Plunge inspired by Miami – what they saw, heard and experienced there. I want to ensure that multicultural influencers and executives around the world connect Miami Beach with being a key and viable destination for business and pleasure," stated Friday. Among the guest speakers were author and thought leader Frans Johansson, who traveled from Belgium and gave an inspiring talk on how diversity drives innovation; and eco-friendly lifestyle expert and bestselling author Danny Seo, who discussed creative ways to live more sustainably. HBO's SVP of Multicultural Marketing, Luolinda Martinez, spoke about the dynamic marketing strategy behind *Game of Thrones*; and Vio Hyder, COO of Silent Circle, shared his expertise on secure technology. Bomani Jones, host of ESPN's "Highly Questionable," conducted a fascinating interview with USA Track & Field CEO and NASCAR team owner Max Siegel. Creative director Mimi Valdes closed out the talk series with the unique story behind Pharrell's "Happy" phenomenon.

*Black Enterprise* (BE) hosted the Innovation Slam, a competition to spotlight new entrepreneurs, which resulted in a tie between bath safety product inventor Brenda Dillingham of Liberty, Texas, and tech inventor Keith White of Tampa, Florida. Each won an invitation to the BE Entrepreneurs Conference to be held in Atlanta in May 2015, and will be featured in BE's "All Access" online.

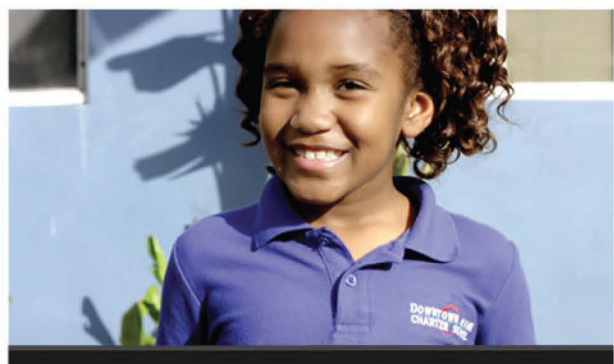
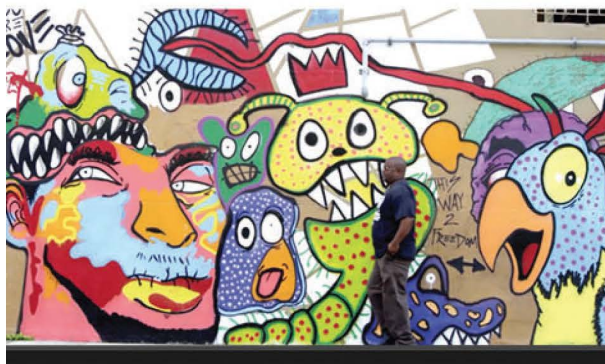
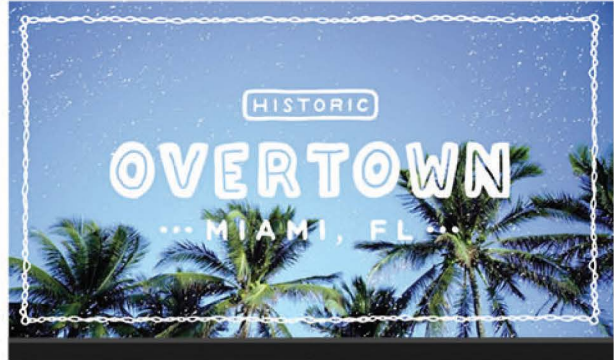
Plunge attendees raved about the Power Lounge, where serious networking transpired between sessions, as well as the Culture Class taught by Jam Master Jay's Scratch Academy and daily Budokon Yoga. The conference concluded with an advanced screening of Gina Prince-Bythewood's powerful new film *Beyond the Lights*, with filmmaker and producer Reggie Bythewood present for an intimate Q&A session post screening.

Plunge is produced by Film Life, Inc., with support from the Greater Miami Convention & Visitors Bureau. Media sponsors: *Black Enterprise* and *Uptown* magazines. 2015 dates to be announced. [www.plungeoon.com](http://www.plungeoon.com)

MIAMI  
MIAMIANDBEACHES.COM



## VIDEO





## Multicultural Marketing: LGBT

### PRINT

Sunset on South Beach.

There's no better place to mix it up than Miami.

Here's to new drinks and new toasts, to feeling rejuvenated after a morning run along the beach, to nabbing tomorrow's fashions today, to sharing world-class cuisine with an ocean view, and wearing your colors with pride. [MiamiLGBT.com](http://MiamiLGBT.com)

**IT'S SO MIAMI®**

MAR Winter Party	APR Miami Beach Gay Pride MIFo LGBT Film Festival	MAY Aqua Girl Sizzle Miami	JUL Miami Beach Bruthaz Out In The Tropics	SEP/OCT Orgullo	NOV White Party	MAY 2017 World Outgames	LGBT VISITOR CENTER 1130 WASHINGTON AVE. MIAMI BEACH
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©Greater Miami Convention & Visitors Bureau – The Official Destination Sales & Marketing Organization for Greater Miami and the Beaches.



## PRINT

Kayaking in  
North Beach

In Miami, adventure awaits.

Here's to going with the flow, to exploring Miami's unique neighborhoods, and finding more hidden treasures than you knew existed. Here's to planning your vacation today. [MiamiLGBT.com](http://MiamiLGBT.com)

**IT'S SO MIAMI®**

MAR	APR	MAY	JUL	SEP/OCT	NOV	MAY 2017	LGBT VISTOR CENTER
Winter Party	Miami Beach Gay Pride MIAMI LGBT Film Festival	Aqua Girl Sizzle Miami	Miami Beach Briarcliff	Orgullo	White Party	World Outgames	1130 WASHINGTON AVE. MIAMI BEACH

© Greater Miami Convention & Visitors Bureau - The Official Destination Sales & Marketing Organization for Greater Miami and the Beaches.

Coffee in  
Little Havana

Miami: a melting pot that's filled with coffee.

No matter how you take your coffee - and your vacation - here's to trying every flavor, to not missing a thing, to enjoying the diversity of Miami's many unique neighborhoods. [MiamiLGBT.com](http://MiamiLGBT.com)

**IT'S SO MIAMI®**

MAR	APR	MAY	JUL	SEP/OCT	NOV	MAY 2017	LGBT VISTOR CENTER
Winter Party	Miami Beach Gay Pride MIAMI LGBT Film Festival	Aqua Girl Sizzle Miami	Miami Beach Briarcliff	Orgullo	White Party	World Outgames	1130 WASHINGTON AVE. MIAMI BEACH

© Greater Miami Convention & Visitors Bureau - The Official Destination Sales & Marketing Organization for Greater Miami and the Beaches.

Outdoor  
Wynwood Wall

In Miami, dining alfresco is literally an art.

Here's to explosions of creativity - where warehouse walls double as canvases, and menus are works of art. Here's to galleries open late, open-air restaurants, open convertible tops, wide-open beaches, and people that are open to anything. [MiamiLGBT.com](http://MiamiLGBT.com)

**IT'S SO MIAMI®**

MAR	APR	MAY	JUL	SEP/OCT	NOV	MAY 2017	LGBT VISTOR CENTER
Winter Party	Miami Beach Gay Pride MIAMI LGBT Film Festival	Aqua Girl Sizzle Miami	Miami Beach Briarcliff	Orgullo	White Party	World Outgames	1130 WASHINGTON AVE. MIAMI BEACH

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## WEB BANNERS

**MIAMI**  
GREATER MIAMI AND THE BEACHES

**SOUTH BEACH, SERVED  
WITH A COLORFUL TWIST**

**IT'S SO MIAMI**  
**VISIT MIAMI LGBT**

**MIAMI**  
GREATER MIAMI AND THE BEACHES

**GIVE THE WYNWOOD ART  
SCENE SOME EXTRA COLOR**

**IT'S SO MIAMI**  
**VISIT MIAMI LGBT**

**MIAMI**  
GREATER MIAMI AND THE BEACHES

**BRING YOUR OWN FLAVOR TO LITTLE HAVANA**

**IT'S SO MIAMI**  
**VISIT MIAMI LGBT**



## New Smyrna Beach Area Convention Bureau

---

a. List Firm's project manager and other key professionals involved on the project/contract.

The project manager on this account is Adriana Torres, Marketing Director.

Adriana is supported by the same key team included in this RFP response. That includes: Tom Langley, Sr. Art Director, Jose Perozo, Sr. Designer, Antonio Marquez, Strategy Director and Sara Saiz, Managing Director.

And as described earlier, Roberto S. Schaps, has been involved in all aspects of the account.

b. Identify if the project included any of the following:

i. Minority Demographic markets, including U.S. Domestic, African American, women owned, LGBT+ and Latino markets.

Given the limited marketing budget the campaign has focused on the U.S. Domestic market with emphasis in their feeder markets of the East Coast.

ii. Provide description of the organization's services, creative portfolio examples, and specific account processes (e.g. contract structure, billing, communication protocols with vendor and client, etc.)

Please refer to the case study that follows.

iii. Indicate the company's specific expertise in integrated marketing communications.

As a small DMO, it was critical to develop integrated marketing communications strategies. We work very closely with the Executive Director to ensure that our overall communication is effective and efficient. We also work closely with her in support of their sales efforts in Europe.

iv. Identify any examples of co-op advertising opportunities and leverage media buys and sponsorships provided under project/contract.

Please refer to the case study that follows.



# New Smyrna Beach Area Visitor Bureau

## 'THIS IS THE NEW YOU' CAMPAIGN

### The Situation

New Smyrna Beach Area Visitor Bureau (NSBAVB) is the organization that markets and sells Southeast Volusia County. Specifically, the NSBAVB is responsible for promoting the cities of Edgewater, New Smyrna Beach, Oak Hill, Osteen and Port Orange and marketing the many attributes that the area has to offer. Unfortunately, the area had positioned itself as "Orlando's Beach" bringing with it day-trippers who marginally contributed to the economy and created traffic problems. We needed to develop a strategy that would grow the number of "high value" visitors to increase Hotel Occupancy, Room Rate, RevPAR and total visitor spend.



### Our Solution

After careful evaluation of who our potential visitor was and what they would be interested in, we developed a campaign that carved out a niche of the Florida beach traveler that focused on relaxation, rejuvenation, resting, being well and mostly staying young. We knew that at the heart of every visitor there is an explorer, looking for new experiences, exercising their right to be young, no matter their age. So, our favorite vacation spot may indeed be our youth source, or, our inspiration to keep ourselves young.

The campaign defined the target as: explorers (visitors) that are looking for new and authentic experiences, appropriate for their life stage, rather than their age. It defined the brand offering as: New Smyrna Beach invites these explorers to be their most authentic and youthful selves. And we provided a reason to believe that stated that: relaxing and open to anything, we are a laid-back beach town with alluring activities where everyone can chart their own course.

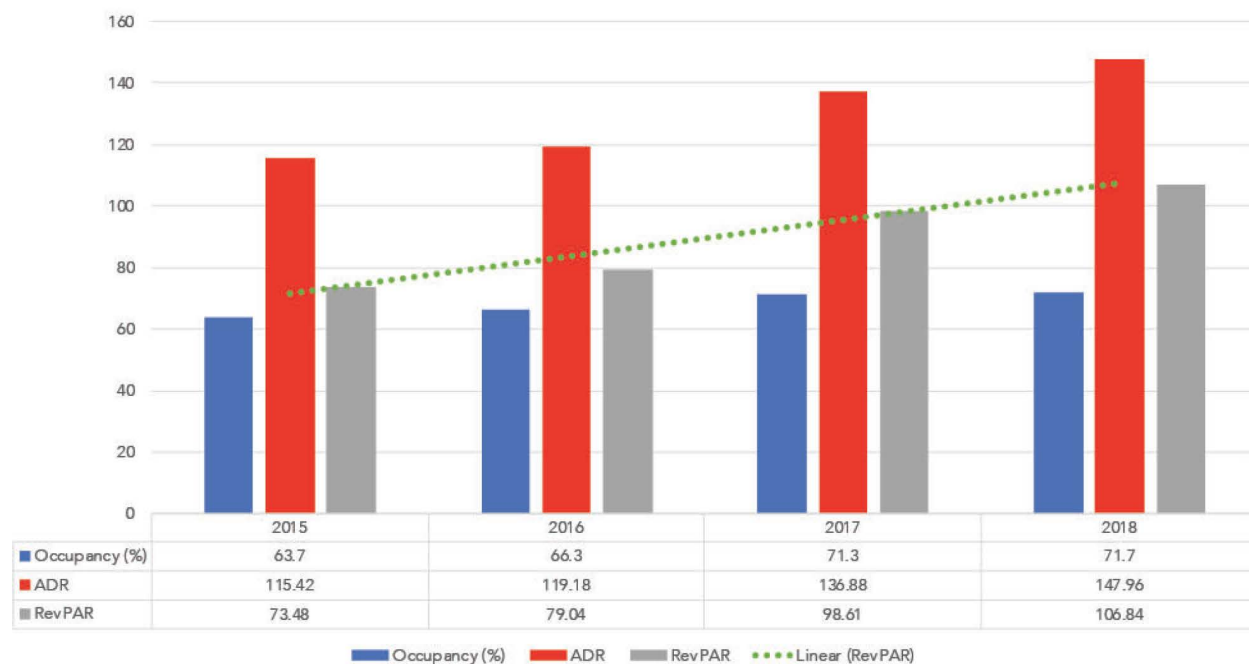
Our new tagline became, This Is The New You, and the creative went on to show the many ways that our visitors can feel young again when our laid-back beach town spirit gets inside of you. The campaign was deployed using print and digital media to their key feeder markets in the East Coast and Florida





## The Results

Sometimes it's best to let the numbers do the talking.



The New Place  
To Feel Like You Again.

Book Now

NEW SMYRNA BEACH



## Meet Puerto Rico

---

c. List Firm's project manager and other key professionals involved on the project/contract.

At the end of our relationship the project manager on this account was Adriana Torres, Marketing Director.

Adriana was supported by the same key team included in this RFP response who worked on the account from its inception. That includes: Tom Langley, Sr. Art Director, Jose Perozo, Sr. Designer and Sara Saiz, Managing Director.

And as described earlier, Roberto S. Schaps, has been involved in all aspects of the account.

d. Identify if the project included any of the following:

i. Minority Demographic markets, including U.S. Domestic, African American, women owned, LGBT+ and Latino markets.

Meet Puerto Rico focused on marketing the meeting & convention sector for Puerto Rico. As such the market segmentation was more related to reaching associations, corporate, SMERF and incentive meetings.

ii. Provide description of the organization's services, creative portfolio examples, and specific account processes (e.g. contract structure, billing, communication protocols with vendor and client, etc.)

Please refer to the case study that follows.

iii. Indicate the company's specific expertise in integrated marketing communications.

As a small DMO, it was critical to develop integrated marketing communications strategies. We actually worked very closely with the client's PR firm and their Social Media agency. In addition to working hand-in-hand with their sales team.

iv. Identify any examples of co-op advertising opportunities and leverage media buys and sponsorships provided under project/contract.

Please refer to the case study that follows.



# Meet Puerto Rico

## 'ON A TROPICAL ISLAND. IN THE CARIBBEAN.' CAMPAIGN

### The Situation

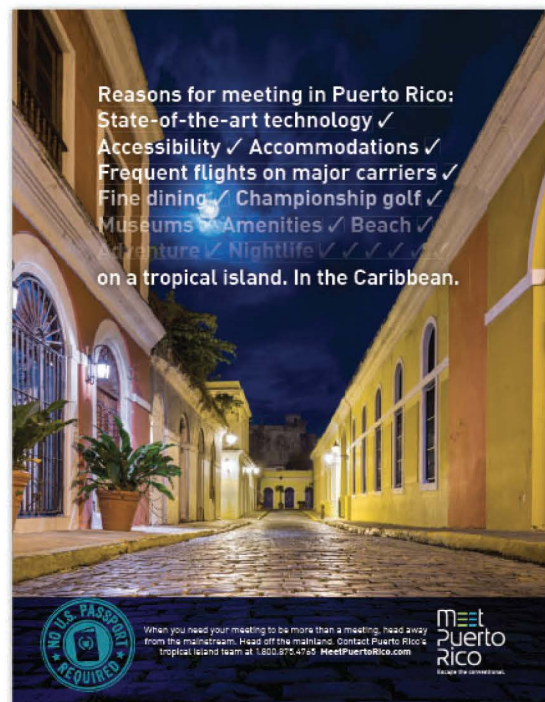
Meet Puerto Rico is the organization that markets and sells Puerto Rico to meetings and convention planners. While Puerto Rico enjoys tremendous popularity as a vacation destination, it isn't always top of mind for meetings and conventions. We needed to strengthen Puerto Rico's competitive position in the Americas (and abroad) by increasing awareness of the island's outstanding meeting facilities and services. Puerto Rico has everything a meeting planner or group needs and wants, but that's just the cost of entry. Our challenge was to market Puerto Rico as a meeting destination based on the brand's strongest asset – a sophisticated, state-of-the-art meeting destination located on an idyllic tropical island in the Caribbean. While meeting planners know of Puerto Rico's tropical beauty, fine dining and first-class hotels and resorts, they don't always make the connection that these attributes are what attract delegates to a meetings destination. We needed to help planners understand that the true value of meeting in Puerto Rico is about how these elements come together to create a singular, memorable and distinctive experience for their delegates.

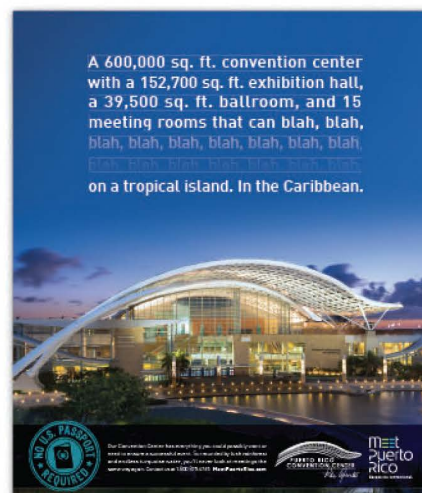
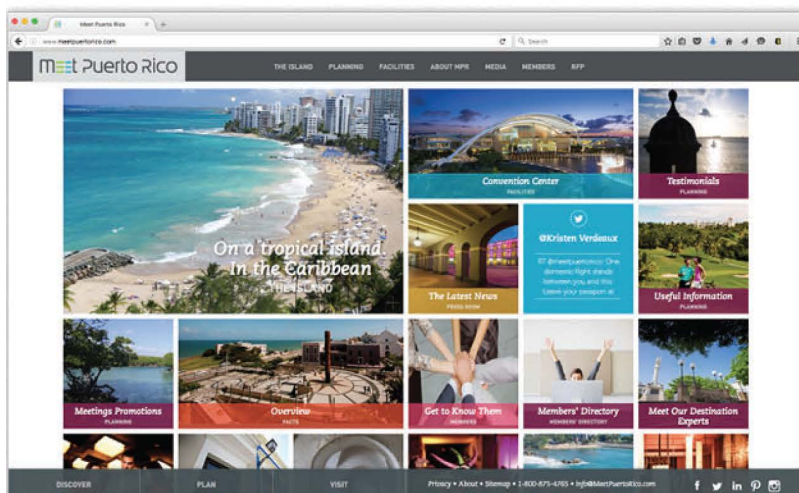
### Our Solution

Our campaign captures the benefits of hosting a meeting or convention in Puerto Rico. We combined visuals featuring the natural beauty of Puerto Rico's beaches, rainforests, undersea life, and golf courses with copy that underscores what makes Puerto Rico an ideal meetings destination. In one ad, the copy reads, "Puerto Rico offers 1.2M sq. ft. of meeting space, 14,000 hotel rooms, 2,000 dining options, hundreds of non-stop flights." Our campaign theme, "On a tropical island. In the Caribbean." goes on to describe what makes Puerto Rico a unique meetings destination. In addition to the branding campaign, TURKEL Brands created a new logo that incorporates a color scheme of green and blue inspired by Puerto Rico's most prized natural attributes – lush tropical flora and sparkling blue water. Other elements include a redesigned website ([www.MeetPuertoRico.com](http://www.MeetPuertoRico.com)), new collateral materials, a new tradeshow booth and tradeshow uniforms, as well as a destination video for the meetings market.

### The Results

Meet Puerto Rico exceeded its annual sales goal, securing over 189,000 room night bookings. This translates into 409 groups and more than 100,000 delegates. The Puerto Rico Convention Center booked 30,394 room nights, representing a 69 percent increase over the prior year. Revenue from the room nights gave Puerto Rico's economy a boost of \$110 million.







#### 4) Workload of the Firm

a. List all completed and active projects that Vendor has managed within the past five years.

Given the nature of our business and the type of clients that we work for it is impossible to list all completed and active projects. To provide perspective on the kinds of projects we've worked on we have listed the clients for whom we worked on similar projects to those described in this RFP.

- Barry University
- Binske (Cannabis Retailer based in Colorado)
- City of Miami Beach
- Coconut Grove Business Improvement District
- Dania Pointe (Mixed-Use Lifestyle Development)
- Greater Miami Convention & Visitors Bureau
- Meet Puerto Rico (Puerto Rico Convention Bureau)
- Miami-Dade Beacon Council
- Miami Downtown Development Authority
- Miami Jewish Health
- New Smyrna Beach Area Visitors Bureau
- PortMiami
- SAHF (pro-bono)
- Sunny Isles Beach Tourism and Marketing Council
- Town of Surfside

b. List all projected projects that Vendor will be working on in the near future.

As with the previous answer, following is a list of clients for whom we are planning to work on projects similar to those described in this RFP.

- Barry University
- Greater Miami CVB
- New Smyrna Beach Area CVB
- SAHF (pro-bono)
- Sunny Isles Beach Tourism and Marketing Council



c. Identify any current or future clients with any potential conflicts of interest.

- Greater Miami Convention & Visitors Bureau

In 2016 we lost the global account to VMLY&R. Currently we are only involved in local efforts such as Miami Temptations which includes Miami Spice Months, the local restaurant marketing program. If we are fortunate to have the opportunity to work with GFLCVB, we would consider resigning the account if that is what you would prefer.

- New Smyrna Beach Area Visitors Bureau

Not sure if it would be a conflict with the GFLCVB account. We are proud of the work that we've done for Debbie and enjoy being part of the team that is bringing success to the destination, but would be open to having a conversation about finding a way to work with both destinations.

- Sunny Isles Beach Tourism & Marketing Council

Not sure if it would be a conflict with the GFLCVB account. Understanding that Sunny Isles Beach is in Miami, we would consider resigning the account if that is what you would prefer.

d. Identify any projects that Vendor worked on concurrently. Describe Vendor's approach in managing these projects.

Most of the clients listed above were worked on concurrently. This is nothing new to us. For the past 30 years we've learned how to manage multiple project understanding when we need to scale our resources to meet the needs to our clients.

e. Were there or will there be any challenges for any of the listed projects? If so, describe how Vendor dealt or will deal with the projects' challenges.

No, there will be no challenges to manage the projects listed above or any future projects. As mentioned before, our 30-year experience has taught us how to manage multiple projects.



## 5) Location

Refer to Vendor's Business Location Attestation Form and submit as instructed.

Form has been completed on BidSync.



## 6) Price

Provide proposed monthly fee for Flat Fee Services for the Initial Term (three years). Refer to ITEM RESPONSE FORM. Proposed monthly fee (Flat Fee Services) must include all creative development fees, project management, copy writing, digital media and content strategy, media buying, etc. Price must be submitted, in BidSync, by the time of solicitation due date in order to be responsive to solicitation requirements.

Points for price will be calculated as follows: (lowest proposed price/proposer's price) x 10 = Price Score

Fees were uploaded to BidSync.

### Flat Fee Services – Year 1:

	Annual Fee	Monthly Fee
<b>Agency Fee</b>	\$1,050,000	\$87,500
<b>Production Budget</b>	\$750,000	\$62,500
<b>Event Budget</b>	\$300,000	\$25,000
<b>Reserve [15%]</b>	\$300,000	\$25,000
<b>Total</b>	<b>\$2,400,000</b>	<b>\$200,000</b>

### Flat Fee Services – Year 2:

	Annual Fee	Monthly Fee
<b>Agency Fee</b>	\$870,000	\$72,500
<b>Production Budget</b>	\$600,000	\$50,000
<b>Event Budget</b>	\$300,000	\$25,000
<b>Reserve [15%]</b>	\$270,000	\$22,500
<b>Total</b>	<b>\$2,040,000</b>	<b>\$170,000</b>

### Flat Fee Services – Year 3:

	Annual Fee	Monthly Fee
<b>Agency Fee</b>	\$870,000	\$72,500
<b>Production Budget</b>	\$600,000	\$50,000
<b>Event Budget</b>	\$300,000	\$25,000
<b>Reserve [15%]</b>	\$270,000	\$22,500
<b>Total</b>	<b>\$2,040,000</b>	<b>\$170,000</b>



## 7) Pricing Support

Provide an average monthly projection of level of effort, including:

- A breakdown of the hourly fees by job classification
- Total hours for each job classification, for the proposed project team, totaling to the Flat Fee Services by month (proposed in no. 6)

		YEAR 1			YEAR 2 & 3		
Job Classification	GFLCVB Hourly Rate	Percent of Hours	Annual Hours <small>(based on 1,920/year)</small>	Annual Total Fee	Percent of Hours	Annual Hours <small>(based on 1,920/year)</small>	Annual Total Fee
Creative Services							
Creative Director	\$200	7%	125	\$25,000	4%	73	\$15,000
Art Director	\$150	21%	394	\$60,000	15%	296	\$45,000
Copywriter	\$150	21%	394	\$60,000	15%	296	\$45,000
Designer	\$150	15%	296	\$45,000	10%	198	\$30,000
			1,208	\$190,000			
Client & Strategy Services							
Marketing Director	\$175	68%	1,313	\$230,000	59%	1,139	\$200,000
Marketing Coordinator	\$125	50%	960	\$120,000	41%	793	\$100,000
Strategy Director	\$200	10%	200	\$40,000	3%	48	\$10,000
			2,473	\$390,000	1,980 \$310,000		
Media Services							
Media Director	\$175	10%	198	\$35,000	7%	138	\$25,000
Media Planner	\$150	15%	296	\$45,000	15%	296	\$45,000
Media Buyer	\$150	17%	332	\$50,000	17%	332	\$50,000
Media Metrics	\$150	17%	332	\$50,000	17%	332	\$50,000
Media Coordinator	\$100	26%	492	\$50,000	26%	492	\$50,000
			1,649	\$230,000	1,590 \$220,000		
Production Services							
Digital Artist	\$100	78%	1,498	\$150,000	65%	1,248	\$125,000
Production Manager	\$150	10%	200	\$30,000	10%	200	\$30,000
Production Coordinator	\$100	31%	591	\$60,000	26%	499	\$50,000
			2,289	\$240,000	1,947 \$205,000		
Proposed Annual Fee : Year 1				\$1,050,000	Year 2 & 3		\$870,000
Proposed Monthly Fee : Year 1				\$87,500	Year 2 & 3		\$72,500



Provide Salary Rates for any positions not included in the Flat Fee Services that might be required in the provision of Optional Services, Adverse Impact Services, and Initial Branding Services.

### Agency Hourly Rates

Task		Cost
<b>Account Management</b>		
Account Direction	Marketing Director's time to manage the over-all client relation including strategy development.	\$175.00
Account Management	Marketing Manager's time to administer the day-to-day client relationship.	\$150.00
Account Coordination	Marketing Coordinator's time to coordinate the projects.	\$125.00
<b>Strategy/Research</b>		
Strategy Direction	Director's time to manage the over-all client relation including strategy development.	\$200.00
Strategy Supervision	Business manager's time to develop, manager and analyze all aspect of research programs conducted by agency and external research strategic partners.	\$175.00
Research	Business manager's time to perform research using agency's research tools.	\$150.00
<b>Creative</b>		
Concept & Design	Initial creation of the rough ideas	\$200.00
Copywriting	Copywriter's time to write headlines, sub-heads, body copy, theme lines, etc.	\$150.00
Layout	Black & white sketches or computer "roughs" of the visual appearance of the projects.	\$150.00
Art Direction	Art director's time art directing and supervising the projects from concept through completion.	\$150.00
Creative Direction	Creative director's time supervising, providing input, reviewing and approving the projects.	\$200.00
Comps	Preparation of full color, full-size facsimile of projects	\$100.00
<b>Digital</b>		
Project Supervision	Project leader's time internally coordinating and supervising the development of a job from creative through production.	\$150.00
Digital Design	Digital designer's time to design, create and develop interface and front-end functionality of digital projects.	\$150.00
Digital Programming	Programmer's time to plan, structure, code and test digital projects including Web sites and multimedia presentations.	\$150.00
Project Deployment	Time required by the team to deliver digital projects including Web site deployment and multimedia production.	\$100.00
<b>Management</b>		
Agency Principal	Principal's time to manage the over-all client relation including strategy development, creative direction, media strategy and the general attention of the agency.	\$300.00
Administration	General administration tasks including but not limited to accounting, billing, clerical and shipping.	\$100.00



Task		Cost
<b>Media</b>		
Media Direction	Director's time to develop media strategies, plan and analyze media plans.	\$175.00
Media Supervision	Media Supervisor's time to develop media strategies, plan and analyze media plans.	\$175.00
Media Planning	Media planner's time to plan and negotiate media plans.	\$150.00
Media Buying	Media buyer's time to buy approved media plans.	\$150.00
Media Metrics	Analytics manager's time to evaluate, optimize and prepare metrics reports.	\$150.00
Media Coordination	Media coordinator's time to administer media plans.	\$100.00
<b>Production</b>		
Production Supervision	Production manager's time working with all suppliers, obtaining bids, producing cost estimates, and maintaining quality control throughout delivery.	\$150.00
Project Supervision	Project manager's time internally coordinating and supervising the development of a job from creative through production.	\$125.00
Project Coordination	Project coordinator's time internally coordinating and supervising the development of a job from creative through production.	\$100.00
Broadcast, Photo or Print Direction	Art director's or production manager's time supervising and coordinating the broadcast or photography sessions or print run.	\$150.00
<b>Promotions</b>		
Promotion Direction	Director's time to develop promotion strategies, plan, implement and analyze promotions programs.	\$175.00
Promotion Supervision	Promotion supervisor's time to administer the day-to-day client relationship.	\$150.00
Promotion Coordination	Promotion coordinator's time to coordinate the promotion.	\$100.00
<b>Public Relations</b>		
PR Direction	Director's time to develop public relations strategies, plan, implement and analyze public relations programs.	\$225.00
PR Administration	Time required to implement and administer public relations programs	\$150.00
<b>Studio</b>		
Digital Production	Digital artist's time to create the computer mechanicals with all of the appropriate production specifications and marking documents accordingly.	\$100.00
Proofing & Reviewing	Time required to ensure quality control of all jobs.	\$100.00
Traffic	Traffic manager's time scheduling all jobs, retrieving production specifications, shipping all materials.	\$100.00

**Relebrand**Item: **Flat Fee Services - Year 2****Attachments**

Relebrand - State of Florida Registration - GEN2116476P1.pdf

Relebrand - Financials Cover Letter - GEN2116476P1.pdf

Relebrand - LP Media - CBE Letter Of Intent\_Signed - GEN2116476P1.pdf

Relebrand - RFP-RLI-RFQ LOCAL PREFERENCE AND TIE BREAKER CERTIFICATION FORM - GEN2116476P1.pdf

Relebrand - Insurance Certificate - GEN2116476P1.pdf

Relebrand - Barry University - Vendor Reference Verification Form - GEN2116476P1.pdf

Relebrand - GMCVB - Vendor Reference Verification Form - GEN2116476P1.pdf

Relebrand - Meet Puerto Rico -Vendor Reference Verification Form - GEN2116476P1.pdf

Relebrand - New Smyrna Beach - Vendor Reference Verification Form - GEN2116476P1.pdf

Relebrand - Section 1 - Ability of Professional Personnel - GEN2116476P1.pdf

Relebrand - Section 2 - Project Approach - GEN2116476P1.pdf

Relebrand - Section 3 - Past Performance Evidence of Knowledge and Experience - GEN2116476P1.pdf

Relebrand - Section 4 - Workload of the Firm - GEN2116476P1.pdf

Relebrand - Section 5 - Location - GEN2116476P1.pdf

Relebrand - Section 6 - Price - GEN2116476P1.pdf

Relebrand - Section 7 - Pricing Support - GEN2116476P1.pdf

# *State of Florida*

## *Department of State*

I certify from the records of this office that RELEVANT BRANDS, INC. is a corporation organized under the laws of the State of Florida, filed on September 12, 1989.

The document number of this corporation is L14912.

I further certify that said corporation has paid all fees due this office through December 31, 2019, that its most recent annual report/uniform business report was filed on February 8, 2019, and that its status is active.

I further certify that said corporation has not filed Articles of Dissolution.

*Given under my hand and the  
Great Seal of the State of Florida  
at Tallahassee, the Capital, this  
the Eighth day of February, 2019*



*Randy Rye*  
**Secretary of State**

Tracking Number: 8535418210CC

To authenticate this certificate, visit the following site, enter this number, and then follow the instructions displayed.

<https://services.sunbiz.org/Filings/CertificateOfStatus/CertificateAuthentication>

# **APPLICATION FOR REGISTRATION OF FICTITIOUS NAME**

**REGISTRATION#** G18000122064

**Fictitious Name to be Registered:** RELEBRAND

**Mailing Address of Business:** 800 DOUGLAS ROAD  
LA PUERTA DEL SOL, SUITE 230  
CORAL GABLES, FL 33134

**Florida County of Principal Place of Business:** MIAMI-DADE

**FEI Number:** 65-0146010

**FILED**  
**Nov 14, 2018**  
**Secretary of State**

**Owner(s) of Fictitious Name:**

RELEVANT BRANDS, INC.  
800 DOUGLAS ROAD, LPDS, SUITE 230  
CORAL GABLES, FL 33134 US  
Florida Document Number: L14912  
FEI Number: 65-0146010

I the undersigned, being an owner in the above fictitious name, certify that the information indicated on this form is true and accurate. I further certify that the fictitious name to be registered has been advertised at least once in a newspaper as defined in Chapter 50, Florida Statutes, in the county where the principal place of business is located. I understand that the electronic signature below shall have the same legal effect as if made under oath and I am aware that false information submitted in a document to the Department of State constitutes a third degree felony as provided for in s. 817.155, Florida Statutes.

ROBERTO S. SCHAPS

11/14/2018

Electronic Signature(s)

Date

**Certificate of Status Requested (X)**

**Certified Copy Requested (X)**

# *State of Florida*

## *Department of State*

I certify from the records of this office that RELEBRAND is a Fictitious Name registered with the Department of State on November 14, 2018.

The Registration Number of this Fictitious Name is G18000122064.

I further certify that said Fictitious Name Registration is active.

I further certify that this office began filing Fictitious Name Registrations on January 1, 1991, pursuant to Section 865.09, Florida Statutes.

*Given under my hand and the Great Seal of  
Florida, at Tallahassee, the Capital, this the  
Fifteenth day of November, 2018*

*Ken DeJoy*

*Secretary of State*



# *State of Florida*

## *Department of State*

I certify that the attached is a true and correct copy of the Application For Registration of the Fictitious Name RELEBRAND, registered with the Department of State on November 14, 2018, as shown by the records of this office.

The Registration Number of this Fictitious Name is G18000122064.

*Given under my hand and the Great Seal of  
Florida, at Tallahassee, the Capital, this the  
Fifteenth day of November, 2018*

*Ken DeFries*

*Secretary of State*



800 Douglas Road  
La Puerta del Sol, Suite 230  
Coral Gables, FL 33134  
T +1 305.476.3500  
[relebrand.com](http://relebrand.com)

March 19, 2019

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

RE: Solicitation GEN2116476P1  
Advertising Agency Services

**CONFIDENTIAL MATERIALS**

The enclosed financial statements and tax return of Relevant Brands, Inc. DBA Relebrand are provided in accordance with Florida Statute 119, subsection 119.071 and should be considered Confidential Materials.

As requested in the Solicitation GEN2116476P1 we are providing the tax return for the year 2017 and the financial statements for the year 2018 because this tax return has not been completed by our accountants.

Please let us know if you have any questions.



Roberto S. Schaps

President & CEO

*relebrand*  
**MIAMI**



# 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.:** GEN2116476P1

**Project Title:** Advertising Agency Services

**Bidder/Offeror Name:** Relebrand

Address: 800 Douglas Road, La Puerta del Sol, Suite 230 City: Coral Gables State: FL Zip: 33134

Authorized Representative: Roberto S. Schaps Phone: 305-476-3536

**CBE Firm/Supplier Name:** LP Media

Address: 3107 Stirling Road, Suite 204 City: Ft. Lauderdale State: FL Zip: 33312

Authorized Representative: Frank Linero Phone: 954-926-5722

- 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 <sup>1</sup>	CBE Contract Amount <sup>2</sup>	CBE Percentage of Total Project Value
Motion Picture and Video Production	512110		%
			%
			%

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

#### CBE Firm/Supplier Authorized Representative

Signature: Frank Linero Digitally signed by Frank Linero  
Date: 2019.02.25 10:24:27 -05'00' Title: President Date: 02/25/2019

#### Bidder/Offeror Authorized Representative

Signature: Roberto S. Schaps Roberto S. Schaps  
2019.02.25 11:39:09 -05'00' Title: President Date: 02/25/2019

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

<sup>2</sup> 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**

# **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.

Roberto S. Schaps

President

Relevant Brands Inc. DBA Relebrand

3/10/19

**AUTHORIZED  
SIGNATURE/NAME**

**TITLE**

**COMPANY**

**DATE**

*Roberto Schaps*



## CERTIFICATE OF LIABILITY INSURANCE

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

**IMPORTANT:** If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

<b>PRODUCER</b> Acrisure, LLC d/b/a InSource 9500 South Dadeland Boulevard 4th Floor Miami, FL 33156-2867	<b>CONTACT NAME:</b>	
	<b>PHONE (A/C, No, Ext):</b> (305) 670-6111	<b>FAX (A/C, No):</b> (305) 670-9699
	<b>E-MAIL ADDRESS:</b> email@insource-inc.com	
	<b>INSURER(S) AFFORDING COVERAGE</b>	<b>NAIC #</b>
	<b>INSURER A:</b> Allied Property & Casualty Ins	42579
	<b>INSURER B:</b> Transportation Insurance Co.	20494
	<b>INSURER C:</b> Continental Casualty Company	20443
	<b>INSURER D:</b>	
	<b>INSURER E:</b>	
	<b>INSURER F:</b>	

## COVERAGES

## CERTIFICATE NUMBER:

## REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR  GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC <input type="checkbox"/> OTHER:	X		ACP 5965639820	08/10/2018	08/10/2019	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 300,000 MED EXP (Any one person) \$ 5,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMP/OP AGG \$ 2,000,000
A	<input checked="" type="checkbox"/> AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO OWNED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> HIRED AUTOS ONLY <input checked="" type="checkbox"/> NON-OWNED AUTOS ONLY			ACP 5965639820	08/10/2018	08/10/2019	COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$
A	<input checked="" type="checkbox"/> UMBRELLA LIAB <input checked="" type="checkbox"/> OCCUR <input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE <input type="checkbox"/> DED <input type="checkbox"/> RETENTION \$			ACP 5965639820	08/10/2018	08/10/2019	EACH OCCURRENCE \$ 5,000,000 AGGREGATE \$ 5,000,000
B	<input checked="" type="checkbox"/> WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) <input type="checkbox"/> If yes, describe under DESCRIPTION OF OPERATIONS below		N/A	WC 2 88521171	01/01/2018	01/01/2019	PER STATUTE <input type="checkbox"/> OTH-ER <input type="checkbox"/> E.L. EACH ACCIDENT \$ 500,000 E.L. DISEASE - EA EMPLOYEE \$ 500,000 E.L. DISEASE - POLICY LIMIT \$ 500,000
C	Errors & Omissions			169896327	07/11/2018	07/11/2019	Per Claim 1,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)  
Certificate Holder is included as Addiitonal insured with respect to the General Liability.

## CERTIFICATE HOLDER

## CANCELLATION

Broward County  
115 South Andrews Avenue  
Fort Lauderdale, FL 33301

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE



## Vendor Reference Verification Form

Broward County Solicitation No. and Title:

GEN2116476P1, Advertising Agency Services

Reference for: Relebrand

Organization/Firm Name providing reference:

Barry UniversityContact Name: Michel SilyTitle: AVP MarketingReference date: 02/26/2019Contact Email: msily@barry.eduContact Phone: (305) 216-5453Name of Referenced Project: Marketing Agency

Contract No.

Date Services Provided:

Project Amount:

07/03/2013 toVendor'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:**

Strategic planning, brand development, advertising campaign, marketing materials, production services, media planning/buying (traditional/digital/social), marketing counsel

**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)

What impresses me about Relebrand is that through the years they've always behaved as true partners becoming an extension of our marketing team and always driven to provide value and help us meet our goals and objectives. All the time making sure that our projects are on budget and on time. And when there are challenges, they're the first ones to be part of the solution to help us meet and solve the challenge.

\*\*\*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: [Relebrand](#)

Organization/Firm Name providing reference:

[Greater Miami Convention & Visitor Bureau](#)Contact Name: [Rolando Aedo](#)

Title: COO

Reference date: [02/26/2019](#)Contact Email: [rolando@gmcbv.com](mailto:rolando@gmcbv.com)Contact Phone: [\(305\) 539-3090](#)Name of Referenced Project: [Marketing Agency](#)

Contract No.

Date Services Provided:

Project Amount:

[10/01/1993](#) toVendor'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:

Through the years they have provided, brand development, strategic planning, research, advertising campaigns, marketing materials, production services, media planning/buying (traditional/digital/social), co-op programs, promotions, crisis management, marketing counsel

## 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)

[Relebrand continues to provide services since 1993.](#)

\*\*\*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: Relebrand

Organization/Firm Name providing reference:

Meet Puerto Rico [former client, company no longer exists]Contact Name: Milton SegarraTitle: CEO, Visit MississippiReference date: 02/26/2019Contact Email: milton@gulfcoast.orgContact Phone: (228) 896-6699Name of Referenced Project: Marketing Agency

Contract No.

Date Services Provided:

Project Amount:

10/01/2013 to 09/30/2018Vendor'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:**Strategic planning, brand development, advertising campaign, marketing materials, production services, media planning/buying (traditional/digital), marketing counsel**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)I was President & CEO of Meet Puerto Rico until the first quarter of 2018. I'm currently CEO at Visit Mississippi Gulf Coast.

\*\*\*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: Relebrand

Organization/Firm Name providing reference:

New Smyrna Beach Area Visitor BureauContact Name: Debbie MeihsTitle: Executive DirectorReference date: 02/26/2019Contact Email: debbie@visitnsbfla.comContact Phone: (386) 428-1600Name of Referenced Project: Marketing Agency

Contract No.

Date Services Provided:

Project Amount:

10/01/2016 toVendor'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:**Strategic planning, brand development, advertising campaign, marketing materials, production services, media planning/buying (traditional/digital), marketing counsel**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: \_\_\_\_\_



## 1) Ability of Professional Personnel

Describe the qualifications and relevant experience of the Project Manager and all key staff that are intended to be assigned to this project. Include resumes for the Project Manager and all key staff described, including staffing to support media planning and buying. Include the qualifications and relevant experience of all subconsultants' key staff to be assigned to this project.

### Project Manager

At Relebrand we approach the Project Manager role very differently. First, we call the Project Manager or Account Manager, as it's sometimes called, as Marketing Manager. We feel that by using the word Marketing, in the definition of the role that we put emphasis on the marketing responsibility that the person should have when managing your business. We don't see our clients as mere accounts, we see them as business partners. And for that reason our managers are not just "paper pushers" or "order takers", they're expected to add value to your business.

Second, and probably more importantly, the Project Manager role is shared between a Marketing Manager, in your case a Marketing Director and our President. Yes, you can expect to have continuous contact with our Marketing Director on all aspects of the management of your business, but our President would not be far to provide his experience, guidance and marketing counsel. Making sure that we all provide value and move your business forward.

The Project Manager for this assignment will be Adriana Torres, one of our Marketing Directors who will be supported by a marketing coordinator and depending on the volume of activity a marketing manager.

#### Adriana Torres, Marketing Director

Adriana's resume starts with the words, "creative problem-solver and doer." and she's not kidding when she states that. Ever since she joined our team, Adriana has been putting her marketing passion and experience behind two of our tourism clients, New Smyrna Beach and Sunny Isles Beach. As well as supporting with the transition from Meet Puerto Rico to Discover Puerto Rico before they selected another agency. Her experience in tourism also includes Carnival Cruise Lines, Eastern Airlines, Silver Airways and the Hilton Aruba Caribbean Resort & Casino.

Thirsty for knowledge, Adriana got her bachelor's in Business Administration with emphasis in Marketing at the University of Sacred Heart in San Juan, PR before continuing to get her Masters in Global Marketing Communications & Advertising from Emerson College in Boston. But she didn't stop there, today she's got all kinds of digital certifications and has become a well-rounded integrated marketing professional who's always looking to lead clients towards positive growth.

But even Adriana needs to take a break, so you'll usually find her recharging her batteries under the sun while enjoying an interesting beer or better yet, a nice glass of bubbly rosé.



## Key Staff

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To deliver on the scope outlined in this RFP, Adriana will be joined by the following Relebrand team members along with other staff not listed here.

### Roberto S. Schaps, President & CEO

Born in El Salvador, Roberto grew up in Guatemala before attending Texas A&M University, where he received a BS in Civil Engineering. After going on to earn an MBA at the University of Miami, Roberto managed the Miami-based coffee roasting, distribution and processing plant for his family's Guatemalan coffee plantation. By overseeing the operational and administrative ends of a business where deadlines must be met without compromising quality (gee, just like advertising), Roberto refined his formidable management skills.

Attracted by the creativity, energy and just plain craziness inherent in advertising, he joined Relebrand in 1989. Once he took the plunge, he hasn't come up for air.

Roberto has guided Relebrand to become one of the leading travel and tourism brand marketing firms in the country, helping highly renowned global travel brands to build their business. He takes the greatest pride in being able to offer clients counsel on various business concerns as he shares his passion for travel.

Through his almost 30-year career, Roberto has worked with many destinations, including Kissimmee, Miami, New Smyrna Beach, Toronto, Alabama Gulf Shores, El Salvador, Gettysburg, PA, Guatemala, Mexico, Mississippi's Gulf Coast, Peru, Puerto Rico and Springfield, MO. To stay current in the travel industry trends, he regularly attends preeminent global travel industry shows, such as the Florida Governor's Conference on Tourism, IPW, WTM, FITUR, and IMEX, among others.

In his 'spare time, Roberto serves on the board of SAHF (Salvadoran American Humanitarian Foundation) and indulges in his favorite passions – the two W's – wine collecting and world travel.

### Antonio Marquez, Strategy Director (subconsultant through Expert Consulting)

Antonio has spent his career building successful brands through effective strategies and flawless execution of omni-channel marketing initiatives. His business savvy, cultural sensitivity and ability to lead cross-discipline, multi-market teams throughout the Americas has led to success for clients like ChevronTexaco, Dunkin' Donuts, United Airlines, Aeromexico, and the Greater Miami CVB. Antonio serves as Managing Director for Expert Consulting, establishing regional strategies, designing digital interaction platforms, and aligning business development teams across Latin America. In the past two decades, he has also served as Regional Accounts Director and Client Services Director at Young & Rubicam's LATAM headquarters; Group Accounts Director at Bromley Communications; and Senior Vice President of Strategic Communications for Accentmarketing.



Sara Saíz, Managing Director

Sara has been with our company for almost 30 years. In addition to general management and accounting duties, she supervises our production department. She coordinates the schedules and supervises the production process from the turnover of the project to the delivery. That's a lot of hats, or titles, but her favorite job title is "Abuela" to her adorable granddaughters, Aly and Ava.

Tom Langley, Sr. Art Director

Perhaps one of the most impressive things about Tom's creative ability is that he is as skilled with a paintbrush and canvas as he is with a mouse and a computer screen. We believe that this combination of old school artistry and modern technology is what gives Tom the ability to view our clients' creative challenges from a unique perspective. Tom has over 25 years of experience in travel & tourism marketing, including Paradise Island Tourism Development, Tourism Toronto, Meet Puerto Rico, New Smyrna Beach Area Visitors Bureau, and the Greater Miami Convention & Visitors Bureau. Tom is also a hardcore cyclist. He logs over 200 miles a week on his bike, which is more than he puts on his car.

Jose Perozo, Sr. Designer

Jose has more than 15 years of experience creating complete branding programs for PortMiami, the Greater Miami Convention & Visitors Bureau, Gettysburg Convention & Visitors Bureau, New Smyrna Beach Area Visitors Bureau, and Meet Puerto Rico, among others. And like Tom, he likes to spend his weekends on his mountain bike, or should we call it trail bike here in Miami-

The team will continue to be supported by the company's Founder and now Creative Advisor, Bruce Turkel.

Bruce Turkel, Creative Advisor

Born and raised on Miami Beach, Bruce studied design at the University of Florida and began his advertising career in New York. He returned to Miami in 1983 to open his own agency, which eventually became TURKEL Brands. His Seven Steps to Building Brand Value have guided countless clients and award-winning campaigns to greatness. Under Bruce's guidance, TURKEL Brands, now Relebrand, has created wildly effective campaigns for its clients, including Greater Miami Convention & Visitors Bureau, Kissimmee Convention & Visitors Bureau, Meet Puerto Rico and many other DMOs. Bruce is a professional speaker and branding expert now. He tours extensively, spellbinding audiences with his simple, yet powerful brand building techniques.



Media strategy, planning and buying services will be provide by our media strategic partner and subcontractor, Aikiu.

Hugo Olle, CEO & Founder, Aikiu

With 18 years of experience in marketing, Hugo is considered by his peers as a tech pioneer and lover of integration. His work has been recognized with more than 20 international accolades (EFFIES, Best Pack, AEMI, and FIP Awards, among others). Additionally, Hugo has successfully collaborated with leading companies within his area of expertise such as MC Marketing and Communications, Arena, Havas Media, and TheBlogTV (the largest crowdsourcing brand builder platform).

Pilar Cerda, COO & Founder, Aikiu

With 14 years of experience, Pilar is a pioneer of digital marketing and of the audience-driven intel model. She was a key element in the launch of Televisa's first digital platform, "esmas.com." Previously, she worked as deputy director of technological development for the office of the presidency of Mexico, spearheading several projects that included e-government initiatives.

Gina Gillin, Digital Strategy Manager, Aikiu

Since graduating with a BS in advertising from the Art Institute of Fort Lauderdale, Gina jumped feet first into the world of digital and technology. She's acquired great experience in integrated digital programs and become a skillful digital e-commerce and advertising professional with deep experience in social media marketing, SEO and SEM optimization, marketing research, and market segmentation. As a member of our team, Gina will be responsible for making sure that all digital campaigns are optimized to exceed results.

As you probably would suspect, Gina is an early adopter of tech so no wonder she knows this stuff. But she's an animal lover that always likes to get caught wearing the latest trends.

Alejandra Correal, Media Supervisor, Aikiu

Marketing and journalism are what Alejandra wanted to study and she graduated from the University of Nebraska. And eventually she settled in marketing and especially media as she worked with several media companies such as US Media Consulting where she honed her media skills implementing campaigns for clients that include Puerto Rico Tourism, Dominican Republic Tourism, Copa Airlines and Hilton. Currently she supports the Relebrand team with Greater Miami Convention & Visitors Bureau and New Smyrna Beach Area Convention Bureau.

In her spare time, Alejandra is an empowerment coach helping others with fitness, mindset and wellness. At least you'll know that someone won't be stressed on this opportunity.



We will receive Creative and Production support from our subconsultant and subcontractor, LP Media.

James Coates, Chief Creative Officer, LP Media

British James is a global, award-winning and driven Creative Leader who takes a mobile-first approach to drive engagement and connect with consumers on their brand journey.

James is truly a “world-class” thinker. Having lived and worked for top agencies in England, Israel and the Caribbean he finally settled down with his family in sunny Hollywood, Florida. James brings a strong multinational background to creative strategy as well as a vision for implementing unique campaigns. When not tied to his desk or skateboarding around his office, James can be found cursing underneath a classic car or whittling away in his wood shop. James is also an avid world traveler who uses the world’s canvas as his creative muse.

Frank Linero, LP Media

A native of Bogota, Colombia, Frank moved to New York City in 1973. He developed an affinity for technology and video production at an early age and found himself aggressively pursuing opportunities to work in NYC’s eclectic production scene. Frank learned the craft of traditional post production linear systems but was fortunate enough to adopt non-linear systems very early on in their history. In 1993 Frank brought his experience to South Florida where he quickly acclimated to the local market.

Having worked in everything from network news and independent documentaries, to broadcast entertainment programming, to TV commercial and corporate videos, Frank has been a “go-getter” when it comes to learning all aspects of the production industry.

Frank’s prolific and exceptionally diverse volume of work has led to numerous awards throughout his career including a national Edward R. Murrow, several regional Addys, Tellys and Emmys, as well as several corporate recognitions for groundbreaking videos.

Frank feels strongly about putting love into everything he does, and it shows in his work and in the strong relationships he nurtures with clients.

Scott Pringle, LP Media

Scott moved to New York City from Miami to follow his passion for post-production audio at the legendary Trackworks Recording in Midtown Manhattan. For the next 8 years he worked with national advertising agencies and won numerous awards for campaigns with Ford, HBO, Miller Beer, Campbell’s Soup and Alaska Airlines.



In 1990, he headed home and “took his talents to South Beach”, at Broadcast Video Inc., South Florida’s premiere post-production house. In the span of 13 years Scott helped the facility grow from one small analog room in North Miami to seven state-of-the-art, digital audio suites throughout South Florida.

Scott has worked on the sound design and mixing of hundreds of projects including two Super Bowls, two World Series, six independent films, ADR sessions for major motion pictures, as well as numerous award-winning spots for Crispin, Porter + Bogusky, Alma DDB, Arnold Worldwide, Cooper DDB, Zubi Advertising, Starmark and BPD Advertising.

Scott is known for his fierce loyalty to clients and for protecting their interests above all.



## 2) Project Approach

a. Describe the prime Vendor's approach to the project:

- i. Message platform
- ii. Channel strategy
- iii. Integration

We will build a marketing program that delivers on destination marketing's key objectives:

**Drive Demand** – develop innovative marketing programs that grow market share and maintain brand saliency

**Increase Yield** – create compelling brand stories that incentivize visitors to extend length of stay, increase spending and encourage repeat visitation

**Brand Engagement** – convert consumers to brand evangelists through robust social media influencer initiatives

**Industry Alignment** – create compelling value-added co-op programs that increase in-market partner investment and encourage thought leadership development

The message would be crafted to resonate with each defined target and be delivered in the appropriate channel to insure effectiveness and efficiency and follow this possible approach.

### Our Lifestyle & Mindset Marketing Approach

Develop an integrated strategy that leverages Greater Ft. Lauderdale visitor/prospect lifestyles and mindsets within our target DMAs. Speaking to consumers based on their point of view and outlook on life will enable us to align marketing initiatives with our target audience's values and key purchase drivers. This approach also enables greater message accuracy and relevance in reaching high-value market segments. In short, lifestyle marketing will define our core message, product offers and media channels for each customer segment.

\*We have included four examples of proprietary lifestyle profiles created for a cruise category client.

### Making Meaningful Connections

Concentrate marketing efforts on the highest-value lifestyle segments for Ft. Lauderdale. These segments will be selected based on key behavioral criteria including propensity to travel to Ft. Lauderdale during the spring and summer months, activity/experiential preferences and



spending potential. Connect broadcast, print, video and digital with social media initiatives to create meaningful, effective and sustainable marketing platforms for these prospects. Specific tactics include:

- Match vacationers to their ideal Ft. Lauderdale activities and accommodations based on lifestyle patterns and mindset
- Target the highest value segments at the ideal time in their vacation planning cycle
- Create compelling content and sense of community to inspire social media sharing
- Build personal connections through tailored messaging
- Increase travel value through powerful partnerships

### **Considerations**

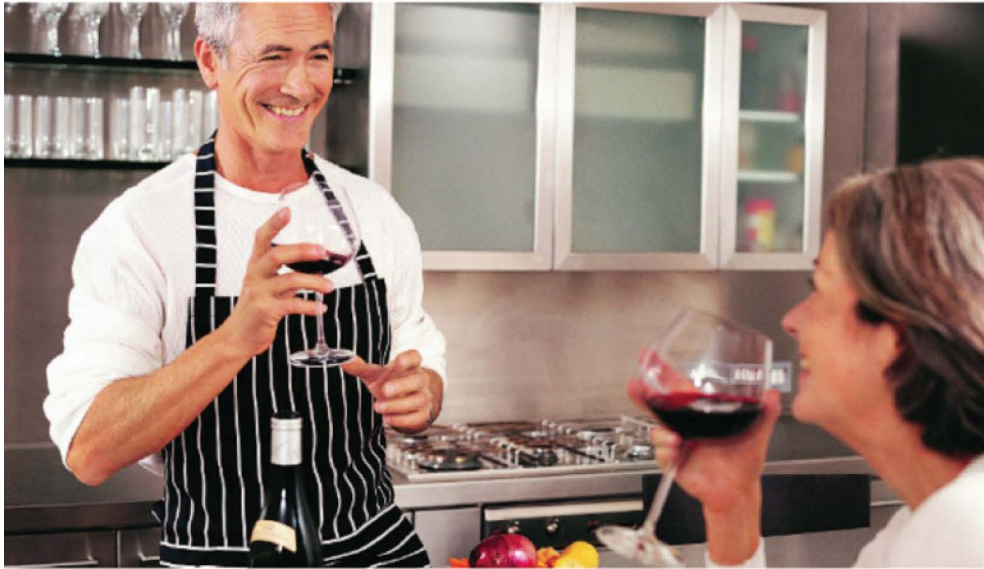
Potential to add a public relations or event component based on target audience profile.

### **Partnering & Co-op Opportunities**

Expand the base budget and enhance the campaign's effectiveness by partnering with consumer brands that reflect our visitors' values and/or VISIT FLORIDA travel partners.



## \*Lifestyle Profile Example



### BOOMERS

These prosperous Boomers consider themselves to be sophisticated, knowledgeable and people of good taste. With a passion for fine dining, music, wine and art, they favor destinations that offer a wide range of cultural explorations.

#### Snapshot:

Urbanicity: Suburban  
Income: Wealthy  
Income-Producing Assets: High  
Age Ranges: 45-64  
Presence of Kids: HH w/o Kids  
Homeownership: Homeowners  
Employment Levels:  
Management+  
Education Levels: Graduate+  
Ethnic Diversity: White

#### Prime Travel Times:

Year-Round Travelers

#### Ways to Reach Them:

Cultural Events  
Total Wine  
Trader Joe's  
Condé Nast Traveler  
Food & Wine Magazine  
New York Times  
CNN.com  
NPR  
American Express Gold & Platinum  
Golf Channel  
Saks Fifth Avenue  
Promotions with Mercedes-Benz



## \*Lifestyle Profile Example



### XERS

Family bonding is the driving force for these middle-class Xers. The children are the center of their world and nearly all activities and vacations are planned with quality time and memory-making in mind. Meaningful experiences and manageable costs are their key considerations for travel.

### Snapshot:

Urbanicity: Suburban  
Income: Upper-Mid  
Income-Producing Assets: Moderate  
Age Ranges: 35-44  
Presence of Kids: HH w/ Kids  
Homeownership: Mostly Owners  
Employment Levels: Professional  
Education Levels: College Graduate  
Ethnic Diversity: White, Black, Asian, Hispanic

### Prime Travel Times:

June - August

### Ways to Reach Them:

Facebook  
Pinterest  
Amazon  
Community Message Boards  
Parenting Magazine  
Disney Channel  
Local Network News (broadcast and on-line)  
Reality TV (Mom watches)  
Contemporary Hit Radio Stations  
Old Navy  
Team Sports (college and pro)  
Promotions with Volkswagen



## \*Lifestyle Profile Example



### MILLENNIALS

These groups of Gen Y friends socialize, work and vacation together. They are the first generation that does not define their cohorts based on ethnicity, sexual preference, and socio-economic background, but rather shared interests and values. Traveling is an opportunity to connect with companions and pursue (and post) new adventures.

#### Snapshot:

Urbanicity: Urban  
Income: Upper-Mid  
Income-Producing Assets: Moderate  
Age Ranges: Under 30  
Presence of Kids: HH w/o Kids  
Homeownership: Renters  
Employment Levels: White Collar, Service  
Education Levels: College Graduate  
Ethnic Diversity: White, Black, Asian, Hispanic

#### Ways to Reach Them:

Instagram  
BuzzFeed  
TMZ  
IKEA  
Microbreweries  
Etsy  
ESPN  
Pandora (satellite radio)  
Music Festivals  
Triathlons  
Promotions with KIA Soul

#### Prime Travel Times:

April - September



## \*Lifestyle Profile Example



### MULTI-GENERATIONAL

This growing group of Boomer grandparents are doting and dedicated to their descendants. They are champions of family reunion trips and often pick up the tab for everyone. They prefer to travel with the extended family and make vacation decisions based on the appeal of activities to all generations.

#### Snapshot:

Urbanicity: Suburban  
Income: Upper-Mid  
Income-Producing Assets: Varied  
Age Ranges: 60+  
Presence of Kids: HH w/o Kids  
Homeownership: Mostly Owners  
Employment Levels: Mostly Retired  
Education Levels: Some College  
Ethnic Diversity: White, Black, Hispanic

#### Prime Travel Times:

June - August

#### Ways to Reach Them:

OTAs  
Vacation Rental Sites  
AARP Promotions  
AAA Newsletters  
Travel Loyalty Programs  
Local Sunday Newspapers  
HGTV  
Lifetime Network  
Cable News Channels  
Tennis Events  
Macy's  
Costco  
Promotions with American Auto Brands



b. Include how the prime Vendor will use subconsultants in the project.

In today's world of rapidly changing technologies and media opportunities, it is nearly impossible for any single organization to stay state-of-the-art on all the different skillsets necessary to solve any progressive client's problems.

That's why we have created our Brand Steward Model. Relebrand serves as the lead agency, coordinating the different talents and abilities of best-of-breed companies while managing your needs in a fully transparent manner. This means that everything done on your behalf is always coordinated and consistent with your brand and your goals. Each agency takes the lead in their area of expertise while Relebrand acts as the brand steward, thus ensuring that the brand look and message are consistent across all channels of communication. Plus, we make sure that all efforts are efficiently meeting your marketing objectives.

To maintain efficiencies, we collaborate through our online agency management system (Mavenlink), which allows us the opportunity to work 'together' — even if we're not in the same office. Our system not only manages schedules and budgets, but also serves as a platform for briefings and approvals, creating a collaboration platform that can include our clients as well.

In this RFP we identified three different subconsultants. One for strategic planning, one for media strategy, planning and buying, and one for creative insight & support and video production.

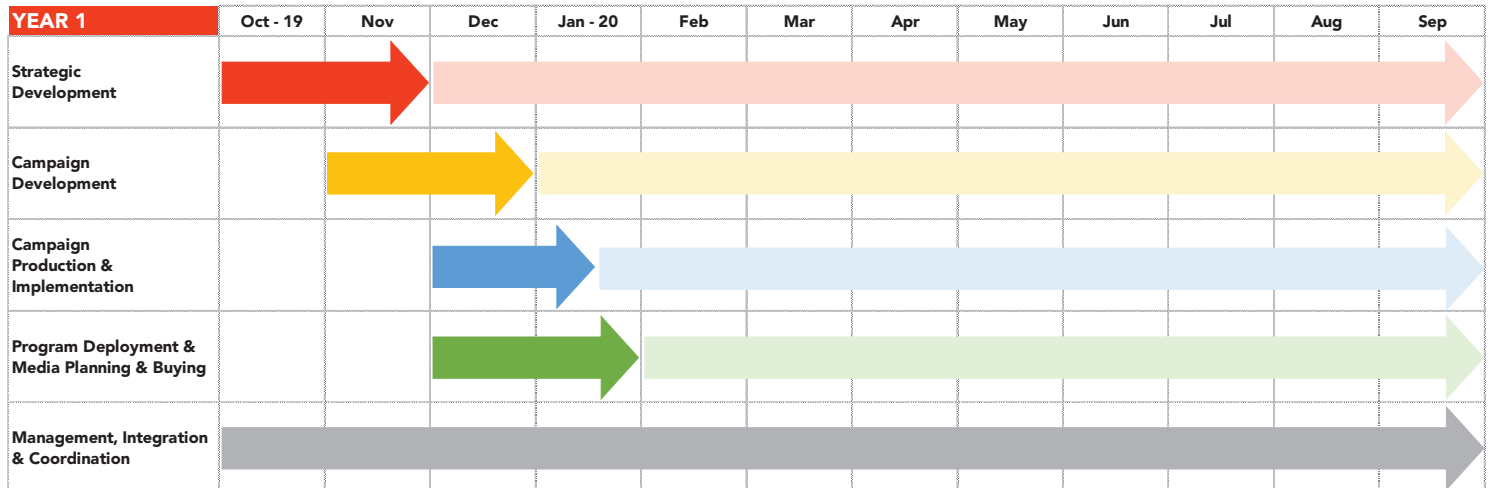
Antonio Marquez from Expert Consulting has been working with Relebrand for almost five years serving the role of Strategy Director. As he has done for our clients, Antonio will be responsible for evaluating all existing research, developing a marketing strategy, and overseeing the implementation of that strategy.

Aikiu is our strategic partner responsible for all media. As such they are responsible for supporting Relebrand in providing full planning and buying prowess for both traditional, digital and non-traditional media including the stewardship of all media plans and their analytics and metrics.

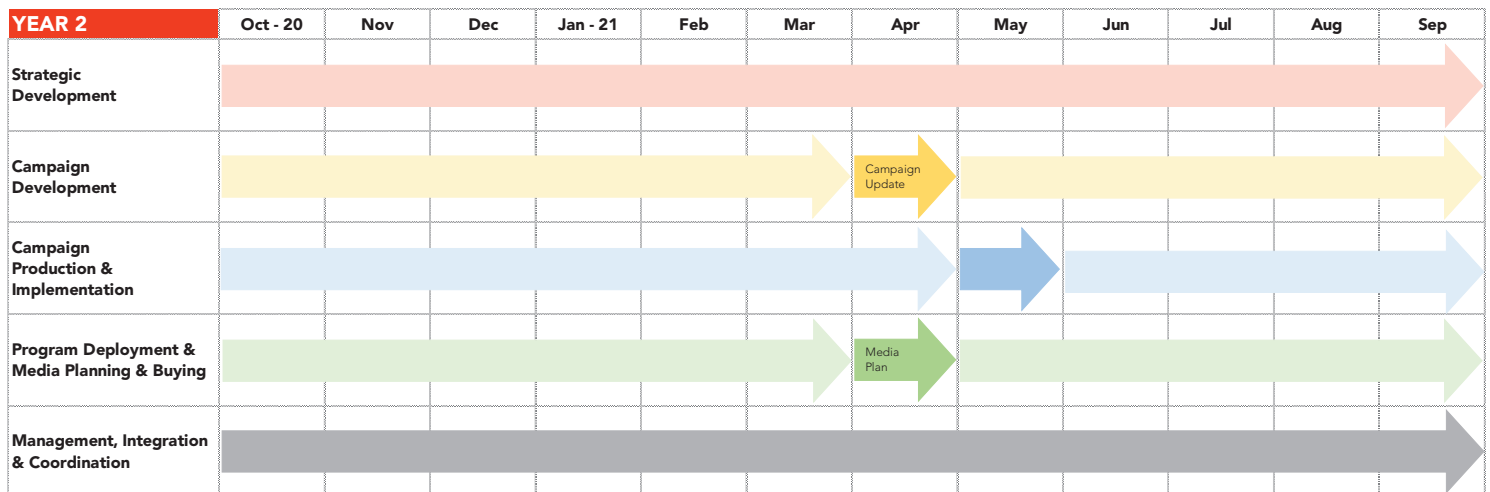
And the third subconsultant is LP Media who will bring to us historical perspective of the GFLCVB account as well as their exquisite experience in video production. We will also benefit from their travel and tourism experience and additional creative minds on the account.



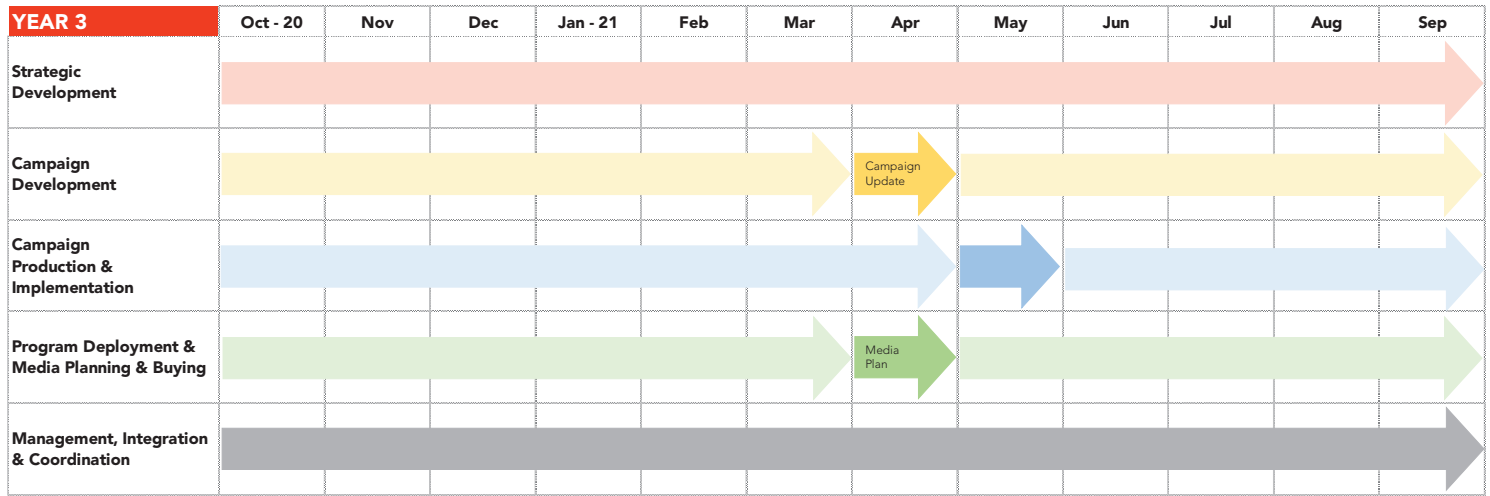
- c. Provide a sample timeline, for the entire agreement term, demonstrating the process/work program the Vendor would use to fulfill the marketing mission of the GFLCVB; describe major milestones related to planning, production and other recommendations.



> Strategy Development   > Marketing Campaign   > Production   > Production & Estimating   > Day-to-Day  
 > Insight Development   > Promotion Strategy   > Promotion Integration   > Deployment   > Status/Meetings  
 > Research   > Co-op Strategy   > Co-op Integration   > Media Planning & Buying   > Coordination  
 > Competitive Analysis   > Content Strategy   > Content/Media Integration   > Intelligence/Metrics   > Budget/Administration



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- > Competitive Analysis    > Content Strategy    > Content/Media Integration    > Intelligence/Metrics    > Budget/Administration



- d. Describe how the team would develop cost estimates and controls, indicating how they are updated, providing specific examples of successful recommendations implemented and cost containment strategies used to maintain project budget without sacrificing quality.

Our Production Team is staffed by veteran professionals with more than 10 years of experience. Our team will take the agency's creative ideas and coordinate their production into a final product in broadcast, print, and all aspects of interactive and collateral. The production team will meet twice weekly to review current projects regarding status, costs and deadlines. In addition, we will have a larger status meeting every Monday morning with production, account service, creative and media to review upcoming deadlines for the week.

Why do we tell you our approach to production, because we want you to know that we're thorough. More importantly that we're responsible. We first want to learn and define what the production budgets are. With that as our framework, we then work with the teams to make sure that all projects and their associated creative are able to be produced within budget parameters. We then reach out to vendors, qualified to do the project, and request three bids. After evaluation we take the bid that we find most appropriate, not always the least expensive, and create an estimate.

This estimate would include all details for the production process, quantity, color, format, etc. and be reflected at the net cost. Meaning the exact amount detailed in the bid that we received from the vendor. We would then add a contingency line item equal to 10% of the total value.

Needless to say, we would not begin production until the estimate is approved. That way you know upfront what the project would cost. Then upon completion of the job we would bill for the actual amount invoiced by the vendor. What's more, our invoice to you would be accompanied by the approved estimate and vendor invoice so you can trace the whole process.

We pride ourselves in being on budget and on schedule so it's hard to be thinking of cost containment strategies. Just ask our clients. It's simple, we know the scope of the project and we know the budget so there is no reason to go over budget. Okay, there might be unforeseen circumstances, or the typical client change for more quantity, but we wouldn't proceed with production without providing a new estimate or a change order. And of course, these would have to be approved before we can continue with the production process.

I think it's important to highlight that we are committed to our clients and the relationships that we forge together. We are every bit as involved, responsible, effective, and committed as our clients are about their own business. And we believe this testament of long-term partnership with them is our greatest asset of all.

But don't take our word for it. You just need to ask Rolando Aedo at the GMCVB (305.539.3090), or Milton Segarra at Visit Mississippi Gulf Coast (228.896.6699).



## 2.1 Creative Portfolio:

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- a. Provide samples of creative portfolio under agency's current management as a measure of creative capabilities and quality:
  - i. Printed collateral
  - ii. Digital collateral
  - iii. Out-of-Home
  - iv. Broadcast

Please refer to the examples on the following pages.



# Kissimmee Convention & Visitors Bureau

## PRINT

### The Situation

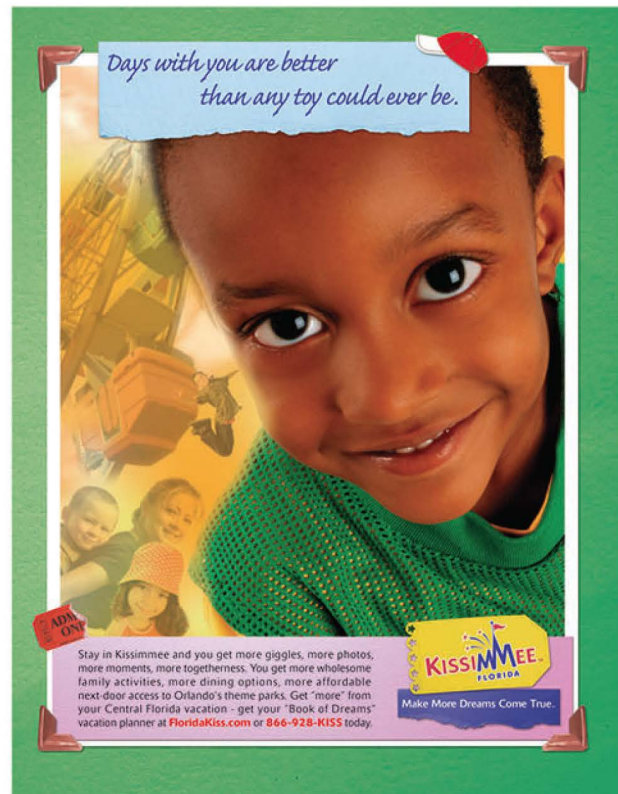
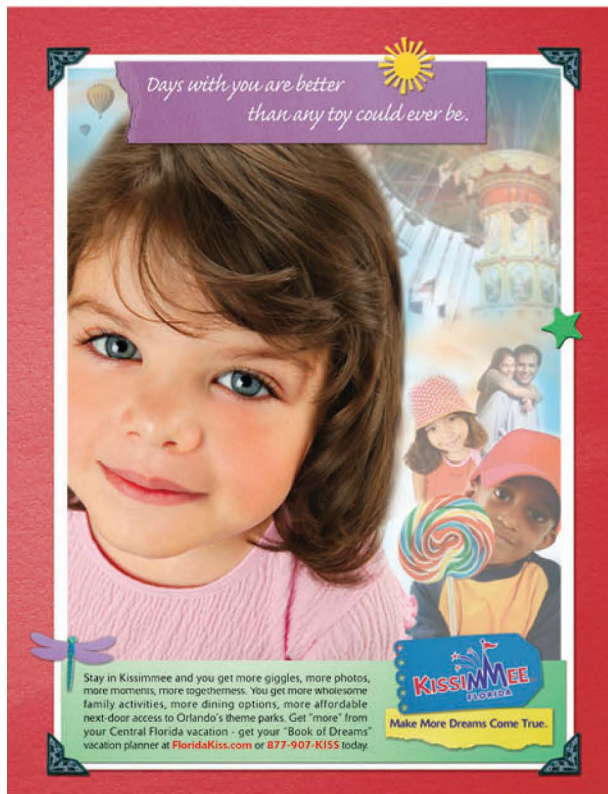
Suffering a community-wide inferiority complex, Kissimmee was positioned as the cheap way to visit Disney. But as Disney lowered prices, Kissimmee was being squeezed out of its market niche.

### Our Solution

We raised Kissimmee's product value by repositioning them as the destination for harried, stressed, guilty moms and dads. Under the new tagline, "Make More Dreams Come True," we showed parents how a Kissimmee vacation can provide more of what their kids want while allowing moms and dads to spend more quality time, and less money, with their children.

### The Results

Kissimmee, and particularly the major hotel area along Highway 192, experienced an average increase in daily room rates of 13.8%, and a 15.1% jump in occupancy from the year prior. Restaurants, attractions and local businesses are also feeling the impact.





## The Situation

Kissimmee was seen as the inexpensive way to visit Disney. This perception was reinforced by their advertising, which promoted two core benefits to the Kissimmee brand: affordability and adjacency. Suddenly, Disney had affordable properties; Kissimmee had upscale properties, and consumers wanted more authentic vacation experiences.

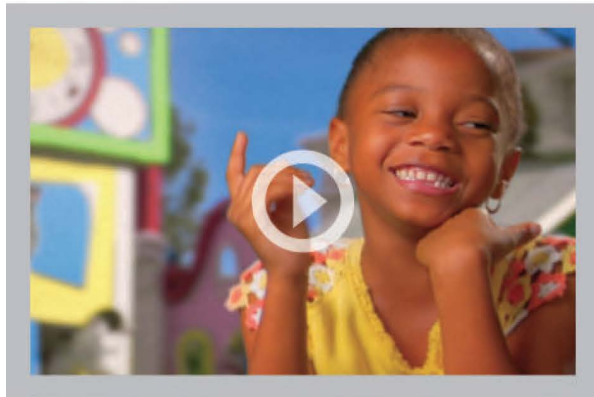
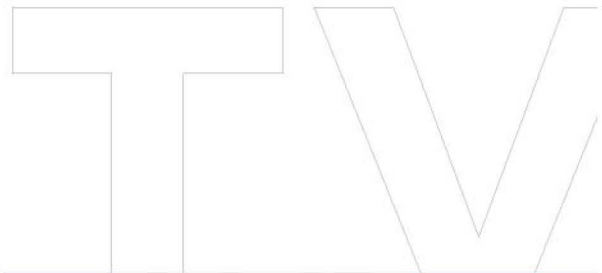
## Our Solution

We scrapped the direct response TV approach and developed a new brand advertising campaign.

We turned young actors loose in Kissimmee's theme parks and attractions. With a hidden camera, we then asked them to describe their experiences. The result was a series of engaging and authentic spots.

## The Results

The ads produced 6,135 telephone inquiries and 78,541 Web visitors. As a result, 19,780 people visited Kissimmee generating 50,389 room nights. That equates to an economic impact of \$9,123,03 and an ROI of 2.97:1.





# Mississippi Gulf Coast Convention & Visitors Bureau

## PRINT



### The Situation

Research revealed that Mississippi Gulf Coast regulars visited several times a year to escape their routine lives. They also admitted that yes, they came to gamble – mostly – but they really like being able to say they visit for other reasons.

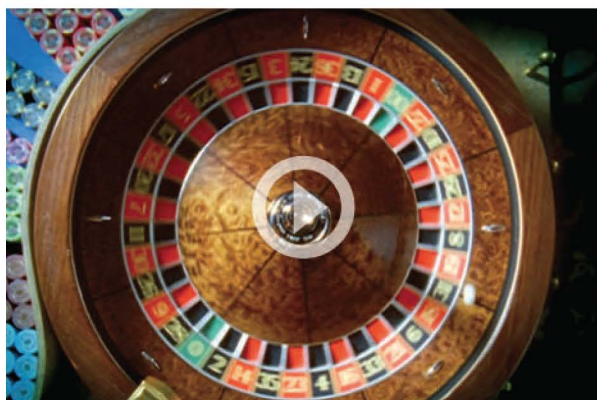
### Our Solution

The campaign theme, “Take Your Life Out for a Spin” invited travelers to escape their mundane existence and give the Gulf Coast a whirl.

### The Results

Our campaign opened the eyes of countless new visitors to the area’s unique mix of attractions and vacation experiences.

Unfortunately, due to Hurricane Katrina, we had to suspend all advertising shortly after this campaign launched. While we don’t have measurable results, we do know that visitors took their lives out for a spin and discovered that life is good on the Mississippi Gulf Coast!



## The Situation

The Mississippi Gulf Coast offers more than just gambling. Our visitors needed to know that.

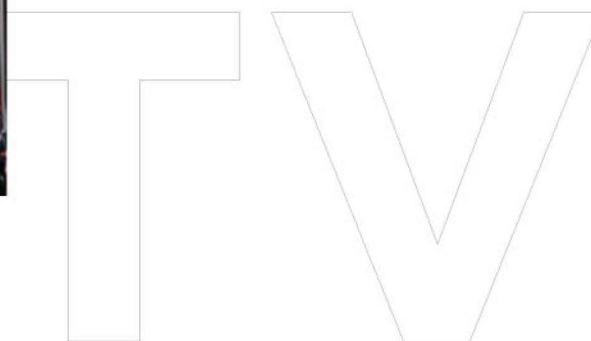
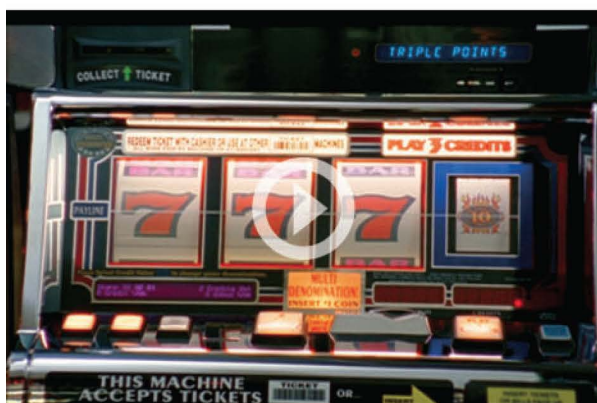
## Our Solution

Four simple, 15-second TV spots reminded viewers how easy it is to go from their daily grind to a fun-filled spin. Each spot devoted its first half to focusing on the mundane, and then spinning into an exciting scene on the Mississippi Gulf Coast.



## The Results

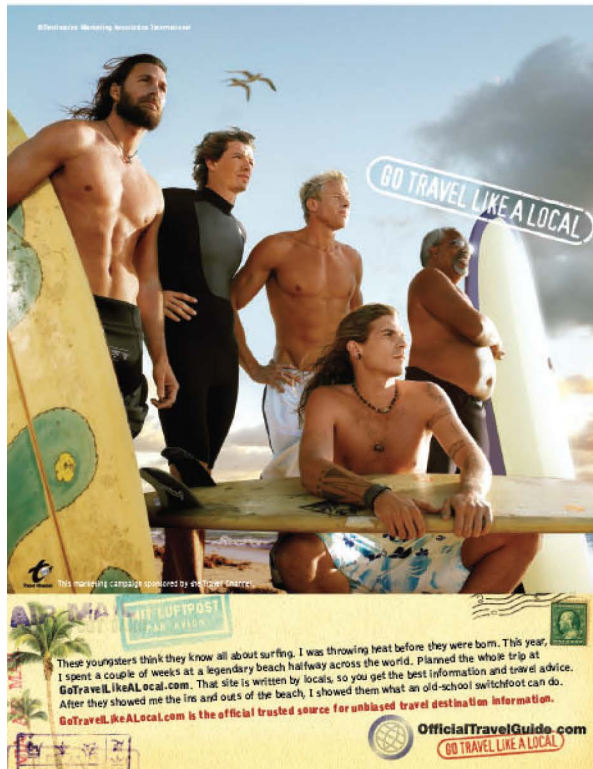
Our campaign opened the eyes of countless new visitors to the area's unique mix of attractions and vacation experiences.





# Destination Marketing Association International

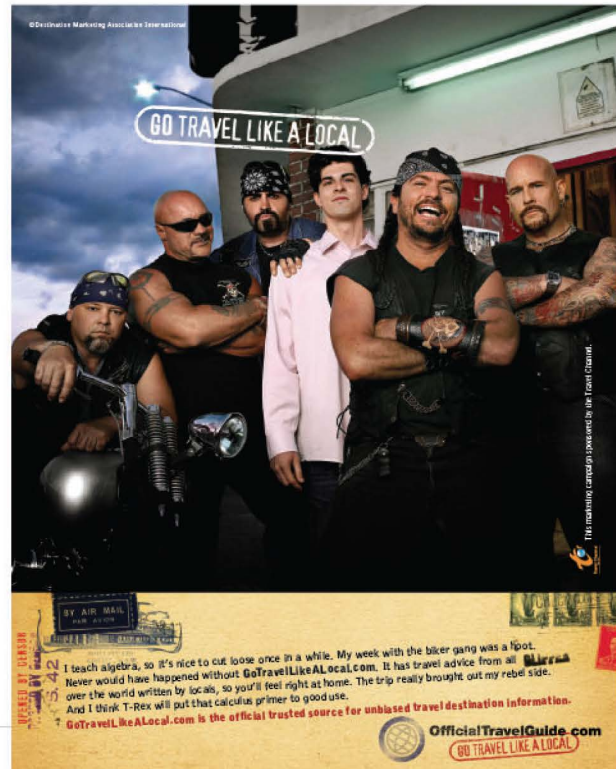
## PRINT



### The Situation

When it comes to credible and valuable travel planning info, OfficialTravelGuide.com, DMAI, and local Destination Marketing Organizations (DMOs) aren't on most consumers' radar screen.

Along with promoting DMAI (the sponsor) as an indispensable trip-planning resource, we needed to position DMOs and their portal, OfficialTravelGuide.com, as the official trusted source of travel destination info.



### Our Solution

Who better than hometown folks to give you the inside scoop on where to stay, and what to do while you're there? Our ads invited consumers to, "Go Travel Like A Local" by visiting DMAI through OfficialTravelGuide.com. Our ads showed excited vacationers mingling with welcoming "locals."

One ad featured a middle-aged man catching waves with some local surfers. Another ad showed a woman and a group of natives carrying a canoe through the Amazon.



# Greater Miami Convention & Visitors Bureau / American Airlines / The Beacon Council

## PRINT

### The Situation

The Greater Miami Convention & Visitors Bureau joined forces with The Beacon Council (Miami-Dade County's economic development organization) and American Airlines to promote Miami as a prime location to work, live, and play. This strategy combines Miami's compelling leisure message with our community's impressive attributes as a global business center. Another goal was to promote Miami as a leading location for meetings and conventions.

### Our Solution

Our campaign, "Where Worlds Meet," presents Miami's business and lifestyle assets in an engaging way. Having established Miami as a Mecca for fashion, culture and the arts, Relebrand brought these ownable brand assets

to a print campaign targeting CEOs, domestic and international travelers, and meeting planners. The ads position Miami as a place where you can pursue global business opportunities while discovering new passions and inspirations that only Miami can bring to your life.

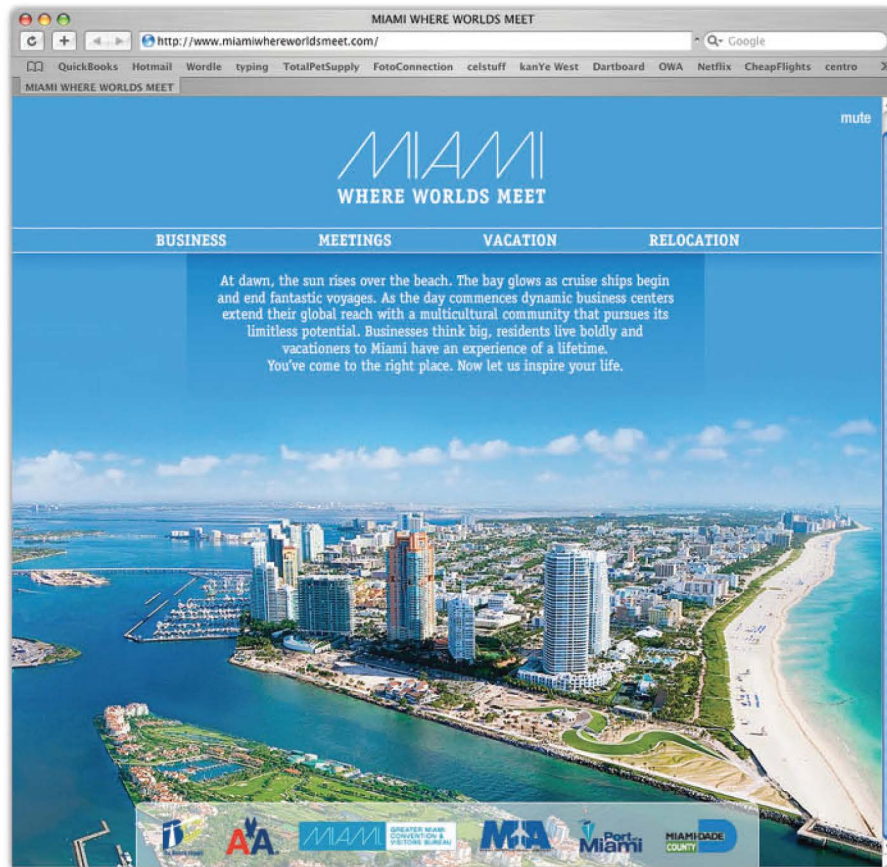
### The Results

The response to our economic development campaign far exceeded our initial projections. In fact, both the GMCVB and The Beacon Council confirmed that "Where Worlds Meet" produced the highest response rate of any campaign to date. The campaign succeeded in driving consumers to the GMCVB microsite at a minimal cost per visit. To date, we measured 122 million impressions. Click-through rates were double the industry standard, with visitors spending an





## WEBSITE



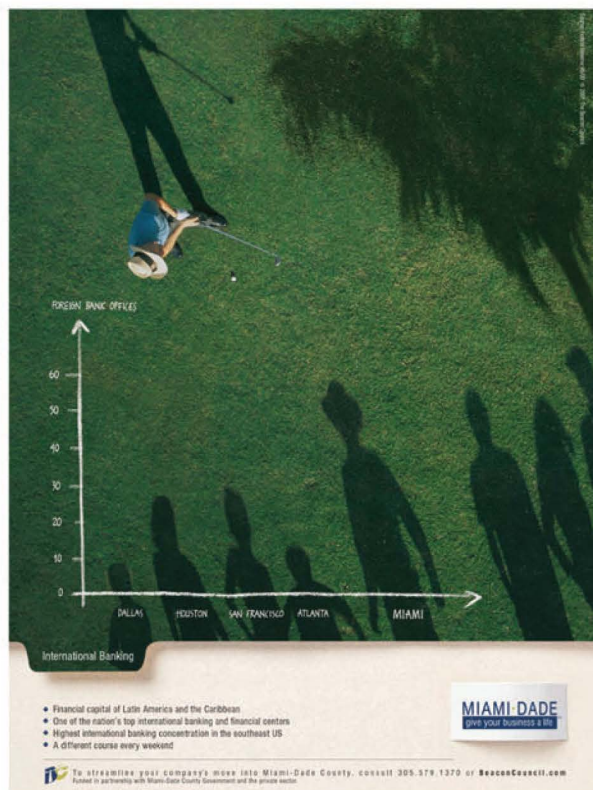
## WEB BANNERS





# The Beacon Council

## PRINT



PRINT



## The Situation

The Beacon Council is the official economic development organization for Miami-Dade County. Their job: convince business leaders that Miami is the ideal location to relocate and/or expand their business. Thing is, even though rival cities have been advertising, The Beacon Council never advertised how ideal Miami is for business, until now.

## Our Solution

We studied why companies like us prefer conducting business here. Our conclusion: why just vacation in paradise when you can enjoy it year-round? We hired world-class photographer William Huber to represent Miami's lifestyle in its most beautiful light. On top of these photos, we plotted the hot button bragging points that motivate today's business leaders – facts that many would never attribute to Miami. Our campaign theme "Give Your Business A Life" wraps up Miami-Dade's unique combination of economics and lifestyle. Readers realize: I can golf instead of huddling by the heater, I can stay tan, I can trash my long johns, I can work and prosper and enjoy living in paradise at the same time.

## The Results


Our campaign ran during a challenging economic environment. But even with the tragedy of September 11, and the slowdown of the national and international economy, The Beacon Council successfully completed 36 new location and expansion projects. The 36 companies created over 2,200 new jobs and added over \$128 million in new investments.

According to economic data, Miami-Dade County led the State of Florida in employment growth, marking the first time in over a decade this has occurred. Over one third of all new jobs created in the state were in Miami-Dade County.



## PortMiami

PRINT




**THE MOST IMPORTANT THING  
TO HAPPEN IN SHIPPING  
IN THE LAST 100 YEARS.  
PORTMIAMI WILL BE READY!**

With more than \$2 billion in capital improvements underway, PortMiami is gearing up for the opening of the expanded Panama Canal.

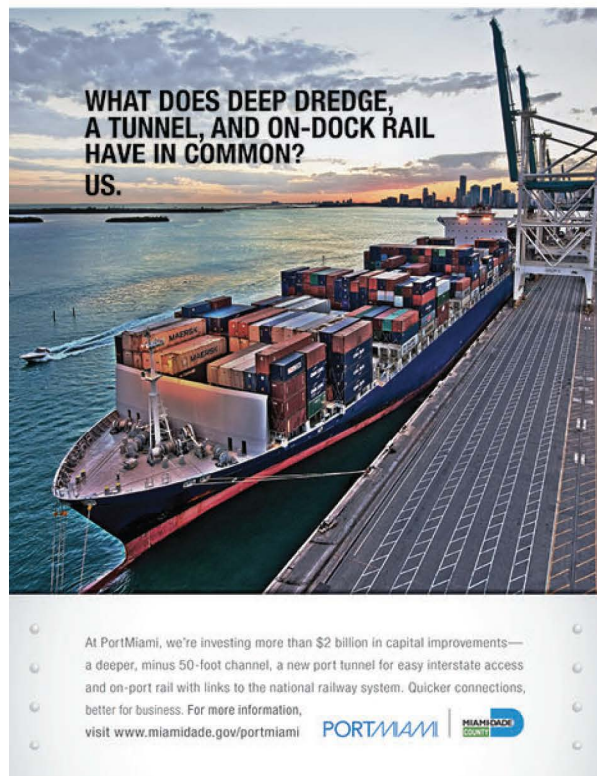
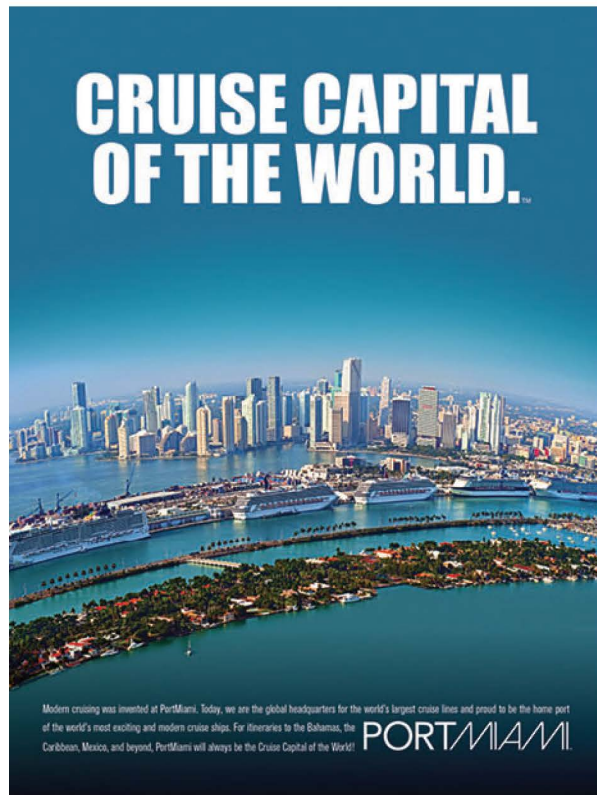
We are deepening our waters to -50 feet to accommodate super-sized vessels, constructing a new port tunnel for improved interstate access and re-establishing nationally-linked on-dock freight rail.

A new era in trade is fast approaching and PortMiami, the first U.S. port of call from the Canal, will be **BIG SHIP READY!**



PORTMIAMI

PRINT



## The Situation

PortMiami was gearing up for the opening of the expanded Panama Canal. Improvements include deepening port waters to -50 feet to accommodate super-sized vessels, constructing a new port tunnel for improved interstate access and re-establishing a nationally-linked on-dock freight rail. In addition, the Port installed brand-new Super Post-Panamax cranes to accommodate additional cargo ships. These upgrades will drastically change how the Port is seen in the industry. It was imperative to counter existing perceptions that the Canal expansion will make U.S. ports in other locations a viable alternative to PortMiami.

## The Solution

With more than \$2 billion in capital improvements underway, we needed to let our target know that a new era in trade is fast approaching and PortMiami, the first U.S. port of call from Canal, is ready! We created a brand positioning, "Cruise Capital of the World," to promote the improvements and reestablish PortMiami as the premier cruise destination. We developed a new logo, "PortMiami" in keeping with the look and feel of the Miami tourism brand. The strategy was to have the PortMiami integrated within the overall Miami brand. Our campaign focuses on the idea that a new port tunnel with easy interstate access and on-port rail with links to national railway system means quicker connections. And quicker connections are better for business.

## The Results

Thanks to our re-branding efforts, the future of PortMiami has never been brighter. This year, the Port will support 225,000 jobs, directly and indirectly, and contribute \$30 billion to the local and state economies—up more than 50% from five years ago. And thanks to an unprecedented expansion of cruise lines and ships, PortMiami anticipates record-setting traffic with close to five million cruise vacationers passing through its terminals.



- b. Provide tourism case studies that measure ROI on work developed under the agency's existing executive or creative management. *No speculative creative work specific to GFLCVB will be considered in the RFP evaluation and ranking.*

## CASE STUDY #1

**Client:** Greater Miami Convention & Visitors Bureau  
**Program:** "It's So Miami: People + Places" Campaign

### CLIENT REQUIREMENTS

Miami was already a popular vacation destination, but the Greater Miami Convention & Visitors Bureau wanted to expand the brand beyond surf and sun to drive visitation past the core weather travelers. Competing against domestic destinations like New York City and Las Vegas, and international destinations like Rio de Janeiro and Barcelona, the GMCVB needed to prove Miami's art, culture, music, food and lifestyle are world-class to the world's (dubious) travelers.

It was time to evaluate the brand and its positioning because the social, consumer and media environment in which the Miami brand exists were changing and the GMCVB needed to keep up not only with their customers, but also with their success. In an effort to meet the demand for authentic vacation experiences, the GMCVB wanted to extend the campaign to focus on Miami's many vibrant neighborhoods and the people who live there.

### THE CHALLENGE, GOALS AND OBJECTIVES

Our primary objective was to build on the success of our original "It's So Miami" campaign by shifting the focus of our brand message from promoting destination-centric "Miami Moments" to positioning those moments in the context of the rich experiences visitors will discover by exploring our individual neighborhoods. This new neighborhood-centric approach allowed visitors to associate our Miami Moments with an authentic location and engaging personal anecdote from a local resident's unique perspective.

By increasing the prominence of partners in the design, as well as providing a consistent and contextual approach to how partners are showcased, we sought to create greater clarity and value to GMCVB membership.

### Strategy developed to achieve goals and objectives

Our "It's So Miami: People + Places" campaign highlighted Miami's many vibrant neighborhoods and the people who live there. A series of print ads specific to each of Miami's unique neighborhoods featured colorful local characters taking readers on guided tours of their favorite haunts. The ads linked the companion neighborhood videos featured on the GMCVB website at [ItSoMiami.com](http://ItSoMiami.com). People & Places allowed visitors to discover the uniqueness of Miami through the eyes of its local residents. Visitors were inspired to venture off the beaten path and explore the cultural diversity that is Greater Miami and the Beaches.



## PRINT



Frutería "Los Pinareños"  
on SW 8th Street

Leave it to  
Miami's Little Havana  
to add a shot of Cuban Coffee  
to a banana milkshake.



Jose

I'm Jose and here in Little Havana we love our Cuban coffee so much you can find it everywhere. In local restaurants, hand-rolled cigar shops and Domino Park. Even at the local *frutería* juice stand in a banana milkshake. Come explore my Little Havana neighborhood and other great neighborhoods at [ItSoMiami.com](http://ItSoMiami.com)

**LITTLE HAVANA – IT'S SO MIAMI®**

©Greater Miami Convention & Visitors Bureau – The Official Destination Sales & Marketing Organization for Greater Miami and the Beaches.



## VALUE DELIVERED AGAINST CHOSEN METRICS

The key performance indicators (KPI) selected for this program included:

- Overall impressions
- Total unique website visits
- Leads/referrals to the partners

Greater Miami and the Beaches continues to rank among the top five destinations on the list of Top 25 Markets in the U.S. During the campaign period, we set records for all key indicators, ranking #3 in Average Daily Room Rate (ADR) at \$202.57; #3 in Revenue Per Available Room (RevPar) at \$164.67; and #4 in Occupancy at 79.1%. Rooms Sold increased +1.2%, or 87,000 (a record). ROI for the "It's So Miami: People + Places" integrated marketing program was measured via visitor traffic to the campaign URL, ItSoMiami.com (People + Places Insider Guides).

The implementation of "It's So Miami: People + Places" was handled by Relebrand in conjunction with other client agencies. In order to provide a comprehensive representation of the campaign results, we are including metrics provided by all.

### Print campaign:

- 64,664 total views
- 49% of users entered via Display Media
- 37% of users entered via the ItSoMiami.com
- 71% of users cited positive recognition of Miami
- 34% of users had a more favorable opinion of Miami
- 30% of users took action to look for more information about Miami

### Digital – domestic:

- Drove more than 100,000 clicks to the ISM Insider Guides landing page
- Pre-Roll drove 79% completion rate, higher than 76% travel average
- Custom email drove more than 9% CTR!

### Digital – summer domestic:

- Drove more than 120,000 clicks to the Special Offers page
- Additional traffic to partner clicks, Things to Do, Events, Places to See, Nightlife pages
- Budget Travel drove more than 60,000 click-throughs their high impact, interstitial unit

### Digital – LGBT Domestic:

- Drove more than 18,000 clicks to the LGBT site page
- High impact skin unit drove more than 2% CTR

## CREATIVE BRIEF

In an effort to meet the demand for authentic vacation experiences, we created phase two of our "It's So Miami: People + Places" brand campaign. Local residents take consumers on a guided tour of their favorite Miami neighborhood spots, inspiring visitors to create their own unique vacation itineraries.

Create an immersive video series that evokes the unique flavor of Miami's various neighborhoods. Through documentary-style videos, colorful local characters take viewers on guided tours of their favorite haunts. The episodes are featured on the official GMCVB website ([www.ItSoMiami.com](http://www.ItSoMiami.com)) and social media channels. The overall campaign is supported by print ads, digital ads and social media.

### Target Audience Profile:

- Demographically, prospect is defined as A35-64, HHI \$75K+, graduated college+, with a skew to HHI \$100K+ and additional consideration of baby boomers
- Psychographically, prospects likely share many of the same attributes/equities as the Miami brand:

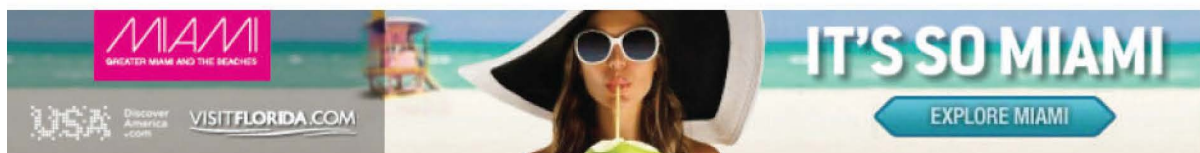
- |                                 |                 |
|---------------------------------|-----------------|
| – Cosmopolitan                  | – Experimental/ |
| – Sophisticated/Worldly         | Adventurous     |
| – Savvy/In-the-know             | – Trendy        |
| – Experiential/Socially engaged | – Hip           |
|                                 | – Sexy          |



## PRINT



## WEB BANNERS



## VIDEO





Our new brand positioning was born out of the necessity for evolution as well as the fundamental need to move from being an experiential brand to a participatory brand. We repeatedly heard through our research — and discovered ourselves — that Miami is a rich visual tapestry, from the Wynwood Walls to Cuban coffee and the downtown skyline on the bay. Miami has an endless supply of iconic images that are known the world over. Using these iconic images to display the broad array of what Miami offers lifestyle travelers, as well as to show just how nice Miami is in general, was the direction to go.

Miami visitors want to be active, engage in culture, and explore the local neighborhoods. They are looking for authentic experiences, and they want to experience a destination from the local's point of view. We evolved our "It's So Miami" campaign to focus on Miami's varied neighborhoods, focusing on interesting things to see and do from the perspective of local residents. Our brand message was focused yet fanciful; delivering media that was specifically targeted, carrying beautiful and daydream-inducing creative. Ultimately, the campaign drove strong awareness and engagement numbers while providing unprecedented brand lift.

## Media Implementation

### Print:

- Print scheduled to provide continuity of messaging with skew to key winter travel months
- Given limited budget and heavy skew toward Miami's top 5 feeder markets, media buys focused on local/ regional buys to provide strong support primarily in New York, Chicago, Philadelphia, Washington,

D.C. and Boston; secondarily in the eastern regional market overall. Media included The New York Times (New York metro and national magazine editions), The Wall Street Journal (New York metro edition), AFAR Magazine (National), Chicago Magazine, Endless Vacations (Eastern Region + Illinois), Modern Luxury magazine titles Manhattan, Beaches (Hamptons), CS (Chicago), and DC, and Undiscovered Florida VISIT FLORIDA Co-op, to support key states: New York, New Jersey, Alabama, Illinois, Washington, D.C., Virginia, Georgia, Florida

- Niche markets included African-American (Black Enterprise, Ebony, Harlem Times, Pathfinders, Savoy and Uptown), Eco Tourism (Undiscovered Florida), and LGBT (Damron's Men's and Women's Travel Guides, The Advocate, Out Magazine, Spartacus).
- Internationally, print buy was limited to Latin America (pan-regional), and Spartacus (Germany/LGBT).

### Out-of-Home:

- Formats/types selected on basis of:
  - Efficient reach of commuters/Manhattan professionals
  - Dynamic messaging (video), in "hip" areas of Manhattan
  - Ability to showcase multiple creative executions
- Scheduled spring/summer to support off-season/shoulder travel
- Buy included:
  - Subway two-sheets with citywide distribution – 395 units total
  - Digital video screens in Times Square and Macy's Herald Square, with a total of 13,100 :30-second spots over three-month schedule (April – June)



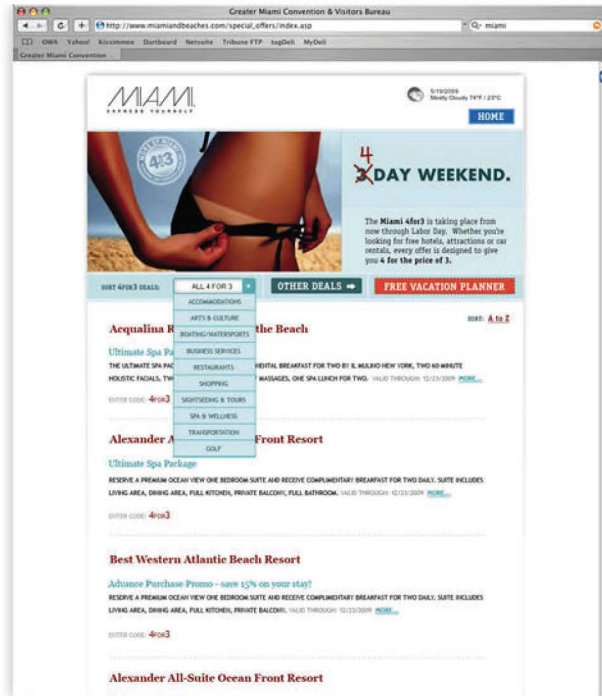
## Online/Digital:

Our approach was to showcase Miami's unique visual canvas as the backbone to deliver messaging across the travel purchase lifecycle. The multichannel media program featured video and rich media creative, and the media plan expanded outside of travel endemic content. Lifestyle content and behavioral segmenting and look-alike modeling found users that would closely relate to Miami's rich arts, music and lifestyle to build destination consideration, and performance media and online travel agency support assured incremental bookings.

A custom Spotify program sat on top of the whole campaign, driving over 16,000 new Facebook fans and 1,000 song entries with minimal investment, helping seed the branded messaging.

The "It's So Miami: People + Places" campaign changed Miami's brand perception: There was an 8% reduction in respondents saying that "Miami is all glitz and no substance" and a 4% lift in respondents saying that "Miami is rich with culture" and "Miami is unique."





## CASE STUDY #2

**Client:** Greater Miami Convention & Visitors Bureau  
**Program:** 443 Summer Campaign

### Client Requirements

The Greater Miami Convention & Visitors Bureau needed an aggressive marketing strategy to maintain revenue levels during the all-important summer season. Our Miami 4 for 3 program ran from Memorial Day through Labor Day offering visitors an incentive to add an extra day to their stay.

### The challenge, goals and objectives

- Drive visitation to Greater Miami and the Beaches during key summer travel period
- Showcase special offers and promotions from our hotel, restaurant and attraction partners and incent bookings
- Look to educate travelers Miami is a better value than other destinations
- Implementing a retail message in was critical to achieve short-term success [i.e. maintain stable visitation volume]
  - o Given economic rollercoaster
  - o Consumer migration towards more frugal mindset
  - o Destination deals flooding the market [i.e., get in the game or be deemed irrelevant]
  - o Evolving the typical GMCVB co-op approach
    - Requesting more robust/action stimulating retail deals from each participating partner vs. media plan subsidization
    - Triggering instant activation mindset among potential visitors



## The challenge, goals and objectives

- Drive visitation to Greater Miami and the Beaches during key summer travel period
- Showcase special offers and promotions from our hotel, restaurant and attraction partners and incent bookings
- Look to educate travelers Miami is a better value than other destinations
- Implementing a retail message in was critical to achieve short-term success [i.e. maintain stable visitation volume]
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  - o Destination deals flooding the market [i.e., get in the game or be deemed irrelevant]
  - o Evolving the typical GMCVB co-op approach
    - Requesting more robust/action stimulating retail deals from each participating partner vs. media plan subsidization
    - Triggering instant activation mindset among potential visitors

## Strategy developed to achieve goals and objectives

Our Miami 443 branding program was built around a high-reach plan designed to capture potential travelers in search of travel deals across multiple channels. We captured the most relevant audience through a variety of travel-focused sites (and channels) by surrounding specific deal-related information. We reach users not only in the core geographic markets (New York City, Philadelphia, Atlanta), but also in Boston, Chicago, and the entire U.S. Co-op opportunities were created to push partner hotel production by participating in a merchandising program with a well-known Online Travel Agent (OTA).

## Approach selected and rationale for approach

Our implementation strategy employed a two-pronged approach:

1. Support Partner "Deals" in key fly markets via promotional radio, digital and print (June/July) and in-state newspaper insert (June)
2. Emphasize instant activation via radio promotions and digital campaign

Print ads ran in key market newspapers, including the Miami Herald, Atlanta Journal Constitution, Charlotte Observer and Ft. Worth Star-Telegram. Our digital plan utilized a combination of display, search and email components with advertising on key luxury and travel planning sites like luxurylink.com, Travelocity.com, frommers.com, and lonelyplanet.com. All communications directed consumers to a dedicated 4 for 3 microsite which then channeled them to individual landing pages, featuring special offers from participating GMCVB partners.



### Strategy – Messaging:

- People are migrating towards more frugal mindsets
  - o Vacations represent opportunities to escape weighty times/issues
  - o But, times are tough and people are holding onto their money
- Benefit: Miami is your reward
  - o You deserve it
  - o You need to get away
  - o And, now you can experience the perfect escape for a lot less than you think
- Reason to Believe: Our all-inclusive 443 promotion
- Message: More the good stuff for a whole lot less!

### Strategy – Media:

- Two-pronged media approach:
  - o Driving mass awareness via print in key fly and drive-time feeder markets
  - o Emphasizing instant activation via
    - Radio – promotional trip giveaway
    - Robust digital campaign
      - ~ Effectively leveraging OTAs as critical component of our plan
- With all communications driving to a dedicated special offers microsite [aggregating all partner deals]

### Metrics selected and rationale for selection

The key performance indicators (KPI) selected for this program included:

- Overall impressions
- Total clicks to 443 offers
- Offer conversion rate

### Value delivered against chosen metrics

Results accomplished included:

- Overall impressions: 34,767,340
  - o Traditional generated 17,939,466 impressions
  - o Online generated 16,827,874 impressions
- Total clicks to 443 offers: 44,825
- Offer conversion rate: 11.37% – [5,097 actual]



**Commentary for how the brand was built, how its appearance and reach among target audiences were optimized and leveraged over time in various media and on multiple platforms; how co-op opportunities were identified and sold; how campaigns were managed to gain value within increasing cost to the client, etc. (What were initial successes & failures? How did your team adjust and capitalize on learning? What did you do to change your approach? What impact did your change in approach have on the goals of the client, its brand, business and its audience?)**

During the summer travel season, destination deals flood the market, and consumers are looking for affordable family vacations. The Greater Miami Convention & Visitors Bureau (GMCVB) needed to get in the game or be deemed irrelevant.

We came up with a compelling promotion called Miami 4 for 3. The program, which ran from Memorial Day through Labor Day, offered visitors an incentive to add an extra day to their stay. Visitors could take advantage of some pretty attractive hotel, attraction and dining offers designed to give them four for the price of three, including:

- 4 hotel nights for the price of 3
- 4 days car rental for the price of 3
- 4 rounds of golf for the price of 3
- Restaurants/retail shops offering 25% discount

Our ads employed a humorous take on things normally associated with three's – "Four Day Weekend," "Four's a Crowd," etc. We employed a two-pronged media approach:

1. Create mass awareness via print in key fly and drive-time feeder markets
2. Emphasize instant activation via radio promotional trip giveaway and a robust digital campaign leveraging online travel agents as a means of driving bookings.

All communications directed consumers to a dedicated 4 for 3 microsite, featuring special offers from participating GMCVB partners.



## Target Audience Optimization

### Targeting

- Contextual: highest content relevancy
- Destination: reach users interested specifically in Florida or Miami travel, regardless of origin
- Geo: heavy-up impressions in our core target markets
- Search: target users based on terms they are searching/have searched
- Re-targeting: reach users who have previously visited the GMCVB special offers page

### Buying

- Purchase media on both a CPM and CPC basis

CPC guarantees traffic to the landing page at minimal cost and allows for maximum ad exposure

- Pay only when a user clicks through to the site

### Creative

- Utilize a combination of standard, unique, and oversized units (where possible) for increased brand visibility
- Employ multiple creative executions and ad units to allow for optimization around best performing messages and sizes

### Optimization

- Optimize at the engine, keyword, copy, site, placement, creative size, and creative message levels

Based on conversion rate and cost per conversion

First optimizations will be made at the start of third week of campaign.

## Search Engine Advertising

- Reach qualified users searching for travel deals/information
- Incorporate an OTA search engine to leverage the site's extensive reach, yet remain focused on pushing only the co-op hotel partners

### Ad Networks

- High reach and efficiency with advanced targeting capabilities
- Combination of standard and contextual networks

### Travel Content Sites

- Online Travel Agents

Partner with an OTA on a merchandising program to push hotel partner production

- Deal-Focused Sites

Reach users in the proper mindset as they seek out travel deals

- Informational Sites

Relevant to consumers researching general travel information

### Publisher Emails

- Leverage publishers' opt-in databases to highlight Miami's 4 for 3 promotion to a travel deal/information-seeking audience

Dedicated emails (where possible) for 100% SOV



## Key Learnings/Campaign Adjustments

Implementing a retail message was critical to achieve short-term success [i.e., maintain stable visitation volume]. We evolved the typical GMCVB co-op approach by requesting more robust/action stimulating retail deals from each participating partner. This was a distinct departure from our brand-oriented co-op programs of the past.

## Impact of Change in Approach

Overall cost per conversion performance increased greatly compared to the prior campaign, maximizing conversions driven within the allocated budget.

Our cost per conversion decreased by \$1.14, while our and conversion rate increased by 36.33%. Returning visitors increased from 8.34% to 10.07% throughout the second half of the campaign, suggesting users came back to view additional deals or view deals in more detail. Accommodations continued to be the most appealing offers, Sightseeing and Tours and Arts & Culture increased category rank since the retail strategy was implemented.

- Strategy Recap:
  - o Drive instant activation by promoting "more of the good stuff for a lot less"
    - 4 for the price of 3
    - Deep cutting deals = no partner funding requested
- Support Recap:
  - o NY, Atlanta, Philly, In-State
    - Miami443.com
    - Newspaper
    - Radio Promotions
    - Internet
- Results:
  - o 34,767,340 – Total Impressions
    - 16,827,874 – Digital Impressions
    - 44,825 – Clicks on 443 Offers
    - 11.37% – Offer Conversion Rate [5,097 Actual]



## CASE STUDY #3

**CLIENT:** Greater Miami Convention & Visitors Bureau  
**PROGRAM:** Where Words Meet Campaign

### Client Requirements

Promote Greater Miami and the Beaches as a dynamic, world-class destination for vacation, business, and meetings. The Greater Miami Convention & Visitors Bureau formed a marketing partnership with The Beaches Council (Miami's economic development organization), American Airlines, Miami International Airport and PortMiami to create an offshoot of Miami's primary brand campaign. The "Where Worlds Meet" television campaign positions Miami as a global business center, as well as an inviting destination to live and play.

### The challenge, goals and objectives

#### Challenge:

Miami has established itself as a one-of-a-kind leisure destination. We needed to use that momentum to "educate" business people as well as travelers about the many reasons why businesses thrive in Miami-Dade County.

#### Goals/Objectives:

- Build awareness for Miami as a premier destination
- Demonstrate the value proposition of coming to Miami to visit and/or establish a business
- Generate leads for businesses who have an interest in setting up offices in Miami
- Remind people about the emotional benefits of living/visiting Miami (weather, culture, beach, etc.)



## Strategy developed to achieve goals and objectives

Developed a co-op partnership program: GMCVB, American Airlines, The Beacon Council, Miami-Dade County, Miami International Airport and PortMiami

### Strategy – Messaging:

- The integrated WWM campaign promotes Miami as the ultimate tropical, cosmopolitan tourism destination while showcasing our unique assets as a premier location to host meetings and conventions or to establish a business
- Executions focus on individual categories of commerce
- All traffic is directed to a microsite which is available in multiple languages
  - o [www.MiamiWhereWorldsMeet.com](http://www.MiamiWhereWorldsMeet.com)

### Strategy – Target:

The program targets both consumer and trade, including meeting planners and site selectors

- Categories of commerce include:
  - o Life Sciences/Bio-Medical
  - o Fashion Design and Architecture
  - o Aviation and Aerospace
  - o Tourism
  - o Financial Services
  - o Technology
- Geographies supported [in alpha order]:
  - o Argentina
  - o Brazil
  - o Canada
  - o France
  - o Italy
  - o Spain
  - o U.S. [primarily NY]

### Approach selected and rationale for approach

The TV spots feature humorous vignettes of typical business scenarios (i.e., office workers in

cube farm, a meeting between an associate and his boss, etc.) with a Miami lifestyle twist. These engaging spots use humor to creatively portray Miami as the perfect destination to live, work and play. Our media strategy incorporated a combination of :10 television billboards on CNN in Latin America, :15 spots in Canada and New York. We also ran a :30 spot TV scheduled in New York. The media schedule ran during key summer months. The campaign was designed to drive response to a multilingual microsite (MiamiWhereWorldsMeet.com).

### Strategy – Media:

- All geographies supported via robust print and Internet plan
  - o The New York Times was key driver of the plan
    - Five insertions in all markets [except Canada]
    - ~ Globe and Mail utilized to support CA
  - o Additional support in Magazines and Internet
    - Print: American Way/Nexos/ Celebrated Living, Expressions, Black Meetings & Tourism, Miami Herald International
    - Internet: NYTimes.com, CNN.com, Yahoo.com, UOL.com, ElPais.com, LeMonde.fr, Oestado.com, Clarin.com and MiamiHerald.com
    - ~ Using geographic and behavior targeting filters
  - o TV utilized in Europe and Latin America
    - CNNI and CNN En Español :10 Billboards

### Metrics selected and rationale for selection

The key performance indicators (KPI) selected for this program included:

- Overall impressions
- Total unique website visits
- Leads/referrals to the partners



## Value delivered against chosen metrics

Results accomplished included:

- Overall impressions: 121,715,446
  - o Print generated 22,047,060 impressions
  - o TV generated 28,627,357 impressions
  - o Online generated 71,041,029 impressions
- Total unique website visits: 104,652
- Total unique website: 9,933

**Commentary for how the brand was built, how its appearance and reach among target audiences were optimized and leveraged over time in various media and on multiple platforms; how co-op opportunities were identified and sold; how campaigns were managed to gain value within increasing cost to the client, etc. (What were initial successes & failures? How did your team adjust and capitalize on learning? What did you do to change your approach? What impact did your change in approach have on the goals of the client, its brand, business and its audience?)**

The response to our economic development campaign far exceeded our initial projections. In fact, both the GMCVB and The Beacon Council confirmed that "Where Worlds Meet" produced the highest response rate of any campaign to date. The campaign succeeded in driving consumers from all over the globe to the GMCVB microsite at a minimal cost per visit.

We leveraged the salient positioning we had already created for the Miami leisure brand to deliver a powerful economic development message built around key assets:

- Miami is a dynamic art, culture & design destination where inspiration comes from all over
- New Performing Arts Center, growing number of museums and galleries, emerging art movement
- Gateway to the Americas
- Evolving destination
- Dynamic infrastructure for business operations
  - o New and expanding airport and cruise terminals, strengthening and expanding academic base, growing international business, emerging technology center
- Financial Center



**Impact:**

- Total impressions far exceed initial projections
  - Driving extremely low CPMs
- Digital campaign performance was exceptional from a click through rate and cost per click standpoint
  - CTR average doubled industry standard
  - Successfully driving consumers to the GMCVB microsite at a minimal cost per visit
- Digital campaign was also highly effective at consistently driving new/unique visitors to the site
  - Subsequently, generating new leads for Miami
- International campaign drove significant volume of messaging and activity/interaction from around the world
  - Fairly even distribution of microsite visitors from all three key geographies [South America, Europe, North America]
- Average interaction time on the microsite exceeded 2.5 minutes
  - With most visitors going 5+ pages deep
- Although majority of visitors interacted with vacation section of microsite, sizable volume/even distribution of traffic to business, relocation and meetings sections also experienced



- Provide explanations and samples of how the team approaches the development brand architecture for a destination or travel product.

## BRAND DEVELOPMENT PROCESS

**THE FIRST STEP** in our process is to get as much information as possible from our clients about their business, goals, objectives, short and long-term plans, and their goods/services.

**THE SECOND STEP** is researching the various factors that will help us develop the brand architecture and create the communication strategy:

- Business landscape: macro-economic aspects of the market, consumer trends, state of the industry, socio-cultural environment, market information, technology adoption, competitors, etc.
- Communication landscape: competitive media investment, brand message and positioning, analysis of the characteristics and impact of the different media in a specific market, brand positioning, identification of the main media channels, etc.
- Target audience: key publics' insights, behavior, communities, audience studies, qualitative and quantitative research, social media sentiment analysis, main influencers, media consumption, etc.

**THE THIRD STEP** is to define the brand architecture, or strategic pillars. In order to develop this foundation, we need to answer critical questions:

- What is it that the brand promises?
- What are we trying to sell or promote?
- How are we going to grow?
- Why is our promise credible?
- Who's the consumer?
- How does our brand become relevant?
- What assets do we have to support our branding efforts?
- What are we delivering to our key publics?
- What's the personality of our brand?

**THE FOURTH STEP** is to create a communication strategy based on our learning from previous steps. This is a multidisciplinary effort that integrates technology developments, creative messaging, production and execution, social media community management and monitoring, digital and traditional PR, media planning, buying and trafficking.

In this phase, we create the launch plan, including defining spokes-people and developing the media message map. Once we define the plan, we develop the communications platform, including:

- Creating press materials
- Defining media targets
- Finalizing creative concepts

We work with our clients to ensure that our communication strategy aligns with their overall marketing plan. During this phase of the program, we would begin educating internal staff on the new messages and refined brand.

**THE FIFTH STEP** is one of our favorites. Using analytical tools and market intelligence we test, measure, refine and evaluate the results of our branding campaigns, creating continuous cycles of optimization in order to achieve the goals and objectives of our client.

We provide monthly action plan and results reports that allow us to continuously refine and retarget our messages.



## Communication Objectives



## Adoption Cycle & Communication Stages

### ADOPTION CYCLE



### COMMUNICATION STAGES





## Key Factors for Adoption & Tactical Focus

<b>COMPATIBILITY</b>	Relevant to the consumer's life	<b>EMOTIONAL IMPACT</b>	<ul style="list-style-type: none"> <li>• Traditional media</li> <li>• Celebrity endorsement</li> </ul>
<b>ADVANTAGE</b>	Improvements vs. older generations	<b>BENEFITS INFORMATION</b>	<ul style="list-style-type: none"> <li>• Website</li> <li>• Point-of-sale materials</li> </ul>
<b>SIMPLICITY</b>	High difficulty = low adoption	<b>BRAND POSITIONING</b>	<ul style="list-style-type: none"> <li>• Campaign message</li> <li>• Product demonstration</li> </ul>
<b>TRIALABILITY</b>	Experience the service and/or product	<b>STIMULATE USAGE</b>	<ul style="list-style-type: none"> <li>• Promotional activities</li> <li>• Loyalty program</li> <li>• In-store and hands-on activities</li> </ul>
<b>OBSERVABILITY</b>	Innovation visible to non-adopters	<b>BRAND AMBASSADORS</b>	<ul style="list-style-type: none"> <li>• Social media sharing</li> <li>• Invite Friends promotions</li> </ul>



## Messaging by Communications Channels

EMOTIONAL ATTRACTION	RATIONAL BENEFITS	VALUE PROPOSITION	ADDED VALUE	COMMUNITY ENGAGEMENT
TV SPOT	WEBSITE	WEBSITE	LOYALTY PROGRAM	LOYALTY PROGRAM
ENDORSEMENT	EMAIL	EMAIL	WEBSITE	FRIEND REFERRAL
RADIO	ONLINE MEDIA	ONLINE MEDIA	EMAIL	WEBSITE
PRINT	SEARCH	MOBILE: SMS	ONLINE MEDIA	EMAIL
OOH	PRESS	IN-STORE	MOBILE: SMS	SOCIAL MEDIA
PR EVENTS	DIGITAL PR	HANDS ON	IN-STORE	
SOCIAL MEDIA	IN-STORE	PROMOTIONS	PROMOTIONS	
	HANDS-ON	SOCIAL MEDIA	SOCIAL MEDIA	
	SOCIAL MEDIA			



## Call to Action by Communication Channels

### TRADITIONAL MEDIA

- Service registration
- Go to stores
- Visit Website
- Join us on social media
- Promotions

### CELEBRITY ENDORSEMENT

- Service registration
- Visit stores
- Promotions
- Visit Website
- Join us on social media
- Refer your friends

### ONLINE MEDIA

- Visit Website
- Join us on social media
- Promotions
- SEARCH: visit Website

### SMS

- Service registration
- Promotions

### WEBSITE

- Service registration
- Subscribe to email
- Join us on social media
- Promotions
- Refer your friends
- Purchase online

### EMAIL

- Service registration
- Visit Website
- Join us on social media
- Promotions
- Refer your friends
- Purchase online

### SOCIAL MEDIA

- Visit Website
- Service registration
- Subscribe to email
- Promotions
- Refer your friends
- Share your experience
- Buy online

### IN-STORE & HANDS ON

- Try the service
- Service registration
- Subscribe to email
- Promotions



- c. Provide explanations and samples of how the team approaches group sales marketing for a destination or travel product.

## Meet Puerto Rico

### PRINT

#### The Situation

Meet Puerto Rico is the organization that markets and sells Puerto Rico to meetings and convention planners. While Puerto Rico enjoys tremendous popularity as a vacation destination, it isn't always top of mind for meetings and conventions. We needed to strengthen Puerto Rico's competitive position in the Americas (and abroad) by increasing awareness of the island's outstanding meeting facilities and services. Puerto Rico has everything a meeting planner or group needs and wants, but that's just the cost of entry. Our challenge was to market Puerto Rico as a meeting destination based on the brand's strongest asset – a sophisticated, state-of-the-art meeting destination located on an idyllic tropical island in the Caribbean. While meeting planners know of Puerto Rico's tropical beauty, fine dining and first-class hotels and resorts, they don't always make the connection that these attributes are what attract delegates to a meetings destination. We needed to help planners understand that the true value of meeting in Puerto Rico is about how these elements come together to create a singular, memorable and distinctive experience for their delegates.

#### Our Solution

Our campaign captures the benefits of hosting a meeting or convention in Puerto Rico. We combined visuals featuring the natural beauty of Puerto Rico's beaches, rainforests, undersea life, and golf courses with copy that underscores what makes Puerto Rico an ideal meetings destination. In one ad, the copy reads, "Puerto Rico offers 1.2M sq. ft. of meeting space, 14,000 hotel rooms, 2,000 dining options, hundreds of non-stop flights." Our campaign theme, "On a tropical island. In the Caribbean." goes on to describe what makes Puerto Rico a unique meetings destination. In addition to the branding campaign, Relebrand created a new logo that incorporates a color scheme of green and blue inspired by Puerto Rico's most prized natural attributes – lush tropical flora and sparkling blue water. Other elements include a redesigned website ([www.MeetPuertoRico.com](http://www.MeetPuertoRico.com)), new collateral materials, a new tradeshow booth and tradeshow uniforms, as well as a destination video for the meetings market.

#### The Results

Meet Puerto Rico exceeded its annual sales goal, securing over 189,000 room night bookings. This translates into 409 groups and more than 100,000 delegates. The Puerto Rico Convention Center booked 30,394 room nights, representing a 69 percent increase over the prior year. Revenue from the room nights gave Puerto Rico's economy a boost of \$110 million.



**Puerto Rico's Convention Center is  
the largest and most technologically  
advanced, blah, blah, blah, blah, blah  
blah, blah, blah, blah, blah, blah, blah,  
blah, blah, blah, blah, blah, blah, blah,  
blah, blah, blah, blah, blah, blah, blah,  
blah, blah, blah, blah, blah, blah, blah,  
on a tropical island. In the Caribbean.**




A corporate itinerary in Puerto Rico with fine dining, championship golf, hiking, museums, history, culture, shopping, yadda yadda yadda, yadda, yadda yadda, yadda, yadda, yadda, yadda yadda, yadda, yadda yadda on a tropical island. In the Caribbean.







## WEB BANNERS



When you need your next meeting to be more than a meeting, head away from the mainstream. Head off the mainland.

**Escape Now.**



On a tropical island. In the Caribbean.

**Meet Puerto Rico**  
Escape the conventional.



**VISIT US**



When you need your next meeting to be more than a meeting, head away from the mainstream. Head off the mainland.

**Escape Now.**

Contact us at 1.800.875.4765  
[MeetPuertoRico.com](http://MeetPuertoRico.com)

**Meet Puerto Rico**  
Escape the conventional.

**Meet Puerto Rico**  
Escape the conventional.

On a tropical island.  
In the Caribbean.

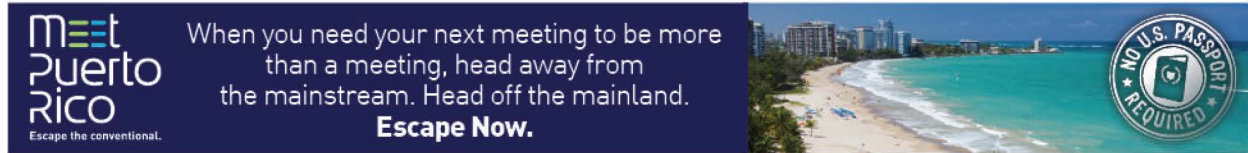
**Plan your next meeting here.**



When you need your meeting to be more than a meeting, head away from the mainstream. Head off the mainland.  
Contact Meet Puerto Rico at 1.800.875.4765



## WEB BANNERS





## 2.2 Account Management:

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- a. Indicate how the team will handle account management of the annual advertising budget, including creative production, digital production, and media placements.

Our communication structure is built around our Brand Value Agency Leader model. Because we work with many out-of-town clients and agency partners, we have a philosophy that communication between the agencies account teams and our client counterpart should be as efficient as if we were right down the street. The project team is made up of representatives from each department: account service, creative, media, technology, social, production and administration. This team oversees all activities under the guidance of the agency President.

The team meets on a regular basis to review progress and status on the roster of their client's assignments. These meetings give each team member an opportunity to present ideas, review challenges and seek the advice and assistance of their fellow team members. Client representatives participate in these meetings, as appropriate.

Our project management systems are our digital communication hubs where all members of the project team — including our clients — can track all of their creative and media output, review all proposals and creative concepts and send comments and suggestions to their account representative in real time.

We believe that our structure should be as flat as possible giving clients access to all of our experienced team. For this project we would allocate a full-time marketing manager (account manager) supported by a marketing coordinator (account coordinator) working hand in hand with agency President Roberto S. Schaps.

Relebrand will use our online project management system (Mavenlink) in order to ensure that the tracking and coordination of all steps in the projects are monitored and fulfilled correctly. Weekly status calls with the client; monthly status onsite visits; monthly, quarterly and annual recaps of all results; and the fact of having dedicated teams in all levels of service (Creative, Account Management, IT, Strategy, Analytics) will ensure that all aspects of the relationship will be at client's expectation level of service.

Because of the nature of your business, we have dedicated a creative team that has experience working in the tourism sector. Our goal when developing creative solutions is to enhance the consumer's relationship with the brand. After a thorough analysis of the client's objectives, we set a strategy anchored on key value ideas. We explore how these ideas will play out in the real world; how much they will deliver on objectives; how much they can grow in different media platforms; and finally, how quickly can consumers own them and make them grow organically.

We begin by uncovering what's most compelling and powerful about a brand. Next, we determine the best way to express that idea across all points of consumer contact. Lastly, we must ensure that our brand message is consistent across all channels of communication.

Along the way, we make sure everyone involved, from customers to company staff, understands the brand and what it stands for. Our goal is to turn brand stakeholders into brand evangelists.



b. Indicate research, overall business intelligence and tourism industry knowledge specific to direct marketing organizations (DMOs) or a tourism product.

Relebrand has a comprehensive background in all areas of the tourism industry – from destinations to hotels, resorts and spas, attractions, airlines, airport authorities, hotel groups and co-ops, cruise lines, car rental companies, restaurants and industry associations. And specifically to DMOs, we have worked with Miami, Kissimmee, Toronto, Mississippi's Gulf Coast, Springfield, MO, Alabama Gulf Shores, Gettysburg, PA, Peru, Puerto Rico, Guatemala and El Salvador. In fact, we may be the only agency partnership out there that has created strategies for countries, states, counties, cities and even a commonwealth.

If that weren't enough, the DMAI (now Destinations International) — the organization that administers DMOs — was our client as well.

And it all goes back to 1992 when the agency won the Greater Miami Convention & Visitors Bureau account. And today we're proud to say that we are still working for them. It's these more than 25 years that have taught us all aspects of how to market a destination. And we're proud to know that we've helped the GMCVB make Miami one of the leading travel destinations in the world.

We developed campaigns to market to tourists in the United States and around the world. We created programs to reach the travel trade and implemented strategies to promote to the meetings planners. We developed local programs to support the tourism industry and worked on cooperative advertising programs. Not only with local industry partners, but also with Brand USA and VISIT FLORIDA. As a matter of fact, Relebrand, under Roberto's efforts, served as the lead to coordinate international efforts implemented through Brand USA and VISIT FLORIDA.

You see that we know your business. That we understand the pivotal role of brand marketing in the travel industry. That we know how to provide you with the services you need to continue to make GFLCVB a successful DMO and Greater Ft. Lauderdale one of the leading tourism destinations in Florida.

But there's one more important reason why our DMO experience should matter to you. You see, we already know that your most important customers are not only Ft. Lauderdale's tourists. What we also know is that a list of your most important clients also includes your DMO and industry stakeholders and partners.

So it makes the most sense for you to work with a combined team that understands how those business people think. And that's where our extensive experience becomes so important. Because we've worked with so many DMOs and helped them build their own partner programs, we know what makes them tick.

We deeply understand how to develop relevant messages that will attract the many faces of the Ft. Lauderdale visitor — in turn, delivering value not only to you but also to each and every one of your strategic partners.

And what's more, Roberto regularly attends the preeminent travel industry shows, such as Florida Governor's Conference on Tourism, IPW, WTM, FITUR, and IMEX, among others. This of course gives him the opportunity to be in the know of the latest developments in the industry.



Here's a list of our experience:

- Alabama Gulf Coast CVB
- Bal Harbour Village Tourism
- Coconut Grove Business Improvement District
- DMAI (now Destinations International)
- El Salvador
- Gettysburg CVB
- Government of Puerto Rico
- Greater Miami CVB
- INGUAT (Guatemala Tourism Board)
- Kissimmee CVB
- Meet Puerto Rico (Puerto Rico Convention Bureau)
- Miami Beach
- Miami Downtown Development Authority
- Mississippi Gulf Coast CVB
- New Smyrna Beach Area CVB
- Palm Beach County CVB
- PromPeru (Peru Tourism Board)
- Springfield, MO CVB
- Sunny Isles Beach Tourism and Marketing Council
- Tourism Toronto
- Town of Surfside



## 2.3. Media Planning and Buying:

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### a. Indicate how the team can leverage value-added opportunities.

As for all the media plans we custom-tailor, media negotiations begin with an in-depth conversation with prospective media partners to provide them with a complete understanding of our goals and strategies. We believe it is necessary for our partners (media publishers) to understand, from the get-go, our objectives and priorities in order to develop the most appropriate, impactful media programs, as well as proposals that best leverage their properties' unique strengths that can benefit our clients.

We view our relationships with the media as true partnerships, in which we all have the ultimate goal of providing clients with the greatest value for their advertising dollars — and the greatest impact for their messaging. And while we always strive for the best value we can secure, that doesn't always mean the lowest CPM. We approach each vendor/partner with an open mind, to discover what it is they can offer that's of greatest value for our client, based not only on their available assets and flexibility, but also on each client's unique set of priorities and objectives. And sometimes the greatest value comes from elements that can extend visibility far beyond the cost of the media (e.g., press pickups; social media buzz), for which a CPM premium on paid media may be acceptable.

Our planning/negotiation process begins with live conversations followed by RFPs to prospective media partners in which we outline, in great detail, our objectives and priorities, and provide them with the basis upon which our eventual media recommendations will be made.

Once media proposals have been received, we conduct a comprehensive review to compare and contrast all offers that are on the table, and then go back to each partner and offer them the opportunity to strengthen their proposal so as to make it more competitive. Reality is, there are always far more good media opportunities to choose from than there is budget to go around, and the best proposal/packages are always the result of several rounds of negotiations.

Recommended media are then selected (in general) on the basis of:

- Environmental/editorial "fit" with clients' positioning and message
- Demographic and psychographic fit with prospect definition(s)
- Appropriateness of value-added elements to messaging goals be they event tie-ins, editorial support, digital add-ons, etc.
- Overall media value vs. cost (including assessment of value-added elements)
- Relative efficiency vs. other/comparable media under consideration
- Creative aspects of the media proposal that have the potential to extend presence via press pickups, social media buzz, etc.

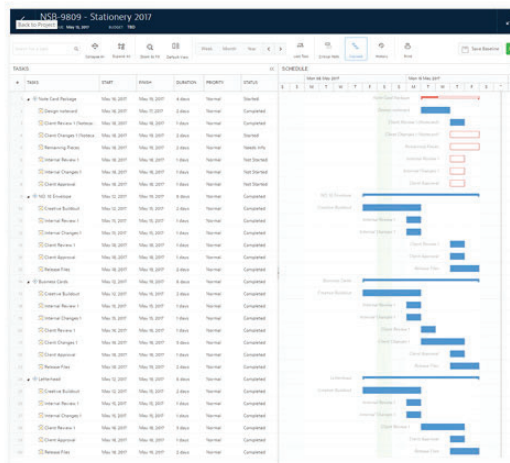
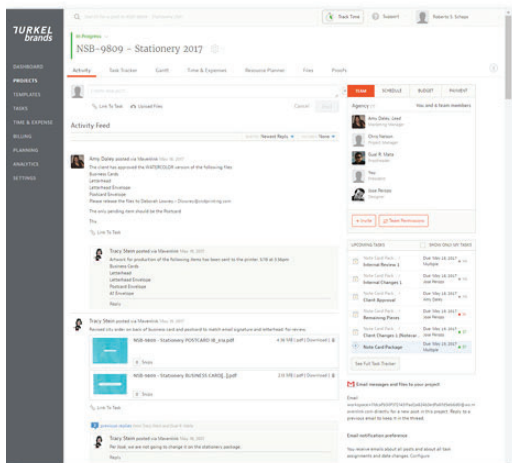
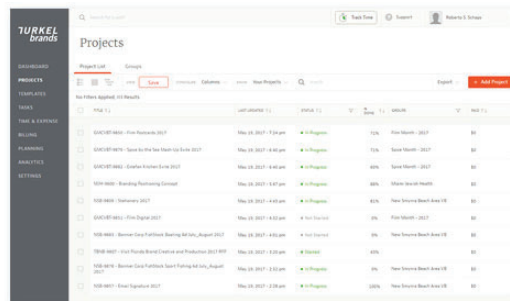
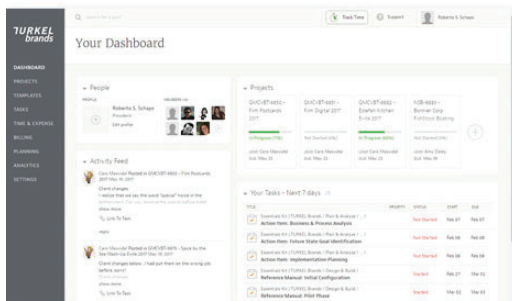


- b. Indicate how the team would handle industry co-op advertising opportunities and leverage media buys and sponsorships.

Because we've worked with many CVBs over the years, we're quite capable of managing turnkey co-op programs. We will rely on our management system (Mavenlink) to coordinate all aspects of the co-op program. Our system gives us the ability to:

- Set up each GFLCVB Partner as an individual client.
- Open individual projects for each co-op deliverable being requested by the Partner.
- Give access to each project to GFLCVB to monitor the progress and review the assets for approval.
- Give access to the Partner to review the assets for approval.
- Prepare a detailed schedule to be monitored by all parties. This schedule would include specific tasks for each party as well as manage milestones and deadlines for the final delivery of the assets to the media vendors.
- If required, manage costs needed to produce the assets.

Below are some screen shots of the various sections of our management system (Mavenlink).





### 3) Past Performance Evidence of Knowledge and Experience

Describe prime Vendor's experience on projects of similar nature, scope and duration, along with evidence of satisfactory completion, both on time and within budget, for the past five years. **Provide a minimum of three projects with references.**

#### Project 1:

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- **Client:** Greater Miami Convention & Visitors Bureau
- **Name:** Rolando Aedo, COO
- **Duration:** More than 25 years starting in October 1993 and continuing to this day
- **Scope:** Through the years we have provided, brand development, strategic planning, research, advertising campaigns, marketing materials, production services, media planning/buying (traditional/digital/social), co-op programs, promotions, crisis management, marketing counsel
- **References or Testimonials (evidence of satisfactory completion):** Please refer to the Vendor Reference Verification Form included in the RFP response.

#### Project 2:

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- **Client:** New Smyrna Beach Area Visitors Bureau
- **Name:** Debbie Meihls, Executive Director
- **Duration:** More than 2 years starting in October 2016 and continuing to this day
- **Scope:** Strategic planning, brand development, advertising campaign, marketing materials, production services, media planning/buying (traditional/digital), marketing counsel
- **References or Testimonials (evidence of satisfactory completion):** Please refer to the Vendor Reference Verification Form included in the RFP response.

#### Project 3:

---

- **Client:** Barry University
- **Name:** Michel Sily, AVP Marketing
- **Duration:** More than 6 years starting in July 2013 and continuing to this day



- **Scope:** Strategic planning, brand development, advertising campaign, marketing materials, production services, media planning/buying (traditional/digital/social), marketing counsel
- **References or Testimonials (evidence of satisfactory completion):** Please refer to the Vendor Reference Verification Form included in the RFP response.

#### **Project 4:**

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- **Client:** Meet Puerto Rico
- **Name:** Milton Segarra, currently the CEO of Visit Mississippi Gulf Coast
- **Duration:** 5 years starting in October 2013 through September 2018
- **Scope:** Strategic planning, brand development, advertising campaign, marketing materials, production services, media planning/buying (traditional/digital/social), marketing counsel
- **References or Testimonials (evidence of satisfactory completion):** Please refer to the Vendor Reference Verification Form included in the RFP response.



Provide references for similar work performed to show evidence of qualifications and previous experience. **Refer to Vendor Reference Verification Form and submit as instructed.**

In addition to information requested on the Vendor Reference Verification Form, append the following information for each project/reference:

#### **Greater Miami Convention & Visitors Bureau**

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- a. List Firm's project manager and other key professionals involved on the project/contract.

Over the years of managing the GMCVB relationship we had different project managers. And currently Carolina Masvidal is actually imbedded in their offices to provide more effective management of the account.

The account was always supported by the same key team included in this RFP response. That includes: Tom Langley, Sr. Art Director, Jose Perozo, Sr. Designer, Antonio Marquez, Strategy Director and Sara Saiz, Managing Director.

And as described earlier, Roberto S. Schaps, has been involved in all aspects of the account.

- a. Identify if the project included any of the following:

- i. Minority Demographic markets, including U.S. Domestic, African American, women owned, LGBT+ and Latino markets.

As you can see from the case study that follows, we helped GMCVB market to audiences including international markets.

- ii. Provide description of the organization's services, creative portfolio examples, and specific account processes (e.g. contract structure, billing, communication protocols with vendor and client, etc.)

Please refer to the case study that follows.

- iii. Indicate the company's specific expertise in integrated marketing communications.

Please refer to the case study that follows.

- iv. Identify any examples of co-op advertising opportunities and leverage media buys and sponsorships provided under project/contract.

Please refer to the case study that follows.



# Greater Miami Convention & Visitors Bureau

## IT'S SO MIAMI People + Places Campaign

Over the last 20+ years we have moved Miami's image and brand from another sun destination to one of the top four most desired tourism brands in the country (along with New York, Las Vegas, and Orlando).

The success of this campaign demonstrates our ability to create a powerful and ownable destination brand positioning that targets a variety of market segments including, leisure, travel trade, meetings and conventions, and international. The campaign clearly illustrates the Miami brand evolution from a sun-and-fun winter escape to a year-round global destination that meets the interests and expectations of today's discerning traveler. It allows us to convey Miami's unique mix of heritage, multicultural, arts and dining experiences within the framework of the destination's diverse neighborhoods. People + Places easily adapts for Miami's multicultural audiences such as LGBT, Hispanic and African-American niche markets. Highlighting these offerings encourages visitors to discover new and unexpected sites and therefore extend their stay.

Unlike most agencies, we take the lead in development of the GMCVB marketing plan. As the brand steward, we ensure that all of the CVB's partner agencies understand the brand positioning and execute a consistent brand message across all points of communication.

### Client Requirements

Miami is already a popular vacation destination, but the Greater Miami Convention & Visitors Bureau wanted to expand the brand beyond surf and sun to drive visitation past the core weather travelers. Competing against domestic destinations like New York City and Las Vegas, and international destinations like Rio de Janeiro and Barcelona, the GMCVB needed to prove Miami's art, culture, music, food and lifestyle are world class to the world's (dubious) travelers.

Since the creation of Brand USA, Relebrand has been responsible for managing the marketing initiatives on behalf of the GMCVB. The CVB also asked us to manage the Bureau's international marketing relationship with VISIT FLORIDA. We work with these partners to execute marketing programs in Miami's top and emerging international markets, including the NFL in London, the World Cup in Brazil and comprehensive campaigns in Europe and Latin America. Relebrand' functions as the GMCVB brand steward, coordinating program implementation with both Brand USA and VISIT FLORIDA, as well as managing the budgets for each campaign.

### Objectives

Our primary objective is to build on the success of our original "It's So Miami" campaign by shifting the focus of our brand message from promoting destination-centric "Miami Moments" to positioning those moments in the context of the rich experiences visitors will discover by exploring our individual neighborhoods. This new neighborhood-centric approach allows visitors to associate our Miami Moments with an authentic location and engaging personal anecdote from a local resident's unique perspective.

Increasing the prominence of partners in the design, as well as providing a consistent and contextual approach to how partners are showcased, delivering greater clarity and value to GMCVB membership.

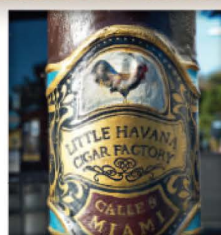


## PRINT



Frutería "Los Pinareños"  
on SW 8th Street

Leave it to  
Miami's Little Havana  
to add a shot of Cuban Coffee  
to a banana milkshake.



I'm Jose and here in Little Havana we love our Cuban coffee so much you can find it everywhere. In local restaurants, hand-rolled cigar shops and Domino Park. Even at the local *frutería* juice stand in a banana milkshake. Come explore my Little Havana neighborhood and other great neighborhoods at [ItSoMiami.com](http://ItSoMiami.com)

**LITTLE HAVANA – IT'S SO MIAMI®**

©Greater Miami Convention & Visitors Bureau – The Official Destination Sales & Marketing Organization for Greater Miami and the Beaches.



## Strategy

Miami visitors want to be active, engage in culture, and explore the local neighborhoods. They are looking for authentic experiences, and they want to experience a destination from the local's point of view. We evolved our "It's So Miami" campaign to focus on Miami's varied neighborhoods, focusing on interesting things to see and do from the perspective of local residents.

## Brand Positioning

In an effort to meet the demand for authentic vacation experiences, we created phase two of our brand campaign, "It's So Miami: People + Places." Local residents take consumers on a guided tour of their favorite Miami neighborhood spots, inspiring visitors to create their own unique vacation itineraries. Elevating the priority of the neighborhoods as an overarching approach allowed GMCVB to incorporate content promoting its members and business partners (hotels, dining, events, arts and culture, beaches, shopping). Our "It's So Miami: People + Places" campaign shifted the brand perception of Miami beyond the beach, and enabled consumers to discover and self-identify with the unique personalities of each of Miami's unique neighborhoods.

## Target

- Demographically, prospect is defined as A35-64, HHI \$75K+, graduated college+, with a skew to HHI \$100K+ and additional consideration of baby boomers
- Psychographically, prospects likely share many of the same attributes/equities as the Miami brand:
  - Cosmopolitan
  - Sophisticated/Worldly
  - Savvy/In-the-know
  - Experiential/Socially engaged
  - Experimental/Adventurous
  - Trendy
  - Hip
  - Sexy

## Implementation

Elevating the priority of the neighborhoods as an overarching approach allowed GMCVB to incorporate content promoting its members and business partners (hotels, dining, events, arts & culture, beaches, shopping). Our "It's So Miami: People + Places" campaign shifted the brand perception of Miami beyond the beach, and enabled consumers to discover and self-identify with the unique personalities of each of Miami's unique neighborhoods.

## Media Implementation

(seasonality/timing, placement, etc.):

- Print scheduled to provide continuity of messaging with skew to key winter travel months
- Given limited budget and heavy skew toward Miami's top 5 feeder markets, media buys focused on local/ regional buys to provide strong support primarily in New York, Chicago, Philadelphia, Washington D.C. and Boston; secondarily in the eastern regional market overall. Media included *The New York Times* (New York metro and national magazine editions), *The Wall Street Journal* (New York metro edition), *AFAR Magazine* (National), *Chicago Magazine*, *Endless Vacations* (Eastern Region + Illinois), Modern Luxury magazine titles *Manhattan*, *Beaches* (Hamptons), *CS* (Chicago), and *DC*, and *Undiscovered Florida* VISIT FLORIDA Co-op, to support key states: New York, New Jersey, Alabama, Illinois, Washington D.C., Virginia, Georgia, Florida
- Niche markets included African-American (*Black Enterprise*, *Ebony*, *Harlem Times*, *Pathfinders*, *Savoy* and *Uptown*), Eco Tourism (*Undiscovered Florida*), and LGBT (*Damron's Men's and Women's Travel Guides*, *The Advocate*, *Out Magazine*, *Spartacus*).
- Internationally, print buy was limited to Latin America (pan-regional), and *Spartacus* (Germany/LGBT).



# PRINT

The Venetian Pool, Coral Gables

*It's not so much a pool  
as a museum you can swim in.*

Immerse yourself in the historic Venetian Pool. Explore the famed Biltmore Hotel and Golf Course. Romance your special someone wandering Miracle Mile. Lose yourself in our shops and gourmet menus. I'm Mitchell, and I can tell you that a neighborhood with history is irresistible. See for yourself—watch my Coral Gables video, and then explore Miami's other unique neighborhoods at [ItSoMiami.com](http://ItSoMiami.com)

**CORAL GABLES — IT'S SO MIAMI®**

©Greater Miami Convention & Visitors Bureau — The Official Destination Sales & Marketing Organization for Greater Miami and the Beaches.

*Just another  
typical traffic jam  
in Miami's Coconut Grove.*

Coconut Grove is a small, laid-back village right on Biscayne Bay. In fact, we're so laid back the peacocks have the right of way. I'm Dime, come along on a ride with me in Miami's oldest neighborhood and I'll introduce you to the beautiful parks, funky galleries and cool sidewalk cafes of my hometown. You can see my Coconut Grove video and other great neighborhoods at [ItSoMiami.com](http://ItSoMiami.com)

**COCONUT GROVE — IT'S SO MIAMI®**

©Greater Miami Convention & Visitors Bureau — The Official Destination Sales & Marketing Organization for Greater Miami and the Beaches.

Little Haiti Cultural Center, Miami

*In Miami's Little Haiti  
the long lines actually are the party.*

A former lemon grove — and just as flavorful — Little Haiti is part Port-au-Prince, part bohemian, with a healthy serving of French and Creole, and a pinch of our own. I'm Sandy, inviting you to explore Little Haiti. Start with my video, and then explore Miami's other unique neighborhoods at [ItSoMiami.com](http://ItSoMiami.com)

**LITTLE HAITI — IT'S SO MIAMI®**

©Greater Miami Convention & Visitors Bureau — The Official Destination Sales & Marketing Organization for Greater Miami and the Beaches.

Wynwood Walls, Mural by Miss Van

*In Miami's Wynwood,  
the walls have ears.*

In my neighborhood, art is everywhere and inspires everything. You can find it on the walls and doors. You can buy it in the galleries. You can taste it at our hip restaurants, coffee shops, and local breweries. I'm Mali, check out my Wynwood video guide and learn about other cool neighborhoods at [ItSoMiami.com](http://ItSoMiami.com)

**WYNWOOD — IT'S SO MIAMI®**

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## Out-of-Home Implementation

- Formats/types selected on basis of:
  - Efficient reach of commuters/Manhattan professionals
  - Dynamic messaging (video), in “hip” areas of Manhattan
  - Ability to showcase multiple creative executions
- Scheduled spring/summer to support off-season/shoulder travel
- Buy included:
  - Subway two-sheets with citywide distribution – 395 units total
  - Digital video screens in Times Square and Macy’s Herald Square, with a total of 13,100 :30-second spots over three-month schedule (April – June)

## Online/Digital Implementation

Our approach was to showcase Miami’s unique visual canvas as the backbone to deliver messaging across the travel purchase lifecycle. The multichannel media program featured video and rich media creative, and the media plan expanded outside of travel endemic content. Lifestyle content and behavioral segmenting and look-alike modeling found users that would closely relate to Miami’s rich arts, music and lifestyle to build destination consideration, and performance media and online travel agency support assured incremental bookings. A custom Spotify program sat on top of the whole campaign, driving over 16,000 new Facebook fans and 1,000 song entries with minimal investment, helping seed the branded messaging.

## WEB BANNERS



## VIDEO





## Product Development

Part of our marketing initiative is to work with GMCVB to create programs that allow GMCVB's partners and strategic community partners to attract visitors and generate revenue for their businesses. In addition to supporting the Miami Temptations program, Relebrand is responsible for Media Planning and Buying.

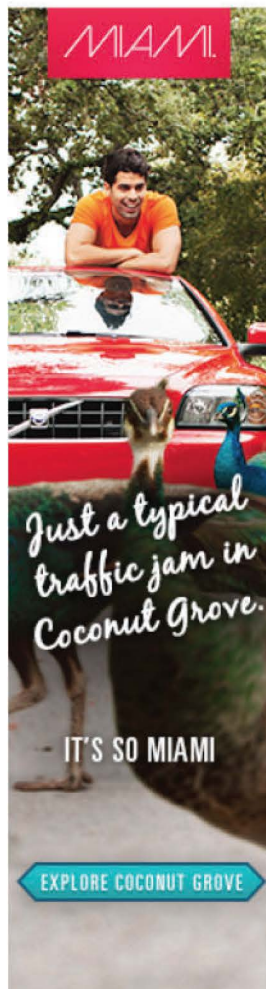
## Key Programs

<b>MIAMI CRUISE MONTH</b> january	<b>MIAMI ROMANCE MONTH</b> february	<b>SHOP MIAMI MONTH</b> march	<b>MIAMI SPORTS MONTH</b> april
<b>MIAMI MUSEUM MONTH</b> may	<b>MIAMI FILM MONTH</b> june	<b>MIAMI SPA MONTH</b> july+august	<b>MIAMI SPICE MONTH</b> august+september
<b>MIAMI ATTRACTIONS MONTH</b> october	<b>MIAMI LIVE MONTH</b> november	<b>MIAMI HERITAGE MONTH</b> december	OFFICIAL SPONSOR: 



## How We Market To Them

Since the creation of Brand USA, Relebrand has been responsible for managing the marketing initiatives on behalf of the GMCVB. The CVB also asked us to manage the Bureau's international marketing relationship with VISIT FLORIDA. We work with these partners to execute marketing programs in Miami's top and emerging international markets, including the NFL in London, the World Cup in Brazil and comprehensive campaigns in Europe and Latin America. Relebrand' functions as the GMCVB brand steward, coordinating program implementation with both Brand USA and VISIT FLORIDA, as well as managing the budgets for each campaign.





## DIGITAL

[PLACES TO SEE](#)
[THINGS TO DO](#)
[DEALS](#)
[SEE MIAMI LIVE](#)

### IT'S SO MIAMI

Much more than swaying palms and gentle surf, Miami is home to an unmatched array of neighborhoods – each one uniquely beguiling and inviting your discovery.

[EXPLORE OUR NEIGHBORHOODS >](#)

#### HISTORIC OVERTOWN

Vibrant, eclectic, and now thriving, Historic Overtown's cultural roots reveal many stories, from Jackson's Soul Food to the "Little Broadway" of Lyric Theater – once host to Count Basie, Aretha Franklin, and Patti LaBelle.

#### LITTLE HAITI

The cultural heart for the Haitian diaspora, Little Haiti boasts galleries, dance and theater performances at the Little Haiti Cultural Center, a Haitian book and music store.

#### LITTLE HAVANA

Dona guayabera, grab a cafecito, visit Domino Park, and a trutería (fruit stand) – maybe even light up a hand-rolled cigar. The best of Little Havana awaits, including its famous black beans, rice, and sweet fried plantains.

#### COCONUT GROVE

Miami's oldest neighborhood is laid back, quirky, and home to banyan-shaded bistros, unique boutiques, and waterfront parks. Get to know its bohemian heritage, its galleries, as well as its resident peacocks and artists.

#### SOUTH BEACH

From Biscayne Bay's stellar views to top-notch bars and restaurants on every corner to the Pérez Art Museum Miami and Adrienne Art Center for the Performing Arts, Downtown Miami immerses you in culture and the arts.

#### DOWNTOWN

From Biscayne Bay's stellar views to top-notch bars and restaurants on every corner to the Pérez Art Museum Miami and Adrienne Art Center for the Performing Arts, Downtown Miami immerses you in culture and the arts.

#### WYNWOOD

Once home to warehouses, the Wynwood neighborhood has blossomed into a living, breathing museum of the streets, a muse for residents and guests alike. Experience its art on walls, in steins, and on your plate.

#### CORAL GABLES

Mediterranean architecture, tree-lined streets, the timeless Biltmore Hotel, the classic Venetian Pool, plus countless one-of-a-kind boutiques and restaurants on Coral Way and Miracle Mile – the historic beauty of Coral Gables awaits you, under your surfboard, or your beach towel.

[EXPLORE MIAMI](#)

## THERE'S NOTHING LIKE GOING OUT AT NIGHT ON SOUTH BEACH.

View from Sunset Harbor, Miami Beach.

**MIAMI**  
GREATER MIAMI AND THE BEACHES

A sunset paddle on the bay. Pitchers and pool at a local dive bar. Cracking stone crabs with a mallet. Rooftop lounge sofas. Visit South Beach and our other great neighborhoods at [ItSoMiami.com](#)

### SOUTH BEACH – IT'S SO MIAMI®

Greater Miami Convention & Visitors Bureau – The Official Destination Sales & Marketing Organization for Greater Miami and the Beaches.

### GAZE AT THE EVERGLADES

IT'S SO MIAMI

### STROLL IN SOLITUDE IN Surfside

IT'S SO MIAMI

### SAVOR AN AREPA IN DORAL

IT'S SO MIAMI

### CHECK OUT THE LOCAL TALENT IN HISTORIC OVERTOWN

IT'S SO MIAMI

### TOAST THE LUX LIFE IN BAL HARBOUR

IT'S SO MIAMI



The implementation of "It's So Miami" People + Places was handled by Relebrand in conjunction with other client agencies. In order to provide a comprehensive representation of the campaign results, we are including metrics provided by all.

## Metrics Selected

The key performance indicators (KPI) selected for this program included:

- Overall impressions
- Total unique website visits
- Leads/referrals to the partners

## Value Delivered Against Chosen Metrics

Greater Miami and the Beaches continued to rank among the top five destinations on the list of Top 25 Markets in the U.S. We set records for all key indicators, ranking #3 in Average Daily Room Rate (ADR) at \$202.57; #3 in Revenue Per Available Room (RevPar) at \$164.67; and #4 in Occupancy at 79.1%. Rooms Sold increased +1.2%, or 87,000 (a record). ROI for the "It's So Miami: People + Places" integrated marketing program was measured via visitor traffic to the campaign URL, ItSoMiami.com (People + Places Insider Guides).

## Specific Results

### PRINT CAMPAIGN:

- 64,664 total views
- 49% of users entered via Display Media
- 37% of users entered via the ItSoMiami.com
- 71% of users cited positive recognition of Miami
- 34% of users had a more favorable opinion of Miami
- 30% of users took action to look for more information about Miami

### DIGITAL – DOMESTIC:

- Drove more than 100,000 clicks to the ISM Insider Guides landing page
- Pre-Roll drove 79% completion rate, higher than 76% travel average
- Custom email drove more than 9% CTR!

### DIGITAL – SUMMER DOMESTIC:

- Drove more than 120,000 clicks to the Special Offers page
- Additional traffic to partner clicks, Things to Do, Events, Places to See, Nightlife pages
- Budget Travel drove more than 60,000 click-throughs their high impact, interstitial unit

### Digital – LGBT Domestic:

- Drove more than 18,000 clicks to the LGBT site page
- High impact skin unit drove more than 2% CTR

Additionally, the campaign changed brand perception: There was an 8% reduction in respondents saying that "Miami is all glitz and no substance" and a 4% lift in respondents saying that "Miami is rich with culture" and "Miami is unique."



## OUTDOOR ADVERTISING



**EXPLORE MORE OF MIAMI  
WITH GREAT DEALS.**

**ExploreMiami.com**

**IT'S SO MIAMI.**

© Greater Miami Convention & Visitors Bureau - The Official Destination Sales & Marketing Organization for Greater Miami and the Beaches.



Discover America .com **VISITFLORIDA.COM**



**EXPLORE  
MAIS DE MIAMI  
COM GRANDES  
PROMOÇÕES.**

**ExploreMiami.com**

**IT'S SO MIAMI.**

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USA **VISITFLORIDA.COM**



**EXPLORE MAIS DE MIAMI  
COM GRANDES PROMOÇÕES.**

**ExploreMiami.com**

**IT'S SO MIAMI.**

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USA **VISITFLORIDA.COM**



**EXPLORE  
MÁS DE MIAMI  
CON GRANDES  
OFERTAS.**

**ExploreMiami.com**

**IT'S SO MIAMI.**

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USA Discover America .com **VISITFLORIDA.COM**

**EXPLORE MAIS DE MIAMI  
COM GRANDES PROMOÇÕES.**

**ExploreMiami.com**

**IT'S SO MIAMI.**

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**EXPLORE MORE OF  
MIAMI WITH GREAT DEALS.**

**ExploreMiami.com**

**IT'S SO MIAMI.**

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USA **VISITFLORIDA.COM**



## Multicultural Marketing: African-American Market

### PRINT

Jackson Soul Food, Miami

*YOU CAN FIND YOUR SOUL  
IN MIAMI'S HISTORIC OVERTOWN.*

Explore Historic Overtown and you'll savor far more than soul food. You'll discover street art by Purvis Young, Sunday gospel music, even live variety shows. I'm Tim. Watch my video on Historic Overtown, plus Miami's other unique neighborhoods at [ItSoMiami.com](http://ItSoMiami.com)

**HISTORIC OVERTOWN – IT'S SO MIAMI®**

© Greater Miami Convention & Visitors Bureau – The Official Destination Sales & Marketing Organization for Greater Miami and the Beaches.

Little Haiti Cultural Centre, Miami

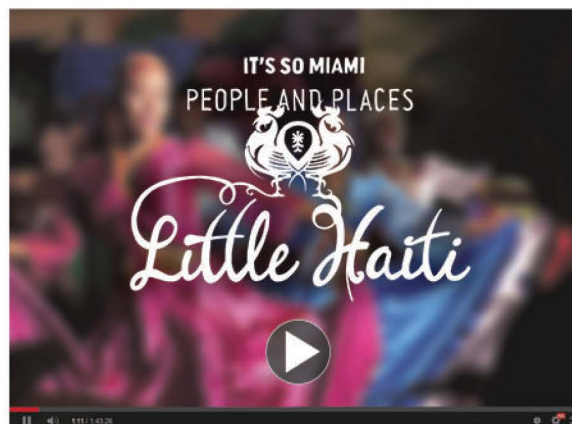
*In Miami's Little Haiti  
the long lines actually are the party.*

A former lemon grove – and just as flavorful – Little Haiti is part Port-au-Prince, part bohemian, with a healthy serving of French and Creole, and a rhythm all our own. I'm Sandy, inviting you to explore Little Haiti. Start with my video, and then explore Miami's other unique neighborhoods at [ItSoMiami.com](http://ItSoMiami.com)

**LITTLE HAITI – IT'S SO MIAMI®**

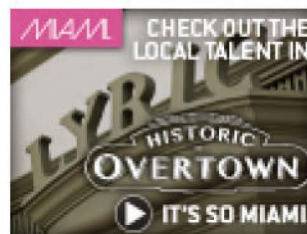
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### VIDEO





## WEB BANNERS





## Multicultural Marketing: African-American Market

### PRINT

ADMIT ONE

Plunge Culture & Creativity Conference  
MIAMI BEACH

NOVEMBER 6-8, 2014  
EDEN ROO RESORT  
MIAMI BEACH

ADMIT ONE

The 2014 Plunge Culture & Creativity Conference, a gathering of professional people with a common interest in artistry, innovation and ingenuity, kicked off with the elegant "It's So Miami" oceanfront reception at the Eden Roo, Miami Beach. Plunge founder Jeff Friday was warmly embraced by the Greater Miami Convention & Visitors Bureau president & CEO, William D. Talbert III; Rolando Aedo, Chief Marketing Officer; and Graylyn Swilley, Interim Vice President of the Multicultural Tourism Department on hand for the inaugural event that included a Miami Heat cheerleaders' welcome.

**Plunge 2014**

"It was our goal for attendees to leave Plunge inspired by Miami – what they saw, heard and experienced there. I want to ensure that multicultural influencers and executives around the world connect Miami Beach with being a key and viable destination for business and pleasure," stated Friday. Among the guest speakers were author and thought leader Frans Johansson, who traveled from Belgium and gave an inspiring talk on how diversity drives innovation; and eco-friendly lifestyle expert and bestselling author Danny Seo, who discussed creative ways to live more sustainably. HBO's SVP of Multicultural Marketing, Luolinda Martinez, spoke about the dynamic marketing strategy behind *Game of Thrones*; and Vio Hyder, COO of Silent Circle, shared his expertise on secure technology. Bomani Jones, host of ESPN's "Highly Questionable," conducted a fascinating interview with USA Track & Field CEO and NASCAR team owner Max Siegel. Creative director Mimi Valdes closed out the talk series with the unique story behind Pharrell's "Happy" phenomenon.

*Black Enterprise* (BE) hosted the Innovation Slam, a competition to spotlight new entrepreneurs, which resulted in a tie between bath safety product inventor Brenda Dillingham of Liberty, Texas, and tech inventor Keith White of Tampa, Florida. Each won an invitation to the BE Entrepreneurs Conference to be held in Atlanta in May 2015, and will be featured in BE's "All Access" online.

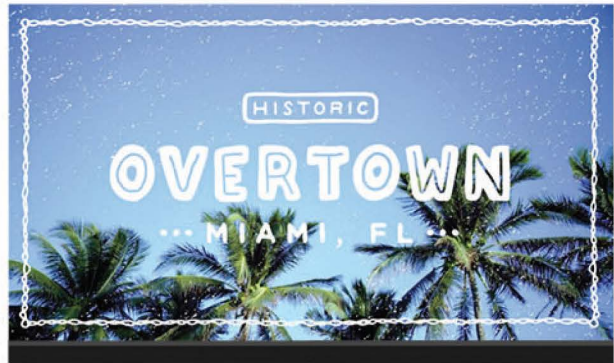
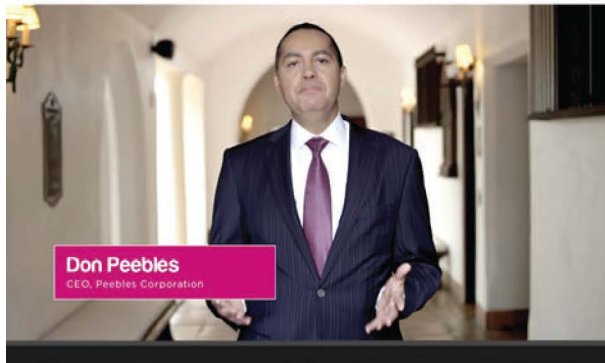
Plunge attendees raved about the Power Lounge, where serious networking transpired between sessions, as well as the Culture Class taught by Jam Master Jay's Scratch Academy and daily Budokon Yoga. The conference concluded with an advanced screening of Gina Prince-Bythewood's powerful new film *Beyond the Lights*, with filmmaker and producer Reggie Bythewood present for an intimate Q&A session post screening.

Plunge is produced by Film Life, Inc., with support from the Greater Miami Convention & Visitors Bureau. Media sponsors: *Black Enterprise* and *Uptown* magazines. 2015 dates to be announced. [www.plungeoon.com](http://www.plungeoon.com)

MIAMI  
MIAMIANDBEACHES.COM



## VIDEO





## Multicultural Marketing: LGBT

### PRINT

Sunset on South Beach.

There's no better place to mix it up than Miami.

Here's to new drinks and new toasts, to feeling rejuvenated after a morning run along the beach, to nabbing tomorrow's fashions today, to sharing world-class cuisine with an ocean view, and wearing your colors with pride. [MiamiLGBT.com](http://MiamiLGBT.com)

**IT'S SO MIAMI®**

MAR Winter Party	APR Miami Beach Gay Pride MIFo LGBT Film Festival	MAY Aqua Girl Sizzle Miami	JUL Miami Beach Bruthaz Out In The Tropics	SEP/OCT Orgullo	NOV White Party	MAY 2017 World Outgames	LGBT VISITOR CENTER 1130 WASHINGTON AVE. MIAMI BEACH
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## PRINT

Kayaking in  
North Beach

In Miami, adventure awaits.

Here's to going with the flow, to exploring Miami's unique neighborhoods, and finding more hidden treasures than you knew existed. Here's to planning your vacation today. [MiamiLGBT.com](http://MiamiLGBT.com)

**IT'S SO MIAMI®**

MAR	APR	MAY	JUL	SEP/OCT	NOV	MAY 2017	LGBT VISTOR CENTER
Winter Party	Miami Beach Gay Pride MIFFI LGBT Film Festival	Aqua Girl Sizzle Miami	Miami Beach Briarcliff	Orgullo	White Party	World Outgames	1130 WASHINGTON AVE. MIAMI BEACH

© Greater Miami Convention & Visitors Bureau - The Official Destination Sales & Marketing Organization for Greater Miami and the Beaches.

Capturing in  
Little Havana

Miami: a melting pot that's filled with coffee.

No matter how you take your coffee - and your vacation - here's to trying every flavor, to not missing a thing, to enjoying the diversity of Miami's many unique neighborhoods. [MiamiLGBT.com](http://MiamiLGBT.com)

**IT'S SO MIAMI®**

MAR	APR	MAY	JUL	SEP/OCT	NOV	MAY 2017	LGBT VISTOR CENTER
Winter Party	Miami Beach Gay Pride MIFFI LGBT Film Festival	Aqua Girl Sizzle Miami	Miami Beach Briarcliff	Orgullo	White Party	World Outgames	1130 WASHINGTON AVE. MIAMI BEACH

© Greater Miami Convention & Visitors Bureau - The Official Destination Sales & Marketing Organization for Greater Miami and the Beaches.

Creating  
Wynwood Walls

In Miami, dining alfresco is literally an art.

Here's to explosions of creativity - where warehouse walls double as canvases, and menus are works of art. Here's to galleries open late, open-air restaurants, open convertible tops, wide-open beaches, and people that are open to anything. [MiamiLGBT.com](http://MiamiLGBT.com)

**IT'S SO MIAMI®**

MAR	APR	MAY	JUL	SEP/OCT	NOV	MAY 2017	LGBT VISTOR CENTER
Winter Party	Miami Beach Gay Pride MIFFI LGBT Film Festival	Aqua Girl Sizzle Miami	Miami Beach Briarcliff	Orgullo	White Party	World Outgames	1130 WASHINGTON AVE. MIAMI BEACH

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## WEB BANNERS

**MIAMI**  
GREATER MIAMI AND THE BEACHES

**SOUTH BEACH, SERVED  
WITH A COLORFUL TWIST**

**IT'S SO MIAMI**  
**VISIT MIAMI LGBT**

**MIAMI**  
GREATER MIAMI AND THE BEACHES

**GIVE THE WYNWOOD ART  
SCENE SOME EXTRA COLOR**

**IT'S SO MIAMI**  
**VISIT MIAMI LGBT**

**MIAMI**  
GREATER MIAMI AND THE BEACHES

**BRING YOUR OWN FLAVOR TO LITTLE HAVANA**

**IT'S SO MIAMI**  
**VISIT MIAMI LGBT**



## New Smyrna Beach Area Convention Bureau

---

a. List Firm's project manager and other key professionals involved on the project/contract.

The project manager on this account is Adriana Torres, Marketing Director.

Adriana is supported by the same key team included in this RFP response. That includes: Tom Langley, Sr. Art Director, Jose Perozo, Sr. Designer, Antonio Marquez, Strategy Director and Sara Saiz, Managing Director.

And as described earlier, Roberto S. Schaps, has been involved in all aspects of the account.

b. Identify if the project included any of the following:

i. Minority Demographic markets, including U.S. Domestic, African American, women owned, LGBT+ and Latino markets.

Given the limited marketing budget the campaign has focused on the U.S. Domestic market with emphasis in their feeder markets of the East Coast.

ii. Provide description of the organization's services, creative portfolio examples, and specific account processes (e.g. contract structure, billing, communication protocols with vendor and client, etc.)

Please refer to the case study that follows.

iii. Indicate the company's specific expertise in integrated marketing communications.

As a small DMO, it was critical to develop integrated marketing communications strategies. We work very closely with the Executive Director to ensure that our overall communication is effective and efficient. We also work closely with her in support of their sales efforts in Europe.

iv. Identify any examples of co-op advertising opportunities and leverage media buys and sponsorships provided under project/contract.

Please refer to the case study that follows.



# New Smyrna Beach Area Visitor Bureau

## 'THIS IS THE NEW YOU' CAMPAIGN

### The Situation

New Smyrna Beach Area Visitor Bureau (NSBAVB) is the organization that markets and sells Southeast Volusia County. Specifically, the NSBAVB is responsible for promoting the cities of Edgewater, New Smyrna Beach, Oak Hill, Osteen and Port Orange and marketing the many attributes that the area has to offer. Unfortunately, the area had positioned itself as "Orlando's Beach" bringing with it day-trippers who marginally contributed to the economy and created traffic problems. We needed to develop a strategy that would grow the number of "high value" visitors to increase Hotel Occupancy, Room Rate, RevPAR and total visitor spend.



### Our Solution

After careful evaluation of who our potential visitor was and what they would be interested in, we developed a campaign that carved out a niche of the Florida beach traveler that focused on relaxation, rejuvenation, resting, being well and mostly staying young. We knew that at the heart of every visitor there is an explorer, looking for new experiences, exercising their right to be young, no matter their age. So, our favorite vacation spot may indeed be our youth source, or, our inspiration to keep ourselves young.

The campaign defined the target as: explorers (visitors) that are looking for new and authentic experiences, appropriate for their life stage, rather than their age. It defined the brand offering as: New Smyrna Beach invites these explorers to be their most authentic and youthful selves. And we provided a reason to believe that stated that: relaxing and open to anything, we are a laid-back beach town with alluring activities where everyone can chart their own course.

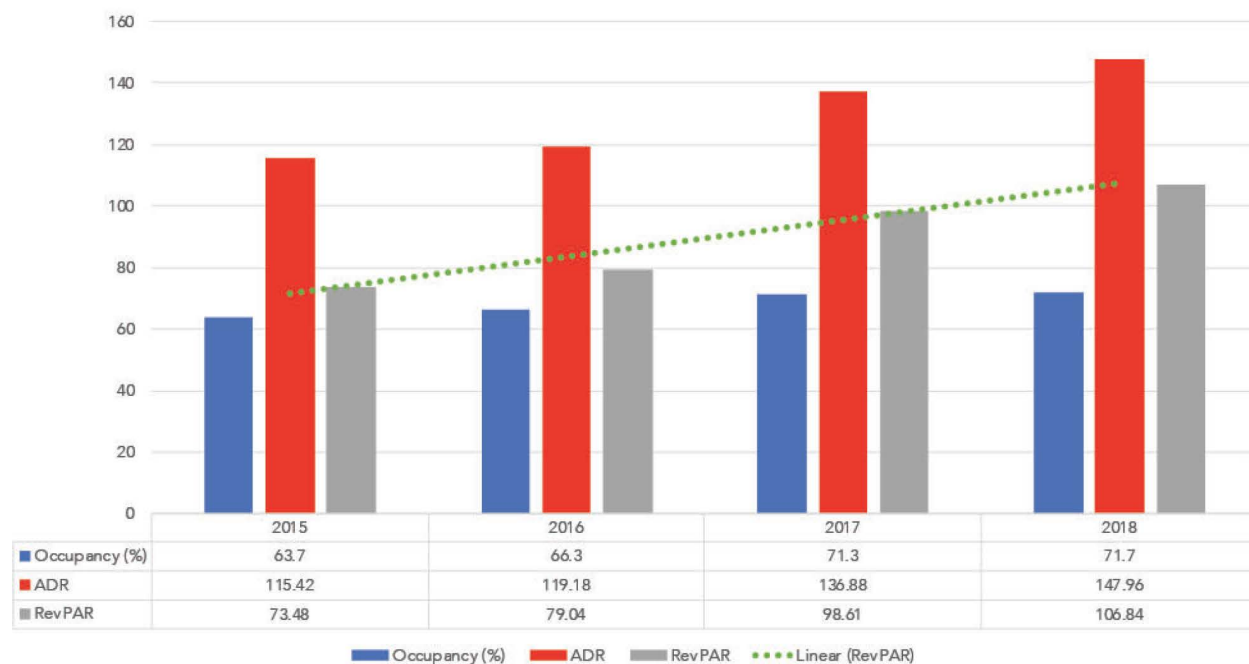
Our new tagline became, This Is The New You, and the creative went on to show the many ways that our visitors can feel young again when our laid-back beach town spirit gets inside of you. The campaign was deployed using print and digital media to their key feeder markets in the East Coast and Florida





## The Results

Sometimes it's best to let the numbers do the talking.



The New Place  
To Feel Like You Again.

Book Now

NEW SMYRNA BEACH



## Meet Puerto Rico

---

c. List Firm's project manager and other key professionals involved on the project/contract.

At the end of our relationship the project manager on this account was Adriana Torres, Marketing Director.

Adriana was supported by the same key team included in this RFP response who worked on the account from its inception. That includes: Tom Langley, Sr. Art Director, Jose Perozo, Sr. Designer and Sara Saiz, Managing Director.

And as described earlier, Roberto S. Schaps, has been involved in all aspects of the account.

d. Identify if the project included any of the following:

i. Minority Demographic markets, including U.S. Domestic, African American, women owned, LGBT+ and Latino markets.

Meet Puerto Rico focused on marketing the meeting & convention sector for Puerto Rico. As such the market segmentation was more related to reaching associations, corporate, SMERF and incentive meetings.

ii. Provide description of the organization's services, creative portfolio examples, and specific account processes (e.g. contract structure, billing, communication protocols with vendor and client, etc.)

Please refer to the case study that follows.

iii. Indicate the company's specific expertise in integrated marketing communications.

As a small DMO, it was critical to develop integrated marketing communications strategies. We actually worked very closely with the client's PR firm and their Social Media agency. In addition to working hand-in-hand with their sales team.

iv. Identify any examples of co-op advertising opportunities and leverage media buys and sponsorships provided under project/contract.

Please refer to the case study that follows.



# Meet Puerto Rico

## 'ON A TROPICAL ISLAND. IN THE CARIBBEAN.' CAMPAIGN

### The Situation

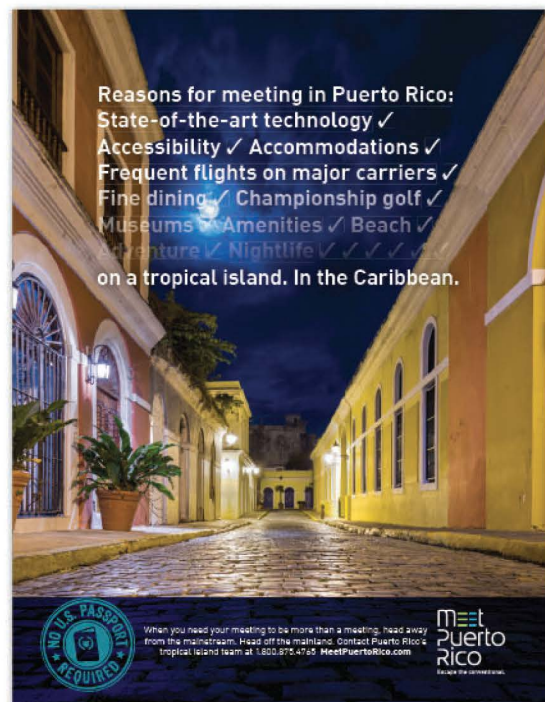
Meet Puerto Rico is the organization that markets and sells Puerto Rico to meetings and convention planners. While Puerto Rico enjoys tremendous popularity as a vacation destination, it isn't always top of mind for meetings and conventions. We needed to strengthen Puerto Rico's competitive position in the Americas (and abroad) by increasing awareness of the island's outstanding meeting facilities and services. Puerto Rico has everything a meeting planner or group needs and wants, but that's just the cost of entry. Our challenge was to market Puerto Rico as a meeting destination based on the brand's strongest asset – a sophisticated, state-of-the-art meeting destination located on an idyllic tropical island in the Caribbean. While meeting planners know of Puerto Rico's tropical beauty, fine dining and first-class hotels and resorts, they don't always make the connection that these attributes are what attract delegates to a meetings destination. We needed to help planners understand that the true value of meeting in Puerto Rico is about how these elements come together to create a singular, memorable and distinctive experience for their delegates.

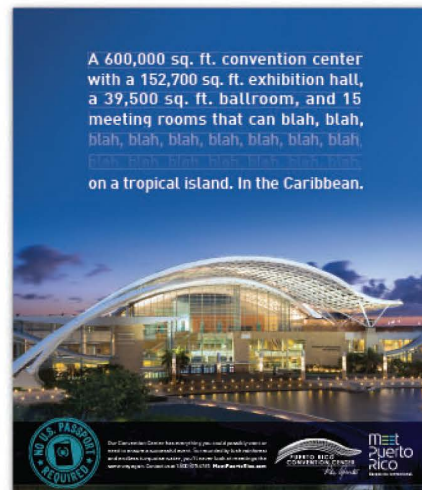
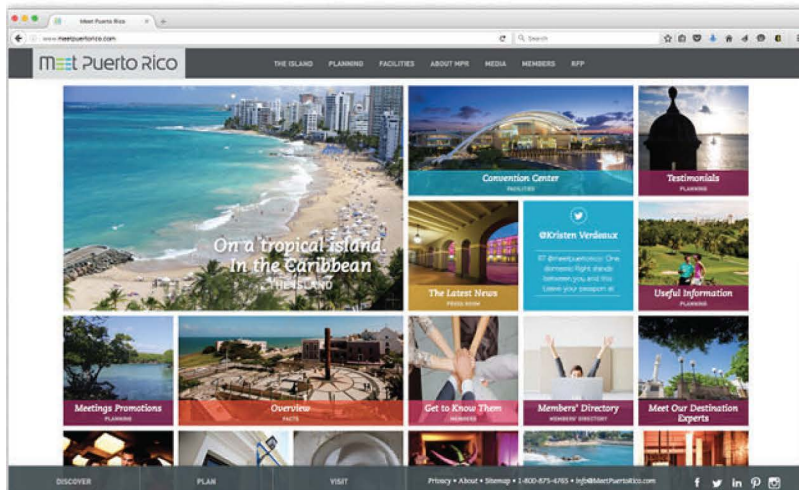
### Our Solution

Our campaign captures the benefits of hosting a meeting or convention in Puerto Rico. We combined visuals featuring the natural beauty of Puerto Rico's beaches, rainforests, undersea life, and golf courses with copy that underscores what makes Puerto Rico an ideal meetings destination. In one ad, the copy reads, "Puerto Rico offers 1.2M sq. ft. of meeting space, 14,000 hotel rooms, 2,000 dining options, hundreds of non-stop flights." Our campaign theme, "On a tropical island. In the Caribbean." goes on to describe what makes Puerto Rico a unique meetings destination. In addition to the branding campaign, TURKEL Brands created a new logo that incorporates a color scheme of green and blue inspired by Puerto Rico's most prized natural attributes – lush tropical flora and sparkling blue water. Other elements include a redesigned website ([www.MeetPuertoRico.com](http://www.MeetPuertoRico.com)), new collateral materials, a new tradeshow booth and tradeshow uniforms, as well as a destination video for the meetings market.

### The Results

Meet Puerto Rico exceeded its annual sales goal, securing over 189,000 room night bookings. This translates into 409 groups and more than 100,000 delegates. The Puerto Rico Convention Center booked 30,394 room nights, representing a 69 percent increase over the prior year. Revenue from the room nights gave Puerto Rico's economy a boost of \$110 million.







#### 4) Workload of the Firm

a. List all completed and active projects that Vendor has managed within the past five years.

Given the nature of our business and the type of clients that we work for it is impossible to list all completed and active projects. To provide perspective on the kinds of projects we've worked on we have listed the clients for whom we worked on similar projects to those described in this RFP.

- Barry University
- Binske (Cannabis Retailer based in Colorado)
- City of Miami Beach
- Coconut Grove Business Improvement District
- Dania Pointe (Mixed-Use Lifestyle Development)
- Greater Miami Convention & Visitors Bureau
- Meet Puerto Rico (Puerto Rico Convention Bureau)
- Miami-Dade Beacon Council
- Miami Downtown Development Authority
- Miami Jewish Health
- New Smyrna Beach Area Visitors Bureau
- PortMiami
- SAHF (pro-bono)
- Sunny Isles Beach Tourism and Marketing Council
- Town of Surfside

b. List all projected projects that Vendor will be working on in the near future.

As with the previous answer, following is a list of clients for whom we are planning to work on projects similar to those described in this RFP.

- Barry University
- Greater Miami CVB
- New Smyrna Beach Area CVB
- SAHF (pro-bono)
- Sunny Isles Beach Tourism and Marketing Council



c. Identify any current or future clients with any potential conflicts of interest.

- Greater Miami Convention & Visitors Bureau

In 2016 we lost the global account to VMLY&R. Currently we are only involved in local efforts such as Miami Temptations which includes Miami Spice Months, the local restaurant marketing program. If we are fortunate to have the opportunity to work with GFLCVB, we would consider resigning the account if that is what you would prefer.

- New Smyrna Beach Area Visitors Bureau

Not sure if it would be a conflict with the GFLCVB account. We are proud of the work that we've done for Debbie and enjoy being part of the team that is bringing success to the destination, but would be open to having a conversation about finding a way to work with both destinations.

- Sunny Isles Beach Tourism & Marketing Council

Not sure if it would be a conflict with the GFLCVB account. Understanding that Sunny Isles Beach is in Miami, we would consider resigning the account if that is what you would prefer.

d. Identify any projects that Vendor worked on concurrently. Describe Vendor's approach in managing these projects.

Most of the clients listed above were worked on concurrently. This is nothing new to us. For the past 30 years we've learned how to manage multiple project understanding when we need to scale our resources to meet the needs to our clients.

e. Were there or will there be any challenges for any of the listed projects? If so, describe how Vendor dealt or will deal with the projects' challenges.

No, there will be no challenges to manage the projects listed above or any future projects. As mentioned before, our 30-year experience has taught us how to manage multiple projects.



## 5) Location

Refer to Vendor's Business Location Attestation Form and submit as instructed.

Form has been completed on BidSync.



## 6) Price

Provide proposed monthly fee for Flat Fee Services for the Initial Term (three years). Refer to ITEM RESPONSE FORM. Proposed monthly fee (Flat Fee Services) must include all creative development fees, project management, copy writing, digital media and content strategy, media buying, etc. Price must be submitted, in BidSync, by the time of solicitation due date in order to be responsive to solicitation requirements.

Points for price will be calculated as follows: (lowest proposed price/proposer's price) x 10 = Price Score

Fees were uploaded to BidSync.

### Flat Fee Services – Year 1:

	Annual Fee	Monthly Fee
<b>Agency Fee</b>	\$1,050,000	\$87,500
<b>Production Budget</b>	\$750,000	\$62,500
<b>Event Budget</b>	\$300,000	\$25,000
<b>Reserve [15%]</b>	\$300,000	\$25,000
<b>Total</b>	<b>\$2,400,000</b>	<b>\$200,000</b>

### Flat Fee Services – Year 2:

	Annual Fee	Monthly Fee
<b>Agency Fee</b>	\$870,000	\$72,500
<b>Production Budget</b>	\$600,000	\$50,000
<b>Event Budget</b>	\$300,000	\$25,000
<b>Reserve [15%]</b>	\$270,000	\$22,500
<b>Total</b>	<b>\$2,040,000</b>	<b>\$170,000</b>

### Flat Fee Services – Year 3:

	Annual Fee	Monthly Fee
<b>Agency Fee</b>	\$870,000	\$72,500
<b>Production Budget</b>	\$600,000	\$50,000
<b>Event Budget</b>	\$300,000	\$25,000
<b>Reserve [15%]</b>	\$270,000	\$22,500
<b>Total</b>	<b>\$2,040,000</b>	<b>\$170,000</b>



## 7) Pricing Support

Provide an average monthly projection of level of effort, including:

- A breakdown of the hourly fees by job classification
- Total hours for each job classification, for the proposed project team, totaling to the Flat Fee Services by month (proposed in no. 6)

		YEAR 1			YEAR 2 & 3		
Job Classification	GFLCVB Hourly Rate	Percent of Hours	Annual Hours <small>(based on 1,920/year)</small>	Annual Total Fee	Percent of Hours	Annual Hours <small>(based on 1,920/year)</small>	Annual Total Fee
Creative Services							
Creative Director	\$200	7%	125	\$25,000	4%	73	\$15,000
Art Director	\$150	21%	394	\$60,000	15%	296	\$45,000
Copywriter	\$150	21%	394	\$60,000	15%	296	\$45,000
Designer	\$150	15%	296	\$45,000	10%	198	\$30,000
			1,208	\$190,000			
Client & Strategy Services							
Marketing Director	\$175	68%	1,313	\$230,000	59%	1,139	\$200,000
Marketing Coordinator	\$125	50%	960	\$120,000	41%	793	\$100,000
Strategy Director	\$200	10%	200	\$40,000	3%	48	\$10,000
			2,473	\$390,000	1,980 \$310,000		
Media Services							
Media Director	\$175	10%	198	\$35,000	7%	138	\$25,000
Media Planner	\$150	15%	296	\$45,000	15%	296	\$45,000
Media Buyer	\$150	17%	332	\$50,000	17%	332	\$50,000
Media Metrics	\$150	17%	332	\$50,000	17%	332	\$50,000
Media Coordinator	\$100	26%	492	\$50,000	26%	492	\$50,000
			1,649	\$230,000	1,590 \$220,000		
Production Services							
Digital Artist	\$100	78%	1,498	\$150,000	65%	1,248	\$125,000
Production Manager	\$150	10%	200	\$30,000	10%	200	\$30,000
Production Coordinator	\$100	31%	591	\$60,000	26%	499	\$50,000
			2,289	\$240,000	1,947 \$205,000		
Proposed Annual Fee : Year 1				\$1,050,000	Year 2 & 3		\$870,000
Proposed Monthly Fee : Year 1				\$87,500	Year 2 & 3		\$72,500



Provide Salary Rates for any positions not included in the Flat Fee Services that might be required in the provision of Optional Services, Adverse Impact Services, and Initial Branding Services.

### Agency Hourly Rates

Task		Cost
<b>Account Management</b>		
Account Direction	Marketing Director's time to manage the over-all client relation including strategy development.	\$175.00
Account Management	Marketing Manager's time to administer the day-to-day client relationship.	\$150.00
Account Coordination	Marketing Coordinator's time to coordinate the projects.	\$125.00
<b>Strategy/Research</b>		
Strategy Direction	Director's time to manage the over-all client relation including strategy development.	\$200.00
Strategy Supervision	Business manager's time to develop, manager and analyze all aspect of research programs conducted by agency and external research strategic partners.	\$175.00
Research	Business manager's time to perform research using agency's research tools.	\$150.00
<b>Creative</b>		
Concept & Design	Initial creation of the rough ideas	\$200.00
Copywriting	Copywriter's time to write headlines, sub-heads, body copy, theme lines, etc.	\$150.00
Layout	Black & white sketches or computer "roughs" of the visual appearance of the projects.	\$150.00
Art Direction	Art director's time art directing and supervising the projects from concept through completion.	\$150.00
Creative Direction	Creative director's time supervising, providing input, reviewing and approving the projects.	\$200.00
Comps	Preparation of full color, full-size facsimile of projects	\$100.00
<b>Digital</b>		
Project Supervision	Project leader's time internally coordinating and supervising the development of a job from creative through production.	\$150.00
Digital Design	Digital designer's time to design, create and develop interface and front-end functionality of digital projects.	\$150.00
Digital Programming	Programmer's time to plan, structure, code and test digital projects including Web sites and multimedia presentations.	\$150.00
Project Deployment	Time required by the team to deliver digital projects including Web site deployment and multimedia production.	\$100.00
<b>Management</b>		
Agency Principal	Principal's time to manage the over-all client relation including strategy development, creative direction, media strategy and the general attention of the agency.	\$300.00
Administration	General administration tasks including but not limited to accounting, billing, clerical and shipping.	\$100.00



Task		Cost
<b>Media</b>		
Media Direction	Director's time to develop media strategies, plan and analyze media plans.	\$175.00
Media Supervision	Media Supervisor's time to develop media strategies, plan and analyze media plans.	\$175.00
Media Planning	Media planner's time to plan and negotiate media plans.	\$150.00
Media Buying	Media buyer's time to buy approved media plans.	\$150.00
Media Metrics	Analytics manager's time to evaluate, optimize and prepare metrics reports.	\$150.00
Media Coordination	Media coordinator's time to administer media plans.	\$100.00
<b>Production</b>		
Production Supervision	Production manager's time working with all suppliers, obtaining bids, producing cost estimates, and maintaining quality control throughout delivery.	\$150.00
Project Supervision	Project manager's time internally coordinating and supervising the development of a job from creative through production.	\$125.00
Project Coordination	Project coordinator's time internally coordinating and supervising the development of a job from creative through production.	\$100.00
Broadcast, Photo or Print Direction	Art director's or production manager's time supervising and coordinating the broadcast or photography sessions or print run.	\$150.00
<b>Promotions</b>		
Promotion Direction	Director's time to develop promotion strategies, plan, implement and analyze promotions programs.	\$175.00
Promotion Supervision	Promotion supervisor's time to administer the day-to-day client relationship.	\$150.00
Promotion Coordination	Promotion coordinator's time to coordinate the promotion.	\$100.00
<b>Public Relations</b>		
PR Direction	Director's time to develop public relations strategies, plan, implement and analyze public relations programs.	\$225.00
PR Administration	Time required to implement and administer public relations programs	\$150.00
<b>Studio</b>		
Digital Production	Digital artist's time to create the computer mechanicals with all of the appropriate production specifications and marking documents accordingly.	\$100.00
Proofing & Reviewing	Time required to ensure quality control of all jobs.	\$100.00
Traffic	Traffic manager's time scheduling all jobs, retrieving production specifications, shipping all materials.	\$100.00

**Relebrand**Item: **Flat Fee Services - Year 3****Attachments**

Relebrand - State of Florida Registration - GEN2116476P1.pdf

Relebrand - Financials Cover Letter - GEN2116476P1.pdf

Relebrand - LP Media - CBE Letter Of Intent\_Signed - GEN2116476P1.pdf

Relebrand - RFP-RLI-RFQ LOCAL PREFERENCE AND TIE BREAKER CERTIFICATION FORM - GEN2116476P1.pdf

Relebrand - Insurance Certificate - GEN2116476P1.pdf

Relebrand - Barry University - Vendor Reference Verification Form - GEN2116476P1.pdf

Relebrand - GMCVB - Vendor Reference Verification Form - GEN2116476P1.pdf

Relebrand - Meet Puerto Rico -Vendor Reference Verification Form - GEN2116476P1.pdf

Relebrand - New Smyrna Beach - Vendor Reference Verification Form - GEN2116476P1.pdf

Relebrand - Section 1 - Ability of Professional Personnel - GEN2116476P1.pdf

Relebrand - Section 2 - Project Approach - GEN2116476P1.pdf

Relebrand - Section 3 - Past Performance Evidence of Knowledge and Experience - GEN2116476P1.pdf

Relebrand - Section 4 - Workload of the Firm - GEN2116476P1.pdf

Relebrand - Section 5 - Location - GEN2116476P1.pdf

Relebrand - Section 6 - Price - GEN2116476P1.pdf

Relebrand - Section 7 - Pricing Support - GEN2116476P1.pdf

# *State of Florida*

## *Department of State*

I certify from the records of this office that RELEVANT BRANDS, INC. is a corporation organized under the laws of the State of Florida, filed on September 12, 1989.

The document number of this corporation is L14912.

I further certify that said corporation has paid all fees due this office through December 31, 2019, that its most recent annual report/uniform business report was filed on February 8, 2019, and that its status is active.

I further certify that said corporation has not filed Articles of Dissolution.

*Given under my hand and the  
Great Seal of the State of Florida  
at Tallahassee, the Capital, this  
the Eighth day of February, 2019*



*Randy Rye*  
**Secretary of State**

Tracking Number: 8535418210CC

To authenticate this certificate, visit the following site, enter this number, and then follow the instructions displayed.

<https://services.sunbiz.org/Filings/CertificateOfStatus/CertificateAuthentication>

# **APPLICATION FOR REGISTRATION OF FICTITIOUS NAME**

REGISTRATION# G18000122064

**Fictitious Name to be Registered:** RELEBRAND

**Mailing Address of Business:** 800 DOUGLAS ROAD  
LA PUERTA DEL SOL, SUITE 230  
CORAL GABLES, FL 33134

**Florida County of Principal Place of Business:** MIAMI-DADE

**FEI Number:** 65-0146010

**FILED**  
**Nov 14, 2018**  
**Secretary of State**

**Owner(s) of Fictitious Name:**

RELEVANT BRANDS, INC.  
800 DOUGLAS ROAD, LPDS, SUITE 230  
CORAL GABLES, FL 33134 US  
Florida Document Number: L14912  
FEI Number: 65-0146010

I the undersigned, being an owner in the above fictitious name, certify that the information indicated on this form is true and accurate. I further certify that the fictitious name to be registered has been advertised at least once in a newspaper as defined in Chapter 50, Florida Statutes, in the county where the principal place of business is located. I understand that the electronic signature below shall have the same legal effect as if made under oath and I am aware that false information submitted in a document to the Department of State constitutes a third degree felony as provided for in s. 817.155, Florida Statutes.

ROBERTO S. SCHAPS

11/14/2018

Electronic Signature(s)

Date

**Certificate of Status Requested (X)**

**Certified Copy Requested (X)**

# *State of Florida*

## *Department of State*

I certify from the records of this office that RELEBRAND is a Fictitious Name registered with the Department of State on November 14, 2018.

The Registration Number of this Fictitious Name is G18000122064.

I further certify that said Fictitious Name Registration is active.

I further certify that this office began filing Fictitious Name Registrations on January 1, 1991, pursuant to Section 865.09, Florida Statutes.

*Given under my hand and the Great Seal of  
Florida, at Tallahassee, the Capital, this the  
Fifteenth day of November, 2018*

*Ken DeFries*

*Secretary of State*



# *State of Florida*

## *Department of State*

I certify that the attached is a true and correct copy of the Application For Registration of the Fictitious Name RELEBRAND, registered with the Department of State on November 14, 2018, as shown by the records of this office.

The Registration Number of this Fictitious Name is G18000122064.

*Given under my hand and the Great Seal of  
Florida, at Tallahassee, the Capital, this the  
Fifteenth day of November, 2018*

*Ken DeJoy*

*Secretary of State*



800 Douglas Road  
La Puerta del Sol, Suite 230  
Coral Gables, FL 33134  
T +1 305.476.3500  
[relebrand.com](http://relebrand.com)

March 19, 2019

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

RE: Solicitation GEN2116476P1  
Advertising Agency Services

**CONFIDENTIAL MATERIALS**

The enclosed financial statements and tax return of Relevant Brands, Inc. DBA Relebrand are provided in accordance with Florida Statute 119, subsection 119.071 and should be considered Confidential Materials.

As requested in the Solicitation GEN2116476P1 we are providing the tax return for the year 2017 and the financial statements for the year 2018 because this tax return has not been completed by our accountants.

Please let us know if you have any questions.



Roberto S. Schaps

President & CEO

*relebrand*  
**MIAMI**



# 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.:** GEN2116476P1

**Project Title:** Advertising Agency Services

**Bidder/Offeror Name:** Relebrand

Address: 800 Douglas Road, La Puerta del Sol, Suite 230 City: Coral Gables State: FL Zip: 33134

Authorized Representative: Roberto S. Schaps Phone: 305-476-3536

**CBE Firm/Supplier Name:** LP Media

Address: 3107 Stirling Road, Suite 204 City: Ft. Lauderdale State: FL Zip: 33312

Authorized Representative: Frank Linero Phone: 954-926-5722

- 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 <sup>1</sup>	CBE Contract Amount <sup>2</sup>	CBE Percentage of Total Project Value
Motion Picture and Video Production	512110		%
			%
			%

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

#### CBE Firm/Supplier Authorized Representative

Signature: Frank Linero Digitally signed by Frank Linero  
Date: 2019.02.25 10:24:27 -05'00' Title: President Date: 02/25/2019

#### Bidder/Offeror Authorized Representative

Signature: Roberto S. Schaps Roberto S. Schaps  
2019.02.25 11:39:09 -05'00' Title: President Date: 02/25/2019

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

<sup>2</sup> 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**

**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.

Roberto S. Schaps

President

Relevant Brands Inc. DBA Relebrand

3/10/19

**AUTHORIZED  
SIGNATURE/NAME****TITLE****COMPANY****DATE**



## CERTIFICATE OF LIABILITY INSURANCE

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

**IMPORTANT:** If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER <b>Acrisure, LLC d/b/a InSource</b> 9500 South Dadeland Boulevard 4th Floor Miami, FL 33156-2867	CONTACT NAME:		
	PHONE (A/C, No, Ext):	(305) 670-6111	FAX (A/C, No): (305) 670-9699
	E-MAIL ADDRESS:	email@insource-inc.com	
	INSURER(S) AFFORDING COVERAGE		NAIC #
	INSURER A : <b>Allied Property &amp; Casualty Ins</b>		<b>42579</b>
INSURED <b>Relevant Brands, Inc d/b/a Relebrand</b> 800 South Douglas Road La Puerta Del Sol, Suite 230 Coral Gables, FL 33134	INSURER B : <b>Transportation Insurance Co.</b>		<b>20494</b>
	INSURER C : <b>Continental Casualty Company</b>		<b>20443</b>
	INSURER D :		
	INSURER E :		
	INSURER F :		

## COVERAGES

## CERTIFICATE NUMBER:

## REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR  GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PROJECT <input type="checkbox"/> LOC <input type="checkbox"/> OTHER:	X		ACP 5965639820	08/10/2018	08/10/2019	EACH OCCURRENCE \$ <b>1,000,000</b> DAMAGE TO RENTED PREMISES (Ea occurrence) \$ <b>300,000</b> MED EXP (Any one person) \$ <b>5,000</b> PERSONAL & ADV INJURY \$ <b>1,000,000</b> GENERAL AGGREGATE \$ <b>2,000,000</b> PRODUCTS - COMP/OP AGG \$ <b>2,000,000</b> \$
A	<input checked="" type="checkbox"/> AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO OWNED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> HIRED AUTOS ONLY <input checked="" type="checkbox"/> NON-OWNED AUTOS ONLY			ACP 5965639820	08/10/2018	08/10/2019	COMBINED SINGLE LIMIT (Ea accident) \$ <b>1,000,000</b> BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$
A	<input checked="" type="checkbox"/> UMBRELLA LIAB <input checked="" type="checkbox"/> OCCUR <input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE <input type="checkbox"/> DED <input type="checkbox"/> RETENTION \$			ACP 5965639820	08/10/2018	08/10/2019	EACH OCCURRENCE \$ <b>5,000,000</b> AGGREGATE \$ <b>5,000,000</b> \$
B	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) <input type="checkbox"/> Y / N If yes, describe under DESCRIPTION OF OPERATIONS below		N / A	WC 2 88521171	01/01/2018	01/01/2019	PER STATUTE <input type="checkbox"/> OTH-ER <input type="checkbox"/> E.L. EACH ACCIDENT \$ <b>500,000</b> E.L. DISEASE - EA EMPLOYEE \$ <b>500,000</b> E.L. DISEASE - POLICY LIMIT \$ <b>500,000</b>
C	Errors & Omissions			169896327	07/11/2018	07/11/2019	Per Claim <b>1,000,000</b>

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)  
Certificate Holder is included as Addiitonal insured with respect to the General Liability.

## CERTIFICATE HOLDER

## CANCELLATION

<b>Broward County</b> 115 South Andrews Avenue Fort Lauderdale, FL 33301	SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.
	AUTHORIZED REPRESENTATIVE 



## Vendor Reference Verification Form

Broward County Solicitation No. and Title:

GEN2116476P1, Advertising Agency Services

Reference for: Relebrand

Organization/Firm Name providing reference:

Barry UniversityContact Name: Michel SilyTitle: AVP MarketingReference date: 02/26/2019Contact Email: msily@barry.eduContact Phone: (305) 216-5453Name of Referenced Project: Marketing Agency

Contract No.

Date Services Provided:

Project Amount:

07/03/2013 toVendor'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:**

Strategic planning, brand development, advertising campaign, marketing materials, production services, media planning/buying (traditional/digital/social), marketing counsel

**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)

What impresses me about Relebrand is that through the years they've always behaved as true partners becoming an extension of our marketing team and always driven to provide value and help us meet our goals and objectives. All the time making sure that our projects are on budget and on time. And when there are challenges, they're the first ones to be part of the solution to help us meet and solve the challenge.

\*\*\*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: Relebrand

Organization/Firm Name providing reference:

Greater Miami Convention & Visitor BureauContact Name: Rolando AedoTitle: COOReference date: 02/26/2019Contact Email: rolando@gmcbv.comContact Phone: (305) 539-3090Name of Referenced Project: Marketing Agency

Contract No.

Date Services Provided:

Project Amount:

10/01/1993 toVendor'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:

Through the years they have provided, brand development, strategic planning, research, advertising campaigns, marketing materials, production services, media planning/buying (traditional/digital/social), co-op programs, promotions, crisis management, marketing counsel

## 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)

Relebrand continues to provide services since 1993.

\*\*\*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: Relebrand

Organization/Firm Name providing reference:

Meet Puerto Rico [former client, company no longer exists]Contact Name: Milton SegarraTitle: CEO, Visit MississippiReference date: 02/26/2019Contact Email: milton@gulfcoast.orgContact Phone: (228) 896-6699Name of Referenced Project: Marketing Agency

Contract No.

Date Services Provided:

Project Amount:

10/01/2013 to 09/30/2018Vendor'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:**Strategic planning, brand development, advertising campaign, marketing materials, production services, media planning/buying (traditional/digital), marketing counsel**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)I was President & CEO of Meet Puerto Rico until the first quarter of 2018. I'm currently CEO at Visit Mississippi Gulf Coast.

\*\*\*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: Relebrand

Organization/Firm Name providing reference:

New Smyrna Beach Area Visitor BureauContact Name: Debbie MeihsTitle: Executive DirectorReference date: 02/26/2019Contact Email: debbie@visitnsbfla.comContact Phone: (386) 428-1600Name of Referenced Project: Marketing Agency

Contract No.

Date Services Provided:

Project Amount:

10/01/2016 toVendor'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:**Strategic planning, brand development, advertising campaign, marketing materials, production services, media planning/buying (traditional/digital), marketing counsel**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: \_\_\_\_\_



## 1) Ability of Professional Personnel

Describe the qualifications and relevant experience of the Project Manager and all key staff that are intended to be assigned to this project. Include resumes for the Project Manager and all key staff described, including staffing to support media planning and buying. Include the qualifications and relevant experience of all subconsultants' key staff to be assigned to this project.

### Project Manager

At Relebrand we approach the Project Manager role very differently. First, we call the Project Manager or Account Manager, as it's sometimes called, as Marketing Manager. We feel that by using the word Marketing, in the definition of the role that we put emphasis on the marketing responsibility that the person should have when managing your business. We don't see our clients as mere accounts, we see them as business partners. And for that reason our managers are not just "paper pushers" or "order takers", they're expected to add value to your business.

Second, and probably more importantly, the Project Manager role is shared between a Marketing Manager, in your case a Marketing Director and our President. Yes, you can expect to have continuous contact with our Marketing Director on all aspects of the management of your business, but our President would not be far to provide his experience, guidance and marketing counsel. Making sure that we all provide value and move your business forward.

The Project Manager for this assignment will be Adriana Torres, one of our Marketing Directors who will be supported by a marketing coordinator and depending on the volume of activity a marketing manager.

#### Adriana Torres, Marketing Director

Adriana's resume starts with the words, "creative problem-solver and doer." and she's not kidding when she states that. Ever since she joined our team, Adriana has been putting her marketing passion and experience behind two of our tourism clients, New Smyrna Beach and Sunny Isles Beach. As well as supporting with the transition from Meet Puerto Rico to Discover Puerto Rico before they selected another agency. Her experience in tourism also includes Carnival Cruise Lines, Eastern Airlines, Silver Airways and the Hilton Aruba Caribbean Resort & Casino.

Thirsty for knowledge, Adriana got her bachelor's in Business Administration with emphasis in Marketing at the University of Sacred Heart in San Juan, PR before continuing to get her Masters in Global Marketing Communications & Advertising from Emerson College in Boston. But she didn't stop there, today she's got all kinds of digital certifications and has become a well-rounded integrated marketing professional who's always looking to lead clients towards positive growth.

But even Adriana needs to take a break, so you'll usually find her recharging her batteries under the sun while enjoying an interesting beer or better yet, a nice glass of bubbly rosé.



## Key Staff

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To deliver on the scope outlined in this RFP, Adriana will be joined by the following Relebrand team members along with other staff not listed here.

### Roberto S. Schaps, President & CEO

Born in El Salvador, Roberto grew up in Guatemala before attending Texas A&M University, where he received a BS in Civil Engineering. After going on to earn an MBA at the University of Miami, Roberto managed the Miami-based coffee roasting, distribution and processing plant for his family's Guatemalan coffee plantation. By overseeing the operational and administrative ends of a business where deadlines must be met without compromising quality (gee, just like advertising), Roberto refined his formidable management skills.

Attracted by the creativity, energy and just plain craziness inherent in advertising, he joined Relebrand in 1989. Once he took the plunge, he hasn't come up for air.

Roberto has guided Relebrand to become one of the leading travel and tourism brand marketing firms in the country, helping highly renowned global travel brands to build their business. He takes the greatest pride in being able to offer clients counsel on various business concerns as he shares his passion for travel.

Through his almost 30-year career, Roberto has worked with many destinations, including Kissimmee, Miami, New Smyrna Beach, Toronto, Alabama Gulf Shores, El Salvador, Gettysburg, PA, Guatemala, Mexico, Mississippi's Gulf Coast, Peru, Puerto Rico and Springfield, MO. To stay current in the travel industry trends, he regularly attends preeminent global travel industry shows, such as the Florida Governor's Conference on Tourism, IPW, WTM, FITUR, and IMEX, among others.

In his 'spare time, Roberto serves on the board of SAHF (Salvadoran American Humanitarian Foundation) and indulges in his favorite passions – the two W's – wine collecting and world travel.

### Antonio Marquez, Strategy Director (subconsultant through Expert Consulting)

Antonio has spent his career building successful brands through effective strategies and flawless execution of omni-channel marketing initiatives. His business savvy, cultural sensitivity and ability to lead cross-discipline, multi-market teams throughout the Americas has led to success for clients like ChevronTexaco, Dunkin' Donuts, United Airlines, Aeromexico, and the Greater Miami CVB. Antonio serves as Managing Director for Expert Consulting, establishing regional strategies, designing digital interaction platforms, and aligning business development teams across Latin America. In the past two decades, he has also served as Regional Accounts Director and Client Services Director at Young & Rubicam's LATAM headquarters; Group Accounts Director at Bromley Communications; and Senior Vice President of Strategic Communications for Accentmarketing.



Sara Saíz, Managing Director

Sara has been with our company for almost 30 years. In addition to general management and accounting duties, she supervises our production department. She coordinates the schedules and supervises the production process from the turnover of the project to the delivery. That's a lot of hats, or titles, but her favorite job title is "Abuela" to her adorable granddaughters, Aly and Ava.

Tom Langley, Sr. Art Director

Perhaps one of the most impressive things about Tom's creative ability is that he is as skilled with a paintbrush and canvas as he is with a mouse and a computer screen. We believe that this combination of old school artistry and modern technology is what gives Tom the ability to view our clients' creative challenges from a unique perspective. Tom has over 25 years of experience in travel & tourism marketing, including Paradise Island Tourism Development, Tourism Toronto, Meet Puerto Rico, New Smyrna Beach Area Visitors Bureau, and the Greater Miami Convention & Visitors Bureau. Tom is also a hardcore cyclist. He logs over 200 miles a week on his bike, which is more than he puts on his car.

Jose Perozo, Sr. Designer

Jose has more than 15 years of experience creating complete branding programs for PortMiami, the Greater Miami Convention & Visitors Bureau, Gettysburg Convention & Visitors Bureau, New Smyrna Beach Area Visitors Bureau, and Meet Puerto Rico, among others. And like Tom, he likes to spend his weekends on his mountain bike, or should we call it trail bike here in Miami-

The team will continue to be supported by the company's Founder and now Creative Advisor, Bruce Turkel.

Bruce Turkel, Creative Advisor

Born and raised on Miami Beach, Bruce studied design at the University of Florida and began his advertising career in New York. He returned to Miami in 1983 to open his own agency, which eventually became TURKEL Brands. His Seven Steps to Building Brand Value have guided countless clients and award-winning campaigns to greatness. Under Bruce's guidance, TURKEL Brands, now Relebrand, has created wildly effective campaigns for its clients, including Greater Miami Convention & Visitors Bureau, Kissimmee Convention & Visitors Bureau, Meet Puerto Rico and many other DMOs. Bruce is a professional speaker and branding expert now. He tours extensively, spellbinding audiences with his simple, yet powerful brand building techniques.



Media strategy, planning and buying services will be provide by our media strategic partner and subcontractor, Aikiu.

Hugo Olle, CEO & Founder, Aikiu

With 18 years of experience in marketing, Hugo is considered by his peers as a tech pioneer and lover of integration. His work has been recognized with more than 20 international accolades (EFFIES, Best Pack, AEMI, and FIP Awards, among others). Additionally, Hugo has successfully collaborated with leading companies within his area of expertise such as MC Marketing and Communications, Arena, Havas Media, and TheBlogTV (the largest crowdsourcing brand builder platform).

Pilar Cerda, COO & Founder, Aikiu

With 14 years of experience, Pilar is a pioneer of digital marketing and of the audience-driven intel model. She was a key element in the launch of Televisa's first digital platform, "esmas.com." Previously, she worked as deputy director of technological development for the office of the presidency of Mexico, spearheading several projects that included e-government initiatives.

Gina Gillin, Digital Strategy Manager, Aikiu

Since graduating with a BS in advertising from the Art Institute of Fort Lauderdale, Gina jumped feet first into the world of digital and technology. She's acquired great experience in integrated digital programs and become a skillful digital e-commerce and advertising professional with deep experience in social media marketing, SEO and SEM optimization, marketing research, and market segmentation. As a member of our team, Gina will be responsible for making sure that all digital campaigns are optimized to exceed results.

As you probably would suspect, Gina is an early adopter of tech so no wonder she knows this stuff. But she's an animal lover that always likes to get caught wearing the latest trends.

Alejandra Correal, Media Supervisor, Aikiu

Marketing and journalism are what Alejandra wanted to study and she graduated from the University of Nebraska. And eventually she settled in marketing and especially media as she worked with several media companies such as US Media Consulting where she honed her media skills implementing campaigns for clients that include Puerto Rico Tourism, Dominican Republic Tourism, Copa Airlines and Hilton. Currently she supports the Relebrand team with Greater Miami Convention & Visitors Bureau and New Smyrna Beach Area Convention Bureau.

In her spare time, Alejandra is an empowerment coach helping others with fitness, mindset and wellness. At least you'll know that someone won't be stressed on this opportunity.



We will receive Creative and Production support from our subconsultant and subcontractor, LP Media.

James Coates, Chief Creative Officer, LP Media

British James is a global, award-winning and driven Creative Leader who takes a mobile-first approach to drive engagement and connect with consumers on their brand journey.

James is truly a “world-class” thinker. Having lived and worked for top agencies in England, Israel and the Caribbean he finally settled down with his family in sunny Hollywood, Florida. James brings a strong multinational background to creative strategy as well as a vision for implementing unique campaigns. When not tied to his desk or skateboarding around his office, James can be found cursing underneath a classic car or whittling away in his wood shop. James is also an avid world traveler who uses the world’s canvas as his creative muse.

Frank Linero, LP Media

A native of Bogota, Colombia, Frank moved to New York City in 1973. He developed an affinity for technology and video production at an early age and found himself aggressively pursuing opportunities to work in NYC’s eclectic production scene. Frank learned the craft of traditional post production linear systems but was fortunate enough to adopt non-linear systems very early on in their history. In 1993 Frank brought his experience to South Florida where he quickly acclimated to the local market.

Having worked in everything from network news and independent documentaries, to broadcast entertainment programming, to TV commercial and corporate videos, Frank has been a “go-getter” when it comes to learning all aspects of the production industry.

Frank’s prolific and exceptionally diverse volume of work has led to numerous awards throughout his career including a national Edward R. Murrow, several regional Addys, Tellys and Emmys, as well as several corporate recognitions for groundbreaking videos.

Frank feels strongly about putting love into everything he does, and it shows in his work and in the strong relationships he nurtures with clients.

Scott Pringle, LP Media

Scott moved to New York City from Miami to follow his passion for post-production audio at the legendary Trackworks Recording in Midtown Manhattan. For the next 8 years he worked with national advertising agencies and won numerous awards for campaigns with Ford, HBO, Miller Beer, Campbell’s Soup and Alaska Airlines.



In 1990, he headed home and “took his talents to South Beach”, at Broadcast Video Inc., South Florida’s premiere post-production house. In the span of 13 years Scott helped the facility grow from one small analog room in North Miami to seven state-of-the-art, digital audio suites throughout South Florida.

Scott has worked on the sound design and mixing of hundreds of projects including two Super Bowls, two World Series, six independent films, ADR sessions for major motion pictures, as well as numerous award-winning spots for Crispin, Porter + Bogusky, Alma DDB, Arnold Worldwide, Cooper DDB, Zubi Advertising, Starmark and BPD Advertising.

Scott is known for his fierce loyalty to clients and for protecting their interests above all.



## 2) Project Approach

a. Describe the prime Vendor's approach to the project:

- i. Message platform
- ii. Channel strategy
- iii. Integration

We will build a marketing program that delivers on destination marketing's key objectives:

**Drive Demand** – develop innovative marketing programs that grow market share and maintain brand saliency

**Increase Yield** – create compelling brand stories that incentivize visitors to extend length of stay, increase spending and encourage repeat visitation

**Brand Engagement** – convert consumers to brand evangelists through robust social media influencer initiatives

**Industry Alignment** – create compelling value-added co-op programs that increase in-market partner investment and encourage thought leadership development

The message would be crafted to resonate with each defined target and be delivered in the appropriate channel to insure effectiveness and efficiency and follow this possible approach.

### Our Lifestyle & Mindset Marketing Approach

Develop an integrated strategy that leverages Greater Ft. Lauderdale visitor/prospect lifestyles and mindsets within our target DMAs. Speaking to consumers based on their point of view and outlook on life will enable us to align marketing initiatives with our target audience's values and key purchase drivers. This approach also enables greater message accuracy and relevance in reaching high-value market segments. In short, lifestyle marketing will define our core message, product offers and media channels for each customer segment.

\*We have included four examples of proprietary lifestyle profiles created for a cruise category client.

### Making Meaningful Connections

Concentrate marketing efforts on the highest-value lifestyle segments for Ft. Lauderdale. These segments will be selected based on key behavioral criteria including propensity to travel to Ft. Lauderdale during the spring and summer months, activity/experiential preferences and



spending potential. Connect broadcast, print, video and digital with social media initiatives to create meaningful, effective and sustainable marketing platforms for these prospects. Specific tactics include:

- Match vacationers to their ideal Ft. Lauderdale activities and accommodations based on lifestyle patterns and mindset
- Target the highest value segments at the ideal time in their vacation planning cycle
- Create compelling content and sense of community to inspire social media sharing
- Build personal connections through tailored messaging
- Increase travel value through powerful partnerships

### **Considerations**

Potential to add a public relations or event component based on target audience profile.

### **Partnering & Co-op Opportunities**

Expand the base budget and enhance the campaign's effectiveness by partnering with consumer brands that reflect our visitors' values and/or VISIT FLORIDA travel partners.



## \*Lifestyle Profile Example



### BOOMERS

These prosperous Boomers consider themselves to be sophisticated, knowledgeable and people of good taste. With a passion for fine dining, music, wine and art, they favor destinations that offer a wide range of cultural explorations.

#### Snapshot:

Urbanicity: Suburban  
Income: Wealthy  
Income-Producing Assets: High  
Age Ranges: 45-64  
Presence of Kids: HH w/o Kids  
Homeownership: Homeowners  
Employment Levels:  
Management+  
Education Levels: Graduate+  
Ethnic Diversity: White

#### Prime Travel Times:

Year-Round Travelers

#### Ways to Reach Them:

Cultural Events  
Total Wine  
Trader Joe's  
Condé Nast Traveler  
Food & Wine Magazine  
New York Times  
CNN.com  
NPR  
American Express Gold & Platinum  
Golf Channel  
Saks Fifth Avenue  
Promotions with Mercedes-Benz



## \*Lifestyle Profile Example



### XERS

Family bonding is the driving force for these middle-class Xers. The children are the center of their world and nearly all activities and vacations are planned with quality time and memory-making in mind. Meaningful experiences and manageable costs are their key considerations for travel.

### Snapshot:

Urbanicity: Suburban  
Income: Upper-Mid  
Income-Producing Assets: Moderate  
Age Ranges: 35-44  
Presence of Kids: HH w/ Kids  
Homeownership: Mostly Owners  
Employment Levels: Professional  
Education Levels: College Graduate  
Ethnic Diversity: White, Black, Asian, Hispanic

### Prime Travel Times:

June - August

### Ways to Reach Them:

Facebook  
Pinterest  
Amazon  
Community Message Boards  
Parenting Magazine  
Disney Channel  
Local Network News (broadcast and on-line)  
Reality TV (Mom watches)  
Contemporary Hit Radio Stations  
Old Navy  
Team Sports (college and pro)  
Promotions with Volkswagen



## \*Lifestyle Profile Example



### MILLENNIALS

These groups of Gen Y friends socialize, work and vacation together. They are the first generation that does not define their cohorts based on ethnicity, sexual preference, and socio-economic background, but rather shared interests and values. Traveling is an opportunity to connect with companions and pursue (and post) new adventures.

#### Snapshot:

Urbanicity: Urban  
Income: Upper-Mid  
Income-Producing Assets: Moderate  
Age Ranges: Under 30  
Presence of Kids: HH w/o Kids  
Homeownership: Renters  
Employment Levels: White Collar, Service  
Education Levels: College Graduate  
Ethnic Diversity: White, Black, Asian, Hispanic

#### Ways to Reach Them:

Instagram  
BuzzFeed  
TMZ  
IKEA  
Microbreweries  
Etsy  
ESPN  
Pandora (satellite radio)  
Music Festivals  
Triathlons  
Promotions with KIA Soul

#### Prime Travel Times:

April - September



## \*Lifestyle Profile Example



### MULTI-GENERATIONAL

This growing group of Boomer grandparents are doting and dedicated to their descendants. They are champions of family reunion trips and often pick up the tab for everyone. They prefer to travel with the extended family and make vacation decisions based on the appeal of activities to all generations.

#### Snapshot:

Urbanicity: Suburban  
Income: Upper-Mid  
Income-Producing Assets: Varied  
Age Ranges: 60+  
Presence of Kids: HH w/o Kids  
Homeownership: Mostly Owners  
Employment Levels: Mostly Retired  
Education Levels: Some College  
Ethnic Diversity: White, Black, Hispanic

#### Prime Travel Times:

June - August

#### Ways to Reach Them:

OTAs  
Vacation Rental Sites  
AARP Promotions  
AAA Newsletters  
Travel Loyalty Programs  
Local Sunday Newspapers  
HGTV  
Lifetime Network  
Cable News Channels  
Tennis Events  
Macy's  
Costco  
Promotions with American Auto Brands



b. Include how the prime Vendor will use subconsultants in the project.

In today's world of rapidly changing technologies and media opportunities, it is nearly impossible for any single organization to stay state-of-the-art on all the different skillsets necessary to solve any progressive client's problems.

That's why we have created our Brand Steward Model. Relebrand serves as the lead agency, coordinating the different talents and abilities of best-of-breed companies while managing your needs in a fully transparent manner. This means that everything done on your behalf is always coordinated and consistent with your brand and your goals. Each agency takes the lead in their area of expertise while Relebrand acts as the brand steward, thus ensuring that the brand look and message are consistent across all channels of communication. Plus, we make sure that all efforts are efficiently meeting your marketing objectives.

To maintain efficiencies, we collaborate through our online agency management system (Mavenlink), which allows us the opportunity to work 'together' — even if we're not in the same office. Our system not only manages schedules and budgets, but also serves as a platform for briefings and approvals, creating a collaboration platform that can include our clients as well.

In this RFP we identified three different subconsultants. One for strategic planning, one for media strategy, planning and buying, and one for creative insight & support and video production.

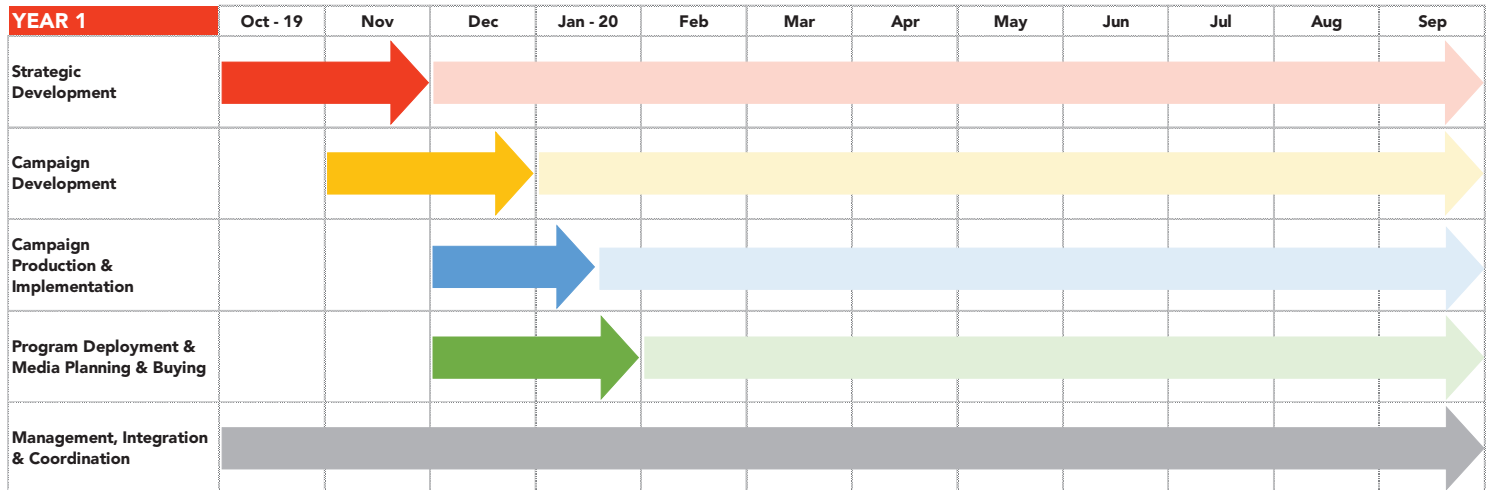
Antonio Marquez from Expert Consulting has been working with Relebrand for almost five years serving the role of Strategy Director. As he has done for our clients, Antonio will be responsible for evaluating all existing research, developing a marketing strategy, and overseeing the implementation of that strategy.

Aikiu is our strategic partner responsible for all media. As such they are responsible for supporting Relebrand in providing full planning and buying prowess for both traditional, digital and non-traditional media including the stewardship of all media plans and their analytics and metrics.

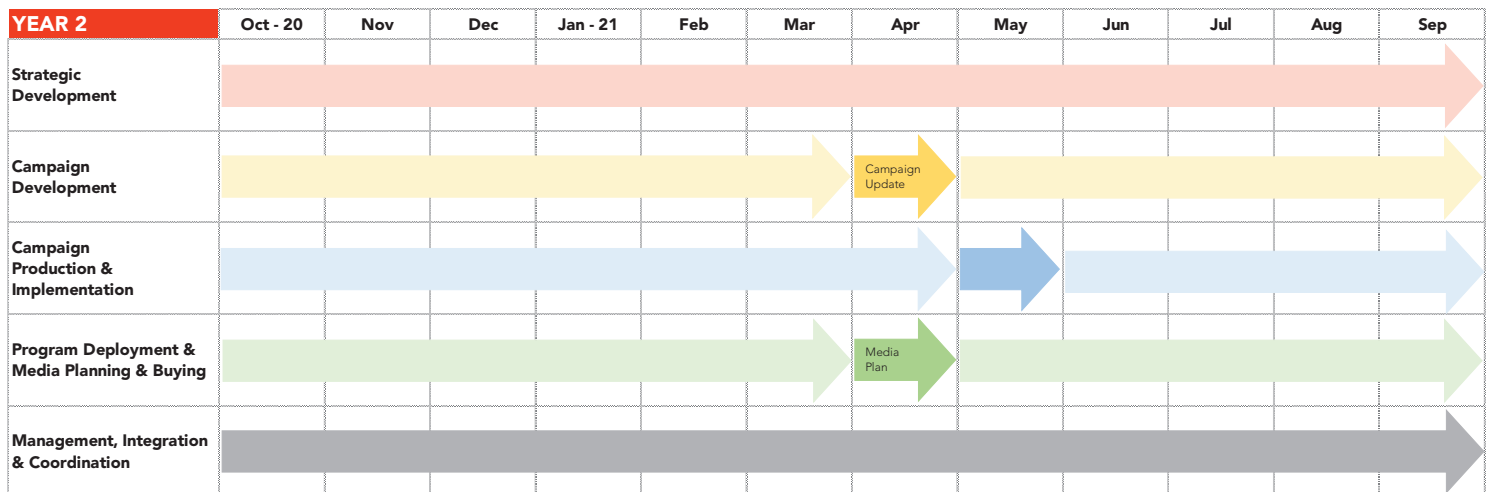
And the third subconsultant is LP Media who will bring to us historical perspective of the GFLCVB account as well as their exquisite experience in video production. We will also benefit from their travel and tourism experience and additional creative minds on the account.



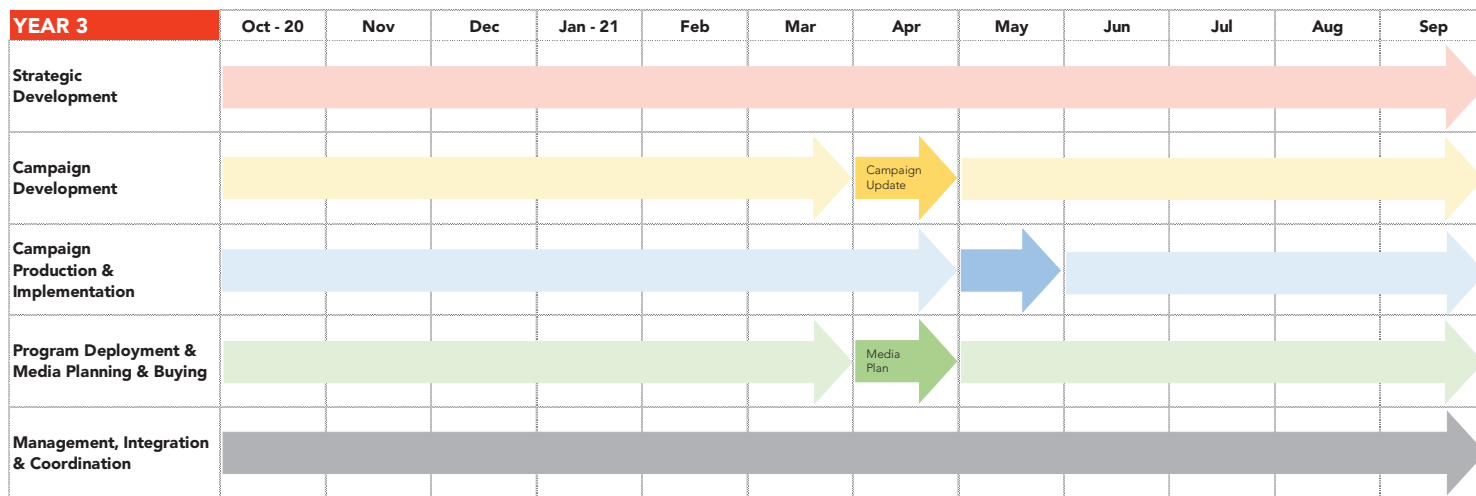
- c. Provide a sample timeline, for the entire agreement term, demonstrating the process/work program the Vendor would use to fulfill the marketing mission of the GFLCVB; describe major milestones related to planning, production and other recommendations.



> Strategy Development   > Marketing Campaign   > Production   > Production & Estimating   > Day-to-Day  
 > Insight Development   > Promotion Strategy   > Promotion Integration   > Deployment   > Status/Meetings  
 > Research   > Co-op Strategy   > Co-op Integration   > Media Planning & Buying   > Coordination  
 > Competitive Analysis   > Content Strategy   > Content/Media Integration   > Intelligence/Metrics   > Budget/Administration



> Strategy Development   > Marketing Campaign   > Production   > Production & Estimating   > Day-to-Day  
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- > Strategy Development    > Marketing Campaign    > Production    > Production & Estimating    > Day-to-Day
- > Insight Development    > Promotion Strategy    > Promotion Integration    > Deployment    > Status/Meetings
- > Research    > Co-op Strategy    > Co-op Integration    > Media Planning & Buying    > Coordination
- > Competitive Analysis    > Content Strategy    > Content/Media Integration    > Intelligence/Metrics    > Budget/Administration



- d. Describe how the team would develop cost estimates and controls, indicating how they are updated, providing specific examples of successful recommendations implemented and cost containment strategies used to maintain project budget without sacrificing quality.

Our Production Team is staffed by veteran professionals with more than 10 years of experience. Our team will take the agency's creative ideas and coordinate their production into a final product in broadcast, print, and all aspects of interactive and collateral. The production team will meet twice weekly to review current projects regarding status, costs and deadlines. In addition, we will have a larger status meeting every Monday morning with production, account service, creative and media to review upcoming deadlines for the week.

Why do we tell you our approach to production, because we want you to know that we're thorough. More importantly that we're responsible. We first want to learn and define what the production budgets are. With that as our framework, we then work with the teams to make sure that all projects and their associated creative are able to be produced within budget parameters. We then reach out to vendors, qualified to do the project, and request three bids. After evaluation we take the bid that we find most appropriate, not always the least expensive, and create an estimate.

This estimate would include all details for the production process, quantity, color, format, etc. and be reflected at the net cost. Meaning the exact amount detailed in the bid that we received from the vendor. We would then add a contingency line item equal to 10% of the total value.

Needless to say, we would not begin production until the estimate is approved. That way you know upfront what the project would cost. Then upon completion of the job we would bill for the actual amount invoiced by the vendor. What's more, our invoice to you would be accompanied by the approved estimate and vendor invoice so you can trace the whole process.

We pride ourselves in being on budget and on schedule so it's hard to be thinking of cost containment strategies. Just ask our clients. It's simple, we know the scope of the project and we know the budget so there is no reason to go over budget. Okay, there might be unforeseen circumstances, or the typical client change for more quantity, but we wouldn't proceed with production without providing a new estimate or a change order. And of course, these would have to be approved before we can continue with the production process.

I think it's important to highlight that we are committed to our clients and the relationships that we forge together. We are every bit as involved, responsible, effective, and committed as our clients are about their own business. And we believe this testament of long-term partnership with them is our greatest asset of all.

But don't take our word for it. You just need to ask Rolando Aedo at the GMCVB (305.539.3090), or Milton Segarra at Visit Mississippi Gulf Coast (228.896.6699).



## 2.1 Creative Portfolio:

---

- a. Provide samples of creative portfolio under agency's current management as a measure of creative capabilities and quality:
  - i. Printed collateral
  - ii. Digital collateral
  - iii. Out-of-Home
  - iv. Broadcast

Please refer to the examples on the following pages.



# Kissimmee Convention & Visitors Bureau

## PRINT

### The Situation

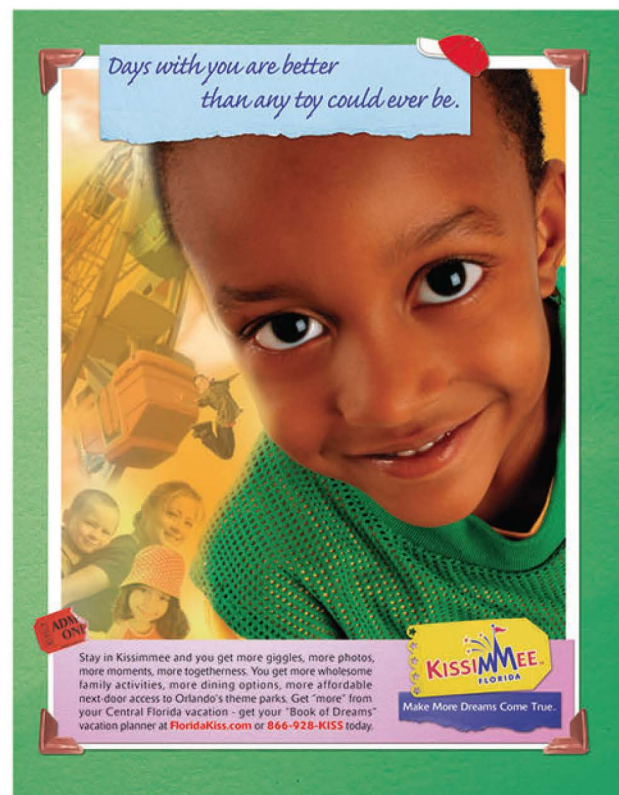
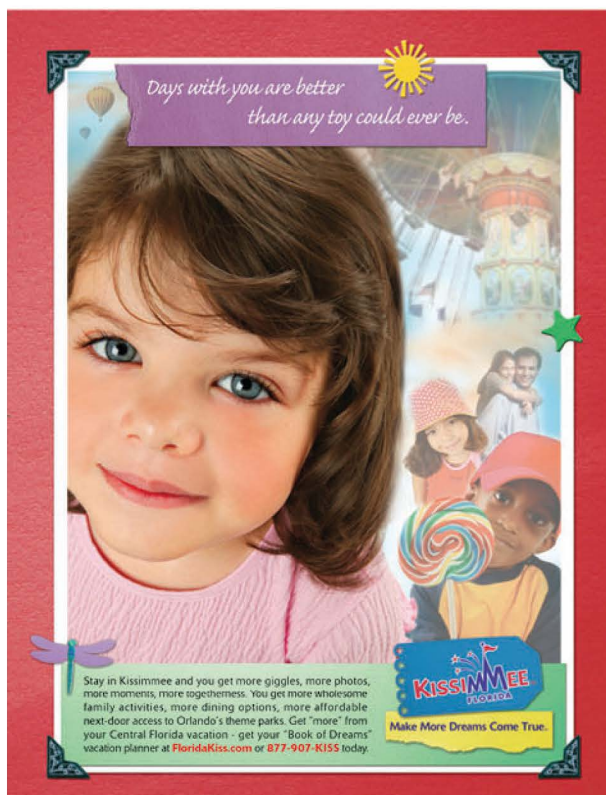
Suffering a community-wide inferiority complex, Kissimmee was positioned as the cheap way to visit Disney. But as Disney lowered prices, Kissimmee was being squeezed out of its market niche.

### Our Solution

We raised Kissimmee's product value by repositioning them as the destination for harried, stressed, guilty moms and dads. Under the new tagline, "Make More Dreams Come True," we showed parents how a Kissimmee vacation can provide more of what their kids want while allowing moms and dads to spend more quality time, and less money, with their children.

### The Results

Kissimmee, and particularly the major hotel area along Highway 192, experienced an average increase in daily room rates of 13.8%, and a 15.1% jump in occupancy from the year prior. Restaurants, attractions and local businesses are also feeling the impact.





## The Situation

Kissimmee was seen as the inexpensive way to visit Disney. This perception was reinforced by their advertising, which promoted two core benefits to the Kissimmee brand: affordability and adjacency. Suddenly, Disney had affordable properties; Kissimmee had upscale properties, and consumers wanted more authentic vacation experiences.

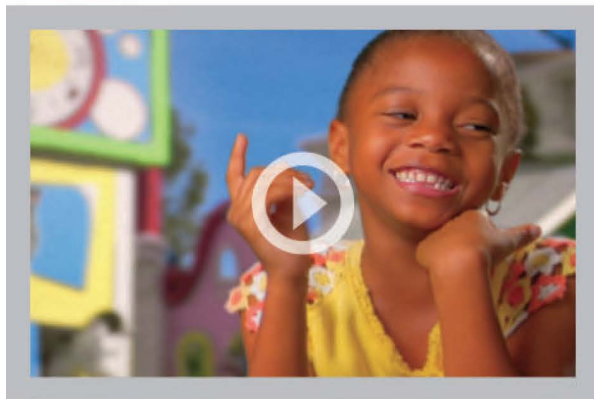
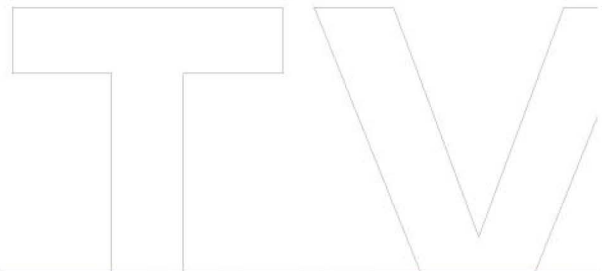
## Our Solution

We scrapped the direct response TV approach and developed a new brand advertising campaign.

We turned young actors loose in Kissimmee's theme parks and attractions. With a hidden camera, we then asked them to describe their experiences. The result was a series of engaging and authentic spots.

## The Results

The ads produced 6,135 telephone inquiries and 78,541 Web visitors. As a result, 19,780 people visited Kissimmee generating 50,389 room nights. That equates to an economic impact of \$9,123,03 and an ROI of 2.97:1.





# Mississippi Gulf Coast Convention & Visitors Bureau

## PRINT



### The Situation

Research revealed that Mississippi Gulf Coast regulars visited several times a year to escape their routine lives. They also admitted that yes, they came to gamble – mostly – but they really like being able to say they visit for other reasons.

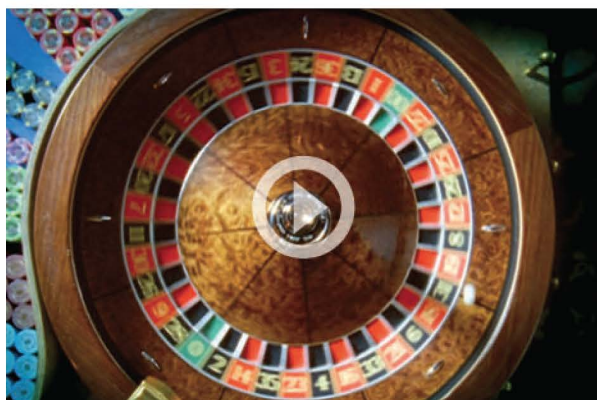
### Our Solution

The campaign theme, “Take Your Life Out for a Spin” invited travelers to escape their mundane existence and give the Gulf Coast a whirl.

### The Results

Our campaign opened the eyes of countless new visitors to the area’s unique mix of attractions and vacation experiences.

Unfortunately, due to Hurricane Katrina, we had to suspend all advertising shortly after this campaign launched. While we don’t have measurable results, we do know that visitors took their lives out for a spin and discovered that life is good on the Mississippi Gulf Coast!

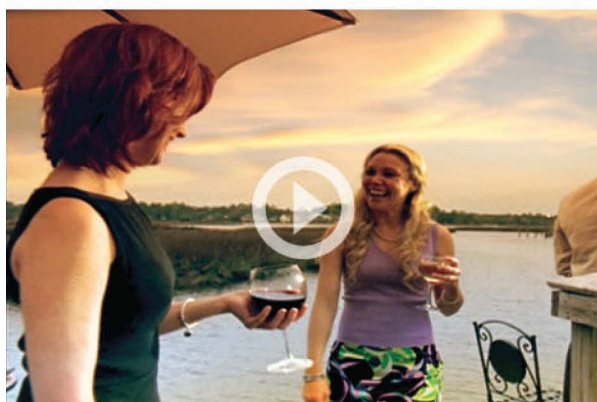


## The Situation

The Mississippi Gulf Coast offers more than just gambling. Our visitors needed to know that.

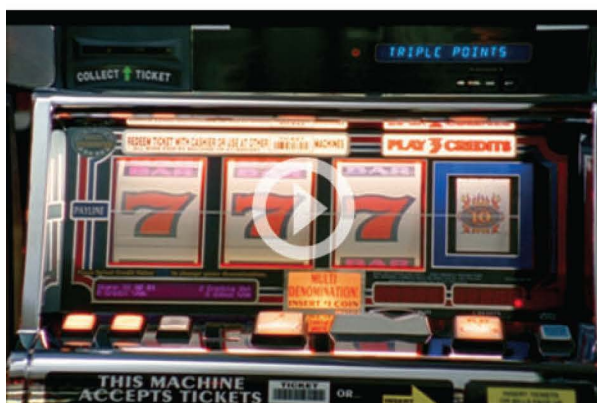
## Our Solution

Four simple, 15-second TV spots reminded viewers how easy it is to go from their daily grind to a fun-filled spin. Each spot devoted its first half to focusing on the mundane, and then spinning into an exciting scene on the Mississippi Gulf Coast.



## The Results

Our campaign opened the eyes of countless new visitors to the area's unique mix of attractions and vacation experiences.

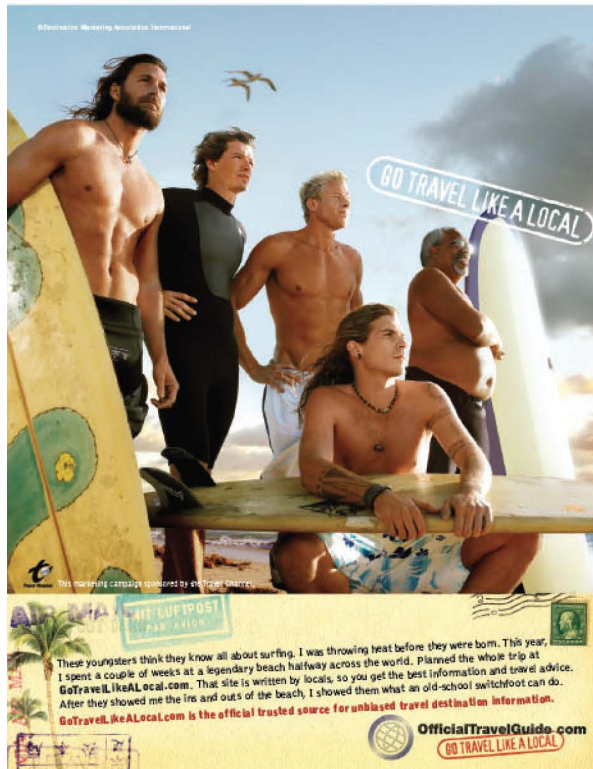


TV



# Destination Marketing Association International

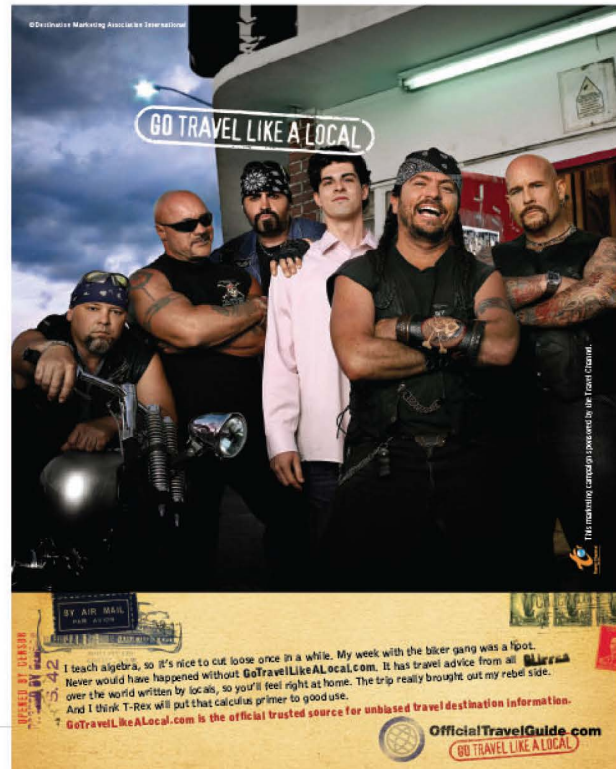
## PRINT



### The Situation

When it comes to credible and valuable travel planning info, [OfficialTravelGuide.com](http://OfficialTravelGuide.com), DMAI, and local Destination Marketing Organizations (DMOs) aren't on most consumers' radar screen.

Along with promoting DMAI (the sponsor) as an indispensable trip-planning resource, we needed to position DMOs and their portal, [OfficialTravelGuide.com](http://OfficialTravelGuide.com), as the official trusted source of travel destination info.



### Our Solution

Who better than hometown folks to give you the inside scoop on where to stay, and what to do while you're there? Our ads invited consumers to, "Go Travel Like A Local" by visiting DMAI through [OfficialTravelGuide.com](http://OfficialTravelGuide.com). Our ads showed excited vacationers mingling with welcoming "locals."

One ad featured a middle-aged man catching waves with some local surfers. Another ad showed a woman and a group of natives carrying a canoe through the Amazon.



# Greater Miami Convention & Visitors Bureau / American Airlines / The Beacon Council

## PRINT

### The Situation

The Greater Miami Convention & Visitors Bureau joined forces with The Beacon Council (Miami-Dade County's economic development organization) and American Airlines to promote Miami as a prime location to work, live, and play. This strategy combines Miami's compelling leisure message with our community's impressive attributes as a global business center. Another goal was to promote Miami as a leading location for meetings and conventions.

### Our Solution

Our campaign, "Where Worlds Meet," presents Miami's business and lifestyle assets in an engaging way. Having established Miami as a Mecca for fashion, culture and the arts, Relebrand brought these ownable brand assets

to a print campaign targeting CEOs, domestic and international travelers, and meeting planners. The ads position Miami as a place where you can pursue global business opportunities while discovering new passions and inspirations that only Miami can bring to your life.

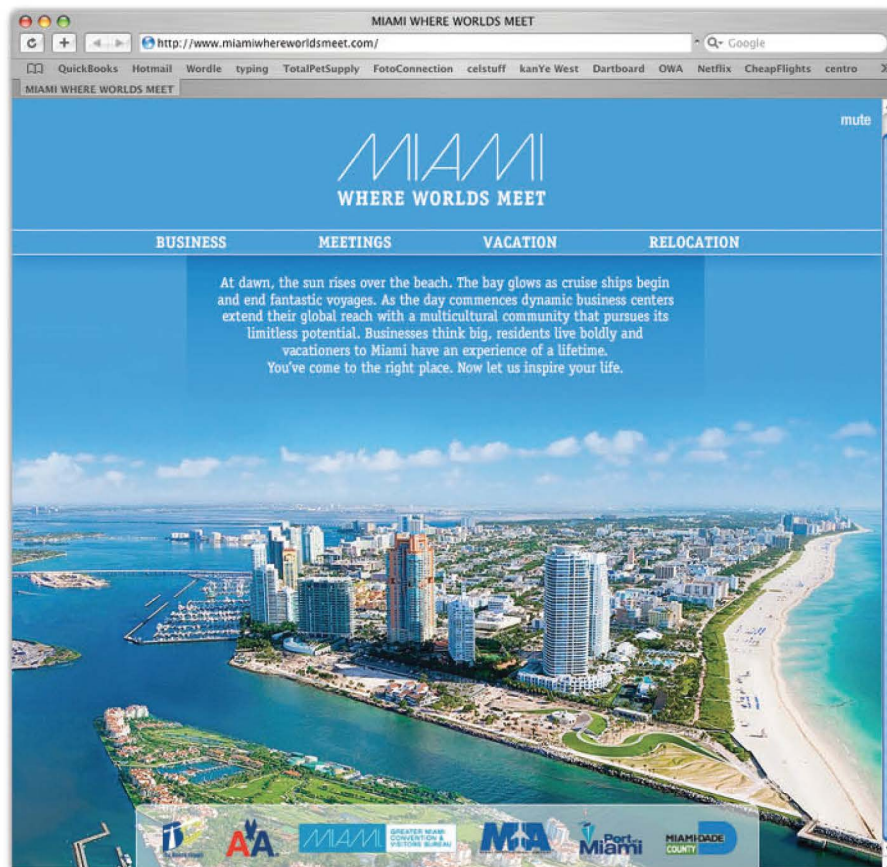
### The Results

The response to our economic development campaign far exceeded our initial projections. In fact, both the GMCVB and The Beacon Council confirmed that "Where Worlds Meet" produced the highest response rate of any campaign to date. The campaign succeeded in driving consumers to the GMCVB microsite at a minimal cost per visit. To date, we measured 122 million impressions. Click-through rates were double the industry standard, with visitors spending an





## WEBSITE



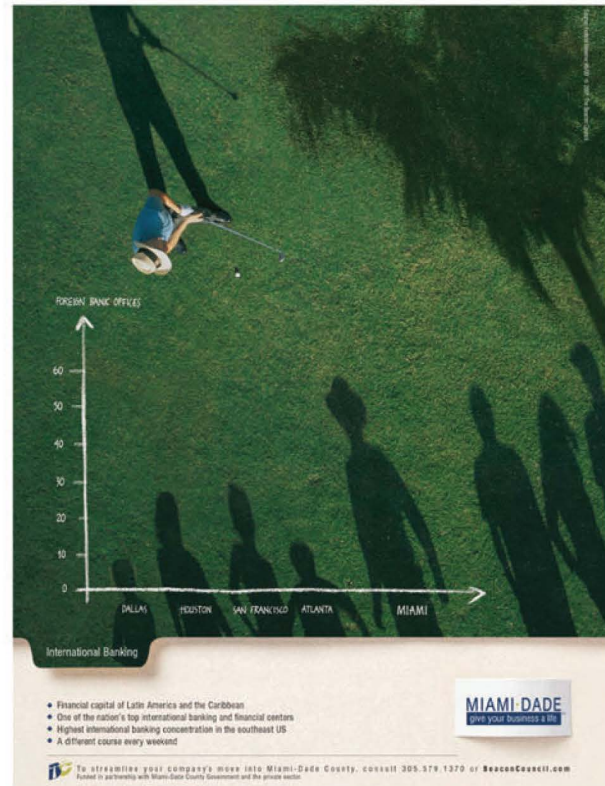
## WEB BANNERS





# The Beacon Council

## PRINT



PRINT



## The Situation

The Beacon Council is the official economic development organization for Miami-Dade County. Their job: convince business leaders that Miami is the ideal location to relocate and/or expand their business. Thing is, even though rival cities have been advertising, The Beacon Council never advertised how ideal Miami is for business, until now.

## Our Solution

We studied why companies like us prefer conducting business here. Our conclusion: why just vacation in paradise when you can enjoy it year-round? We hired world-class photographer William Huber to represent Miami's lifestyle in its most beautiful light. On top of these photos, we plotted the hot button bragging points that motivate today's business leaders – facts that many would never attribute to Miami. Our campaign theme "Give Your Business A Life" wraps up Miami-Dade's unique combination of economics and lifestyle. Readers realize: I can golf instead of huddling by the heater, I can stay tan, I can trash my long johns, I can work and prosper and enjoy living in paradise at the same time.

## The Results


Our campaign ran during a challenging economic environment. But even with the tragedy of September 11, and the slowdown of the national and international economy, The Beacon Council successfully completed 36 new location and expansion projects. The 36 companies created over 2,200 new jobs and added over \$128 million in new investments.

According to economic data, Miami-Dade County led the State of Florida in employment growth, marking the first time in over a decade this has occurred. Over one third of all new jobs created in the state were in Miami-Dade County.



## PortMiami

PRINT




**THE MOST IMPORTANT THING  
TO HAPPEN IN SHIPPING  
IN THE LAST 100 YEARS.  
PORTMIAMI WILL BE READY!**

With more than \$2 billion in capital improvements underway, PortMiami is gearing up for the opening of the expanded Panama Canal.

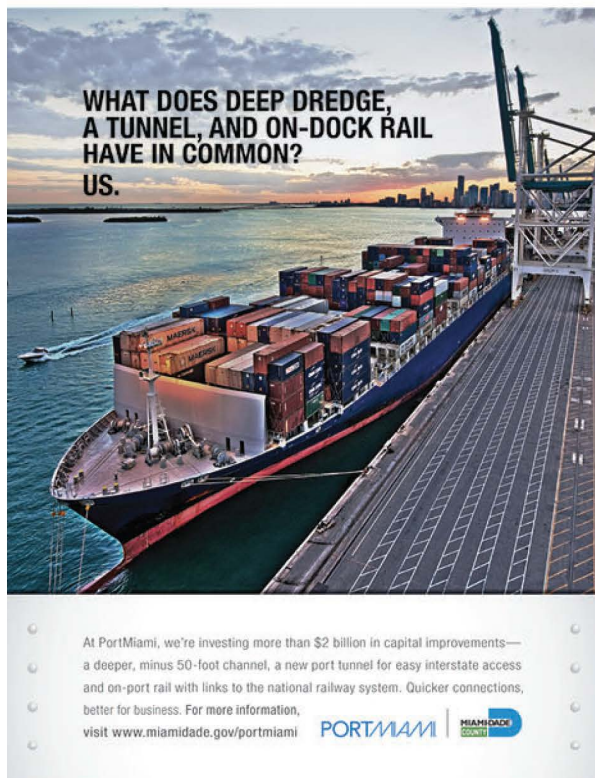
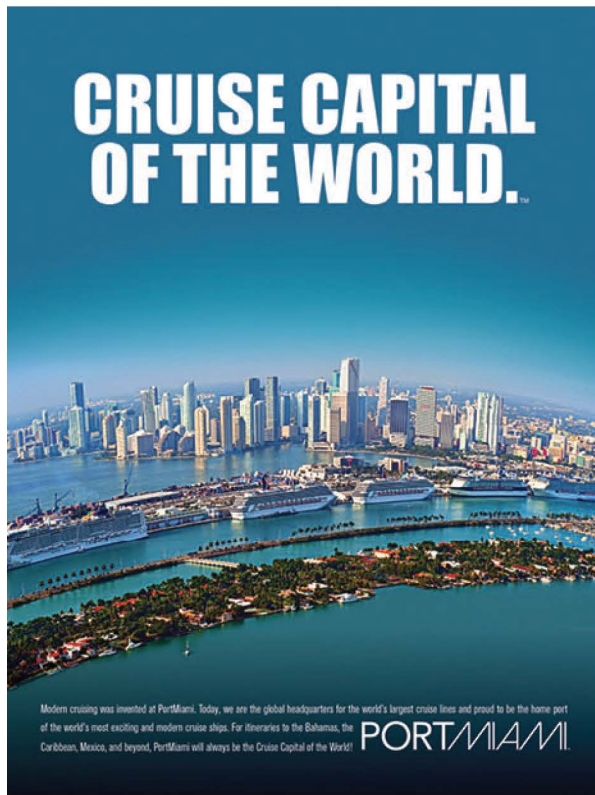
We are deepening our waters to -50 feet to accommodate super-sized vessels, constructing a new port tunnel for improved interstate access and re-establishing nationally-linked on-dock freight rail.

A new era in trade is fast approaching and PortMiami, the first U.S. port of call from the Canal, will be **BIG SHIP READY!**



PORTMIAMI

PRINT



## The Situation

PortMiami was gearing up for the opening of the expanded Panama Canal. Improvements include deepening port waters to -50 feet to accommodate super-sized vessels, constructing a new port tunnel for improved interstate access and re-establishing a nationally-linked on-dock freight rail. In addition, the Port installed brand-new Super Post-Panamax cranes to accommodate additional cargo ships. These upgrades will drastically change how the Port is seen in the industry. It was imperative to counter existing perceptions that the Canal expansion will make U.S. ports in other locations a viable alternative to PortMiami.

## The Solution

With more than \$2 billion in capital improvements underway, we needed to let our target know that a new era in trade is fast approaching and PortMiami, the first U.S. port of call from Canal, is ready! We created a brand positioning, "Cruise Capital of the World," to promote the improvements and reestablish PortMiami as the premier cruise destination. We developed a new logo, "PortMiami" in keeping with the look and feel of the Miami tourism brand. The strategy was to have the PortMiami integrated within the overall Miami brand. Our campaign focuses on the idea that a new port tunnel with easy interstate access and on-port rail with links to national railway system means quicker connections. And quicker connections are better for business.

## The Results

Thanks to our re-branding efforts, the future of PortMiami has never been brighter. This year, the Port will support 225,000 jobs, directly and indirectly, and contribute \$30 billion to the local and state economies—up more than 50% from five years ago. And thanks to an unprecedented expansion of cruise lines and ships, PortMiami anticipates record-setting traffic with close to five million cruise vacationers passing through its terminals.



- b. Provide tourism case studies that measure ROI on work developed under the agency's existing executive or creative management. *No speculative creative work specific to GFLCVB will be considered in the RFP evaluation and ranking.*

## CASE STUDY #1

**Client: Greater Miami Convention & Visitors Bureau**  
**Program: "It's So Miami: People + Places" Campaign**

### CLIENT REQUIREMENTS

Miami was already a popular vacation destination, but the Greater Miami Convention & Visitors Bureau wanted to expand the brand beyond surf and sun to drive visitation past the core weather travelers. Competing against domestic destinations like New York City and Las Vegas, and international destinations like Rio de Janeiro and Barcelona, the GMCVB needed to prove Miami's art, culture, music, food and lifestyle are world-class to the world's (dubious) travelers.

It was time to evaluate the brand and its positioning because the social, consumer and media environment in which the Miami brand exists were changing and the GMCVB needed to keep up not only with their customers, but also with their success. In an effort to meet the demand for authentic vacation experiences, the GMCVB wanted to extend the campaign to focus on Miami's many vibrant neighborhoods and the people who live there.

### THE CHALLENGE, GOALS AND OBJECTIVES

Our primary objective was to build on the success of our original "It's So Miami" campaign by shifting the focus of our brand message from promoting destination-centric "Miami Moments" to positioning those moments in the context of the rich experiences visitors will discover by exploring our individual neighborhoods. This new neighborhood-centric approach allowed visitors to associate our Miami Moments with an authentic location and engaging personal anecdote from a local resident's unique perspective.

By increasing the prominence of partners in the design, as well as providing a consistent and contextual approach to how partners are showcased, we sought to create greater clarity and value to GMCVB membership.

### Strategy developed to achieve goals and objectives

Our "It's So Miami: People + Places" campaign highlighted Miami's many vibrant neighborhoods and the people who live there. A series of print ads specific to each of Miami's unique neighborhoods featured colorful local characters taking readers on guided tours of their favorite haunts. The ads linked the companion neighborhood videos featured on the GMCVB website at [ItSoMiami.com](http://ItSoMiami.com). People & Places allowed visitors to discover the uniqueness of Miami through the eyes of its local residents. Visitors were inspired to venture off the beaten path and explore the cultural diversity that is Greater Miami and the Beaches.



## PRINT

Frutería "Los Pinareños"  
on SW 8th Street

Leave it to  
Miami's Little Havana  
to add a shot of Cuban Coffee  
to a banana milkshake.



I'm Jose and here in Little Havana we love our Cuban coffee so much you can find it everywhere. In local restaurants, hand-rolled cigar shops and Domino Park. Even at the local *frutería* juice stand in a banana milkshake. Come explore my Little Havana neighborhood and other great neighborhoods at [ItSoMiami.com](http://ItSoMiami.com)

**LITTLE HAVANA – IT'S SO MIAMI®**

©Greater Miami Convention & Visitors Bureau – The Official Destination Sales & Marketing Organization for Greater Miami and the Beaches.



## VALUE DELIVERED AGAINST CHOSEN METRICS

The key performance indicators (KPI) selected for this program included:

- Overall impressions
- Total unique website visits
- Leads/referrals to the partners

Greater Miami and the Beaches continues to rank among the top five destinations on the list of Top 25 Markets in the U.S. During the campaign period, we set records for all key indicators, ranking #3 in Average Daily Room Rate (ADR) at \$202.57; #3 in Revenue Per Available Room (RevPar) at \$164.67; and #4 in Occupancy at 79.1%. Rooms Sold increased +1.2%, or 87,000 (a record). ROI for the "It's So Miami: People + Places" integrated marketing program was measured via visitor traffic to the campaign URL, ItSoMiami.com (People + Places Insider Guides).

The implementation of "It's So Miami: People + Places" was handled by Relebrand in conjunction with other client agencies. In order to provide a comprehensive representation of the campaign results, we are including metrics provided by all.

### Print campaign:

- 64,664 total views
- 49% of users entered via Display Media
- 37% of users entered via the ItSoMiami.com
- 71% of users cited positive recognition of Miami
- 34% of users had a more favorable opinion of Miami
- 30% of users took action to look for more information about Miami

### Digital – domestic:

- Drove more than 100,000 clicks to the ISM Insider Guides landing page
- Pre-Roll drove 79% completion rate, higher than 76% travel average
- Custom email drove more than 9% CTR!

### Digital – summer domestic:

- Drove more than 120,000 clicks to the Special Offers page
- Additional traffic to partner clicks, Things to Do, Events, Places to See, Nightlife pages
- Budget Travel drove more than 60,000 click-throughs their high impact, interstitial unit

### Digital – LGBT Domestic:

- Drove more than 18,000 clicks to the LGBT site page
- High impact skin unit drove more than 2% CTR

## CREATIVE BRIEF

In an effort to meet the demand for authentic vacation experiences, we created phase two of our "It's So Miami: People + Places" brand campaign. Local residents take consumers on a guided tour of their favorite Miami neighborhood spots, inspiring visitors to create their own unique vacation itineraries.

Create an immersive video series that evokes the unique flavor of Miami's various neighborhoods. Through documentary-style videos, colorful local characters take viewers on guided tours of their favorite haunts. The episodes are featured on the official GMCVB website ([www.ItSoMiami.com](http://www.ItSoMiami.com)) and social media channels. The overall campaign is supported by print ads, digital ads and social media.

### Target Audience Profile:

- Demographically, prospect is defined as A35-64, HHI \$75K+, graduated college+, with a skew to HHI \$100K+ and additional consideration of baby boomers
- Psychographically, prospects likely share many of the same attributes/equities as the Miami brand:

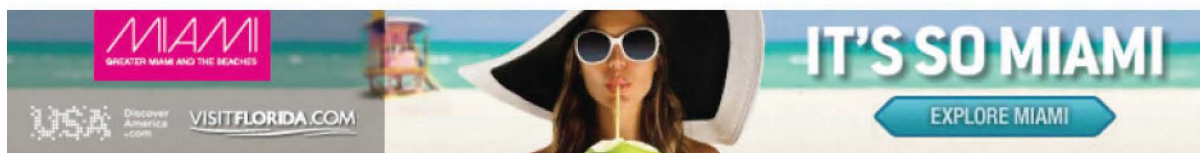
- |                                 |                 |
|---------------------------------|-----------------|
| – Cosmopolitan                  | – Experimental/ |
| – Sophisticated/Worldly         | Adventurous     |
| – Savvy/In-the-know             | – Trendy        |
| – Experiential/Socially engaged | – Hip           |
|                                 | – Sexy          |



## PRINT



## WEB BANNERS



## VIDEO





Our new brand positioning was born out of the necessity for evolution as well as the fundamental need to move from being an experiential brand to a participatory brand. We repeatedly heard through our research — and discovered ourselves — that Miami is a rich visual tapestry, from the Wynwood Walls to Cuban coffee and the downtown skyline on the bay. Miami has an endless supply of iconic images that are known the world over. Using these iconic images to display the broad array of what Miami offers lifestyle travelers, as well as to show just how nice Miami is in general, was the direction to go.

Miami visitors want to be active, engage in culture, and explore the local neighborhoods. They are looking for authentic experiences, and they want to experience a destination from the local's point of view. We evolved our "It's So Miami" campaign to focus on Miami's varied neighborhoods, focusing on interesting things to see and do from the perspective of local residents. Our brand message was focused yet fanciful; delivering media that was specifically targeted, carrying beautiful and daydream-inducing creative. Ultimately, the campaign drove strong awareness and engagement numbers while providing unprecedented brand lift.

## Media Implementation

### Print:

- Print scheduled to provide continuity of messaging with skew to key winter travel months
- Given limited budget and heavy skew toward Miami's top 5 feeder markets, media buys focused on local/ regional buys to provide strong support primarily in New York, Chicago, Philadelphia, Washington,

D.C. and Boston; secondarily in the eastern regional market overall. Media included The New York Times (New York metro and national magazine editions), The Wall Street Journal (New York metro edition), AFAR Magazine (National), Chicago Magazine, Endless Vacations (Eastern Region + Illinois), Modern Luxury magazine titles Manhattan, Beaches (Hamptons), CS (Chicago), and DC, and Undiscovered Florida VISIT FLORIDA Co-op, to support key states: New York, New Jersey, Alabama, Illinois, Washington, D.C., Virginia, Georgia, Florida

- Niche markets included African-American (Black Enterprise, Ebony, Harlem Times, Pathfinders, Savoy and Uptown), Eco Tourism (Undiscovered Florida), and LGBT (Damron's Men's and Women's Travel Guides, The Advocate, Out Magazine, Spartacus).
- Internationally, print buy was limited to Latin America (pan-regional), and Spartacus (Germany/LGBT).

### Out-of-Home:

- Formats/types selected on basis of:
  - Efficient reach of commuters/Manhattan professionals
  - Dynamic messaging (video), in "hip" areas of Manhattan
  - Ability to showcase multiple creative executions
- Scheduled spring/summer to support off-season/shoulder travel
- Buy included:
  - Subway two-sheets with citywide distribution – 395 units total
  - Digital video screens in Times Square and Macy's Herald Square, with a total of 13,100 :30-second spots over three-month schedule (April – June)



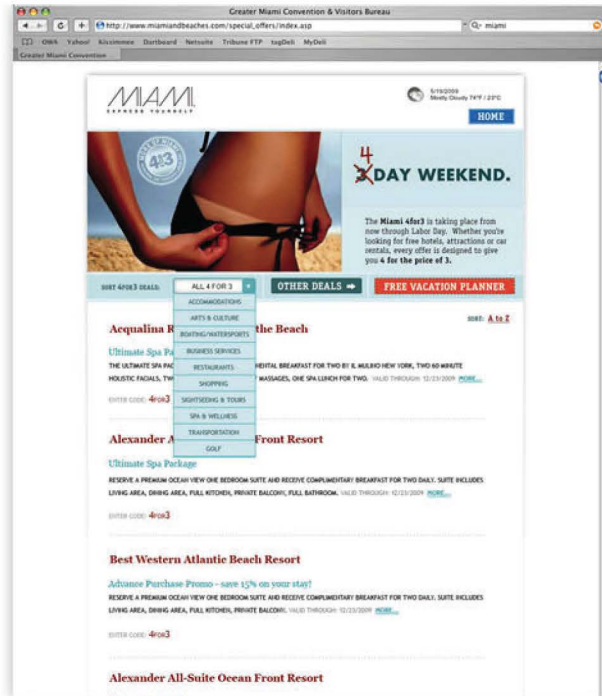
## Online/Digital:

Our approach was to showcase Miami's unique visual canvas as the backbone to deliver messaging across the travel purchase lifecycle. The multichannel media program featured video and rich media creative, and the media plan expanded outside of travel endemic content. Lifestyle content and behavioral segmenting and look-alike modeling found users that would closely relate to Miami's rich arts, music and lifestyle to build destination consideration, and performance media and online travel agency support assured incremental bookings.

A custom Spotify program sat on top of the whole campaign, driving over 16,000 new Facebook fans and 1,000 song entries with minimal investment, helping seed the branded messaging.

The "It's So Miami: People + Places" campaign changed Miami's brand perception: There was an 8% reduction in respondents saying that "Miami is all glitz and no substance" and a 4% lift in respondents saying that "Miami is rich with culture" and "Miami is unique."





## CASE STUDY #2

**Client:** Greater Miami Convention & Visitors Bureau  
**Program:** 443 Summer Campaign

### Client Requirements

The Greater Miami Convention & Visitors Bureau needed an aggressive marketing strategy to maintain revenue levels during the all-important summer season. Our Miami 4 for 3 program ran from Memorial Day through Labor Day offering visitors an incentive to add an extra day to their stay.

### The challenge, goals and objectives

- Drive visitation to Greater Miami and the Beaches during key summer travel period
- Showcase special offers and promotions from our hotel, restaurant and attraction partners and incent bookings
- Look to educate travelers Miami is a better value than other destinations
- Implementing a retail message in was critical to achieve short-term success [i.e. maintain stable visitation volume]
  - o Given economic rollercoaster
  - o Consumer migration towards more frugal mindset
  - o Destination deals flooding the market [i.e., get in the game or be deemed irrelevant]
  - o Evolving the typical GMCVB co-op approach
    - Requesting more robust/action stimulating retail deals from each participating partner vs. media plan subsidization
    - Triggering instant activation mindset among potential visitors



### **The challenge, goals and objectives**

- Drive visitation to Greater Miami and the Beaches during key summer travel period
- Showcase special offers and promotions from our hotel, restaurant and attraction partners and incent bookings
- Look to educate travelers Miami is a better value than other destinations
- Implementing a retail message in was critical to achieve short-term success [i.e. maintain stable visitation volume]
  - o Given economic rollercoaster
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  - o Destination deals flooding the market [i.e., get in the game or be deemed irrelevant]
  - o Evolving the typical GMCVB co-op approach
    - Requesting more robust/action stimulating retail deals from each participating partner vs. media plan subsidization
    - Triggering instant activation mindset among potential visitors

### **Strategy developed to achieve goals and objectives**

Our Miami 443 branding program was built around a high-reach plan designed to capture potential travelers in search of travel deals across multiple channels. We captured the most relevant audience through a variety of travel-focused sites (and channels) by surrounding specific deal-related information. We reach users not only in the core geographic markets (New York City, Philadelphia, Atlanta), but also in Boston, Chicago, and the entire U.S. Co-op opportunities were created to push partner hotel production by participating in a merchandising program with a well-known Online Travel Agent (OTA).

### **Approach selected and rationale for approach**

Our implementation strategy employed a two-pronged approach:

1. Support Partner "Deals" in key fly markets via promotional radio, digital and print (June/July) and in-state newspaper insert (June)
2. Emphasize instant activation via radio promotions and digital campaign

Print ads ran in key market newspapers, including the Miami Herald, Atlanta Journal Constitution, Charlotte Observer and Ft. Worth Star-Telegram. Our digital plan utilized a combination of display, search and email components with advertising on key luxury and travel planning sites like luxurylink.com, Travelocity.com, frommers.com, and lonelyplanet.com. All communications directed consumers to a dedicated 4 for 3 microsite which then channeled them to individual landing pages, featuring special offers from participating GMCVB partners.



### Strategy – Messaging:

- People are migrating towards more frugal mindsets
  - o Vacations represent opportunities to escape weighty times/issues
  - o But, times are tough and people are holding onto their money
- Benefit: Miami is your reward
  - o You deserve it
  - o You need to get away
  - o And, now you can experience the perfect escape for a lot less than you think
- Reason to Believe: Our all-inclusive 443 promotion
- Message: More the good stuff for a whole lot less!

### Strategy – Media:

- Two-pronged media approach:
  - o Driving mass awareness via print in key fly and drive-time feeder markets
  - o Emphasizing instant activation via
    - Radio – promotional trip giveaway
    - Robust digital campaign
      - ~ Effectively leveraging OTAs as critical component of our plan
- With all communications driving to a dedicated special offers microsite [aggregating all partner deals]

### Metrics selected and rationale for selection

The key performance indicators (KPI) selected for this program included:

- Overall impressions
- Total clicks to 443 offers
- Offer conversion rate

### Value delivered against chosen metrics

Results accomplished included:

- Overall impressions: 34,767,340
  - o Traditional generated 17,939,466 impressions
  - o Online generated 16,827,874 impressions
- Total clicks to 443 offers: 44,825
- Offer conversion rate: 11.37% – [5,097 actual]



**Commentary for how the brand was built, how its appearance and reach among target audiences were optimized and leveraged over time in various media and on multiple platforms; how co-op opportunities were identified and sold; how campaigns were managed to gain value within increasing cost to the client, etc. (What were initial successes & failures? How did your team adjust and capitalize on learning? What did you do to change your approach? What impact did your change in approach have on the goals of the client, its brand, business and its audience?)**

During the summer travel season, destination deals flood the market, and consumers are looking for affordable family vacations. The Greater Miami Convention & Visitors Bureau (GMCVB) needed to get in the game or be deemed irrelevant.

We came up with a compelling promotion called Miami 4 for 3. The program, which ran from Memorial Day through Labor Day, offered visitors an incentive to add an extra day to their stay. Visitors could take advantage of some pretty attractive hotel, attraction and dining offers designed to give them four for the price of three, including:

- 4 hotel nights for the price of 3
- 4 days car rental for the price of 3
- 4 rounds of golf for the price of 3
- Restaurants/retail shops offering 25% discount

Our ads employed a humorous take on things normally associated with three's – "Four Day Weekend," "Four's a Crowd," etc. We employed a two-pronged media approach:

1. Create mass awareness via print in key fly and drive-time feeder markets
2. Emphasize instant activation via radio promotional trip giveaway and a robust digital campaign leveraging online travel agents as a means of driving bookings.

All communications directed consumers to a dedicated 4 for 3 microsite, featuring special offers from participating GMCVB partners.



## Target Audience Optimization

### Targeting

- Contextual: highest content relevancy
- Destination: reach users interested specifically in Florida or Miami travel, regardless of origin
- Geo: heavy-up impressions in our core target markets
- Search: target users based on terms they are searching/have searched
- Re-targeting: reach users who have previously visited the GMCVB special offers page

### Buying

- Purchase media on both a CPM and CPC basis

CPC guarantees traffic to the landing page at minimal cost and allows for maximum ad exposure

- Pay only when a user clicks through to the site

### Creative

- Utilize a combination of standard, unique, and oversized units (where possible) for increased brand visibility
- Employ multiple creative executions and ad units to allow for optimization around best performing messages and sizes

### Optimization

- Optimize at the engine, keyword, copy, site, placement, creative size, and creative message levels

Based on conversion rate and cost per conversion

First optimizations will be made at the start of third week of campaign.

## Search Engine Advertising

- Reach qualified users searching for travel deals/information
- Incorporate an OTA search engine to leverage the site's extensive reach, yet remain focused on pushing only the co-op hotel partners

### Ad Networks

- High reach and efficiency with advanced targeting capabilities
- Combination of standard and contextual networks

### Travel Content Sites

- Online Travel Agents

Partner with an OTA on a merchandising program to push hotel partner production

- Deal-Focused Sites

Reach users in the proper mindset as they seek out travel deals

- Informational Sites

Relevant to consumers researching general travel information

### Publisher Emails

- Leverage publishers' opt-in databases to highlight Miami's 4 for 3 promotion to a travel deal/information-seeking audience

Dedicated emails (where possible) for 100% SOV



## Key Learnings/Campaign Adjustments

Implementing a retail message was critical to achieve short-term success [i.e., maintain stable visitation volume]. We evolved the typical GMCVB co-op approach by requesting more robust/action stimulating retail deals from each participating partner. This was a distinct departure from our brand-oriented co-op programs of the past.

## Impact of Change in Approach

Overall cost per conversion performance increased greatly compared to the prior campaign, maximizing conversions driven within the allocated budget.

Our cost per conversion decreased by \$1.14, while our and conversion rate increased by 36.33%. Returning visitors increased from 8.34% to 10.07% throughout the second half of the campaign, suggesting users came back to view additional deals or view deals in more detail. Accommodations continued to be the most appealing offers, Sightseeing and Tours and Arts & Culture increased category rank since the retail strategy was implemented.

- Strategy Recap:
  - o Drive instant activation by promoting "more of the good stuff for a lot less"
    - 4 for the price of 3
    - Deep cutting deals = no partner funding requested
- Support Recap:
  - o NY, Atlanta, Philly, In-State
    - Miami443.com
    - Newspaper
    - Radio Promotions
    - Internet
- Results:
  - o 34,767,340 – Total Impressions
    - 16,827,874 – Digital Impressions
    - 44,825 – Clicks on 443 Offers
    - 11.37% – Offer Conversion Rate [5,097 Actual]



## CASE STUDY #3

**CLIENT:** Greater Miami Convention & Visitors Bureau  
**PROGRAM:** Where Words Meet Campaign

### Client Requirements

Promote Greater Miami and the Beaches as a dynamic, world-class destination for vacation, business, and meetings. The Greater Miami Convention & Visitors Bureau formed a marketing partnership with The Beaches Council (Miami's economic development organization), American Airlines, Miami International Airport and PortMiami to create an offshoot of Miami's primary brand campaign. The "Where Worlds Meet" television campaign positions Miami as a global business center, as well as an inviting destination to live and play.

### The challenge, goals and objectives

#### Challenge:

Miami has established itself as a one-of-a-kind leisure destination. We needed to use that momentum to "educate" business people as well as travelers about the many reasons why businesses thrive in Miami-Dade County.

#### Goals/Objectives:

- Build awareness for Miami as a premier destination
- Demonstrate the value proposition of coming to Miami to visit and/or establish a business
- Generate leads for businesses who have an interest in setting up offices in Miami
- Remind people about the emotional benefits of living/visiting Miami (weather, culture, beach, etc.)



## Strategy developed to achieve goals and objectives

Developed a co-op partnership program: GMCVB, American Airlines, The Beacon Council, Miami-Dade County, Miami International Airport and PortMiami

### Strategy – Messaging:

- The integrated WWM campaign promotes Miami as the ultimate tropical, cosmopolitan tourism destination while showcasing our unique assets as a premier location to host meetings and conventions or to establish a business
- Executions focus on individual categories of commerce
- All traffic is directed to a microsite which is available in multiple languages
  - o [www.MiamiWhereWorldsMeet.com](http://www.MiamiWhereWorldsMeet.com)

### Strategy – Target:

The program targets both consumer and trade, including meeting planners and site selectors

- Categories of commerce include:
  - o Life Sciences/Bio-Medical
  - o Fashion Design and Architecture
  - o Aviation and Aerospace
  - o Tourism
  - o Financial Services
  - o Technology
- Geographies supported [in alpha order]:
  - o Argentina
  - o Brazil
  - o Canada
  - o France
  - o Italy
  - o Spain
  - o U.S. [primarily NY]

### Approach selected and rationale for approach

The TV spots feature humorous vignettes of typical business scenarios (i.e., office workers in

cube farm, a meeting between an associate and his boss, etc.) with a Miami lifestyle twist. These engaging spots use humor to creatively portray Miami as the perfect destination to live, work and play. Our media strategy incorporated a combination of :10 television billboards on CNN in Latin America, :15 spots in Canada and New York. We also ran a :30 spot TV scheduled in New York. The media schedule ran during key summer months. The campaign was designed to drive response to a multilingual microsite (MiamiWhereWorldsMeet.com).

### Strategy – Media:

- All geographies supported via robust print and Internet plan
  - o The New York Times was key driver of the plan
    - Five insertions in all markets [except Canada]
    - ~ Globe and Mail utilized to support CA
  - o Additional support in Magazines and Internet
    - Print: American Way/Nexos/ Celebrated Living, Expressions, Black Meetings & Tourism, Miami Herald International
    - Internet: NYTimes.com, CNN.com, Yahoo.com, UOL.com, ElPais.com, LeMonde.fr, Oestado.com, Clarin.com and MiamiHerald.com
    - ~ Using geographic and behavior targeting filters
  - o TV utilized in Europe and Latin America
    - CNNI and CNN En Español :10 Billboards

### Metrics selected and rationale for selection

The key performance indicators (KPI) selected for this program included:

- Overall impressions
- Total unique website visits
- Leads/referrals to the partners



## Value delivered against chosen metrics

Results accomplished included:

- Overall impressions: 121,715,446
  - o Print generated 22,047,060 impressions
  - o TV generated 28,627,357 impressions
  - o Online generated 71,041,029 impressions
- Total unique website visits: 104,652
- Total unique website: 9,933

**Commentary for how the brand was built, how its appearance and reach among target audiences were optimized and leveraged over time in various media and on multiple platforms; how co-op opportunities were identified and sold; how campaigns were managed to gain value within increasing cost to the client, etc. (What were initial successes & failures? How did your team adjust and capitalize on learning? What did you do to change your approach? What impact did your change in approach have on the goals of the client, its brand, business and its audience?)**

The response to our economic development campaign far exceeded our initial projections. In fact, both the GMCVB and The Beacon Council confirmed that "Where Worlds Meet" produced the highest response rate of any campaign to date. The campaign succeeded in driving consumers from all over the globe to the GMCVB microsite at a minimal cost per visit.

We leveraged the salient positioning we had already created for the Miami leisure brand to deliver a powerful economic development message built around key assets:

- Miami is a dynamic art, culture & design destination where inspiration comes from all over
- New Performing Arts Center, growing number of museums and galleries, emerging art movement
- Gateway to the Americas
- Evolving destination
- Dynamic infrastructure for business operations
  - o New and expanding airport and cruise terminals, strengthening and expanding academic base, growing international business, emerging technology center
- Financial Center



**Impact:**

- Total impressions far exceed initial projections
  - Driving extremely low CPMs
- Digital campaign performance was exceptional from a click through rate and cost per click standpoint
  - CTR average doubled industry standard
  - Successfully driving consumers to the GMCVB microsite at a minimal cost per visit
- Digital campaign was also highly effective at consistently driving new/unique visitors to the site
  - Subsequently, generating new leads for Miami
- International campaign drove significant volume of messaging and activity/interaction from around the world
  - Fairly even distribution of microsite visitors from all three key geographies [South America, Europe, North America]
- Average interaction time on the microsite exceeded 2.5 minutes
  - With most visitors going 5+ pages deep
- Although majority of visitors interacted with vacation section of microsite, sizable volume/even distribution of traffic to business, relocation and meetings sections also experienced



- Provide explanations and samples of how the team approaches the development brand architecture for a destination or travel product.

## BRAND DEVELOPMENT PROCESS

**THE FIRST STEP** in our process is to get as much information as possible from our clients about their business, goals, objectives, short and long-term plans, and their goods/services.

**THE SECOND STEP** is researching the various factors that will help us develop the brand architecture and create the communication strategy:

- Business landscape: macro-economic aspects of the market, consumer trends, state of the industry, socio-cultural environment, market information, technology adoption, competitors, etc.
- Communication landscape: competitive media investment, brand message and positioning, analysis of the characteristics and impact of the different media in a specific market, brand positioning, identification of the main media channels, etc.
- Target audience: key publics' insights, behavior, communities, audience studies, qualitative and quantitative research, social media sentiment analysis, main influencers, media consumption, etc.

**THE THIRD STEP** is to define the brand architecture, or strategic pillars. In order to develop this foundation, we need to answer critical questions:

- What is it that the brand promises?
- What are we trying to sell or promote?
- How are we going to grow?
- Why is our promise credible?
- Who's the consumer?
- How does our brand become relevant?
- What assets do we have to support our branding efforts?
- What are we delivering to our key publics?
- What's the personality of our brand?

**THE FOURTH STEP** is to create a communication strategy based on our learning from previous steps. This is a multidisciplinary effort that integrates technology developments, creative messaging, production and execution, social media community management and monitoring, digital and traditional PR, media planning, buying and trafficking.

In this phase, we create the launch plan, including defining spokes-people and developing the media message map. Once we define the plan, we develop the communications platform, including:

- Creating press materials
- Defining media targets
- Finalizing creative concepts

We work with our clients to ensure that our communication strategy aligns with their overall marketing plan. During this phase of the program, we would begin educating internal staff on the new messages and refined brand.

**THE FIFTH STEP** is one of our favorites. Using analytical tools and market intelligence we test, measure, refine and evaluate the results of our branding campaigns, creating continuous cycles of optimization in order to achieve the goals and objectives of our client.

We provide monthly action plan and results reports that allow us to continuously refine and retarget our messages.



## Communication Objectives



## Adoption Cycle & Communication Stages

### ADOPTION CYCLE



### COMMUNICATION STAGES





## Key Factors for Adoption & Tactical Focus

<b>COMPATIBILITY</b>	Relevant to the consumer's life	<b>EMOTIONAL IMPACT</b>	<ul style="list-style-type: none"> <li>• Traditional media</li> <li>• Celebrity endorsement</li> </ul>
<b>ADVANTAGE</b>	Improvements vs. older generations	<b>BENEFITS INFORMATION</b>	<ul style="list-style-type: none"> <li>• Website</li> <li>• Point-of-sale materials</li> </ul>
<b>SIMPLICITY</b>	High difficulty = low adoption	<b>BRAND POSITIONING</b>	<ul style="list-style-type: none"> <li>• Campaign message</li> <li>• Product demonstration</li> </ul>
<b>TRIALABILITY</b>	Experience the service and/or product	<b>STIMULATE USAGE</b>	<ul style="list-style-type: none"> <li>• Promotional activities</li> <li>• Loyalty program</li> <li>• In-store and hands-on activities</li> </ul>
<b>OBSERVABILITY</b>	Innovation visible to non-adopters	<b>BRAND AMBASSADORS</b>	<ul style="list-style-type: none"> <li>• Social media sharing</li> <li>• Invite Friends promotions</li> </ul>



## Messaging by Communications Channels

EMOTIONAL ATTRACTION	RATIONAL BENEFITS	VALUE PROPOSITION	ADDED VALUE	COMMUNITY ENGAGEMENT
TV SPOT	WEBSITE	WEBSITE	LOYALTY PROGRAM	LOYALTY PROGRAM
ENDORSEMENT	EMAIL	EMAIL	WEBSITE	FRIEND REFERRAL
RADIO	ONLINE MEDIA	ONLINE MEDIA	EMAIL	WEBSITE
PRINT	SEARCH	MOBILE: SMS	ONLINE MEDIA	EMAIL
OOH	PRESS	IN-STORE	MOBILE: SMS	SOCIAL MEDIA
PR EVENTS	DIGITAL PR	HANDS ON	IN-STORE	
SOCIAL MEDIA	IN-STORE	PROMOTIONS	PROMOTIONS	
	HANDS-ON	SOCIAL MEDIA	SOCIAL MEDIA	
	SOCIAL MEDIA			



## Call to Action by Communication Channels

### TRADITIONAL MEDIA

- Service registration
- Go to stores
- Visit Website
- Join us on social media
- Promotions

### CELEBRITY ENDORSEMENT

- Service registration
- Visit stores
- Promotions
- Visit Website
- Join us on social media
- Refer your friends

### ONLINE MEDIA

- Visit Website
- Join us on social media
- Promotions
- SEARCH: visit Website

### SMS

- Service registration
- Promotions

### WEBSITE

- Service registration
- Subscribe to email
- Join us on social media
- Promotions
- Refer your friends
- Purchase online

### EMAIL

- Service registration
- Visit Website
- Join us on social media
- Promotions
- Refer your friends
- Purchase online

### SOCIAL MEDIA

- Visit Website
- Service registration
- Subscribe to email
- Promotions
- Refer your friends
- Share your experience
- Buy online

### IN-STORE & HANDS ON

- Try the service
- Service registration
- Subscribe to email
- Promotions



- c. Provide explanations and samples of how the team approaches group sales marketing for a destination or travel product.

## Meet Puerto Rico

### PRINT

#### The Situation

Meet Puerto Rico is the organization that markets and sells Puerto Rico to meetings and convention planners. While Puerto Rico enjoys tremendous popularity as a vacation destination, it isn't always top of mind for meetings and conventions. We needed to strengthen Puerto Rico's competitive position in the Americas (and abroad) by increasing awareness of the island's outstanding meeting facilities and services. Puerto Rico has everything a meeting planner or group needs and wants, but that's just the cost of entry. Our challenge was to market Puerto Rico as a meeting destination based on the brand's strongest asset – a sophisticated, state-of-the-art meeting destination located on an idyllic tropical island in the Caribbean. While meeting planners know of Puerto Rico's tropical beauty, fine dining and first-class hotels and resorts, they don't always make the connection that these attributes are what attract delegates to a meetings destination. We needed to help planners understand that the true value of meeting in Puerto Rico is about how these elements come together to create a singular, memorable and distinctive experience for their delegates.

#### Our Solution

Our campaign captures the benefits of hosting a meeting or convention in Puerto Rico. We combined visuals featuring the natural beauty of Puerto Rico's beaches, rainforests, undersea life, and golf courses with copy that underscores what makes Puerto Rico an ideal meetings destination. In one ad, the copy reads, "Puerto Rico offers 1.2M sq. ft. of meeting space, 14,000 hotel rooms, 2,000 dining options, hundreds of non-stop flights." Our campaign theme, "On a tropical island. In the Caribbean." goes on to describe what makes Puerto Rico a unique meetings destination. In addition to the branding campaign, Relebrand created a new logo that incorporates a color scheme of green and blue inspired by Puerto Rico's most prized natural attributes – lush tropical flora and sparkling blue water. Other elements include a redesigned website ([www.MeetPuertoRico.com](http://www.MeetPuertoRico.com)), new collateral materials, a new tradeshow booth and tradeshow uniforms, as well as a destination video for the meetings market.

#### The Results

Meet Puerto Rico exceeded its annual sales goal, securing over 189,000 room night bookings. This translates into 409 groups and more than 100,000 delegates. The Puerto Rico Convention Center booked 30,394 room nights, representing a 69 percent increase over the prior year. Revenue from the room nights gave Puerto Rico's economy a boost of \$110 million.



PUERTO RICO  
CONVENTION CENTER



Meet  
Puerto  
Rico



A corporate itinerary in Puerto Rico with fine dining, championship golf, hiking, museums, history, culture, shopping, yadda yadda yadda, yadda, yadda yadda, yadda, yadda, yadda, yadda yadda, yadda, yadda yadda on a tropical island. In the Caribbean.

**NO U.S. PASSPORT REQUIRED**

When you need your next meeting to be more than a meeting, head away from the mainland. Head off the mainland. Contact the professional. Meet Puerto Rico team at 1.800.976.4795 [MeetPuertoRico.com](http://MeetPuertoRico.com). Escape the conventional.

**Meet Puerto Rico**

Commonwealth of Puerto Rico




When you need your next meeting to be more than a meeting, head away from the mainstream. Head off the mainland. Contact the professional Meet Puerto Rico team at 1.800.875.4765 [MeetPuertoRico.com](http://MeetPuertoRico.com).  
**Escape the conventional.**







## WEB BANNERS



When you need your next meeting to be more than a meeting, head away from the mainstream. Head off the mainland.

**Escape Now.**



On a tropical island. In the Caribbean.

**Meet Puerto Rico**  
Escape the conventional.



**VISIT US**



When you need your next meeting to be more than a meeting, head away from the mainstream. Head off the mainland.

**Escape Now.**

Contact us at 1.800.875.4765  
[MeetPuertoRico.com](http://MeetPuertoRico.com)

**Meet Puerto Rico**  
Escape the conventional.

**Meet Puerto Rico**  
Escape the conventional.

On a tropical island.  
In the Caribbean.


**Plan your next meeting here.**



When you need your meeting to be more than a meeting, head away from the mainstream. Head off the mainland.  
Contact Meet Puerto Rico at 1.800.875.4765





## WEB BANNERS



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Escape the conventional.

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In the Caribbean.

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Contact Meet Puerto Rico at 1.800.875.4765



## 2.2 Account Management:

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- a. Indicate how the team will handle account management of the annual advertising budget, including creative production, digital production, and media placements.

Our communication structure is built around our Brand Value Agency Leader model. Because we work with many out-of-town clients and agency partners, we have a philosophy that communication between the agencies account teams and our client counterpart should be as efficient as if we were right down the street. The project team is made up of representatives from each department: account service, creative, media, technology, social, production and administration. This team oversees all activities under the guidance of the agency President.

The team meets on a regular basis to review progress and status on the roster of their client's assignments. These meetings give each team member an opportunity to present ideas, review challenges and seek the advice and assistance of their fellow team members. Client representatives participate in these meetings, as appropriate.

Our project management systems are our digital communication hubs where all members of the project team — including our clients — can track all of their creative and media output, review all proposals and creative concepts and send comments and suggestions to their account representative in real time.

We believe that our structure should be as flat as possible giving clients access to all of our experienced team. For this project we would allocate a full-time marketing manager (account manager) supported by a marketing coordinator (account coordinator) working hand in hand with agency President Roberto S. Schaps.

Relebrand will use our online project management system (Mavenlink) in order to ensure that the tracking and coordination of all steps in the projects are monitored and fulfilled correctly. Weekly status calls with the client; monthly status onsite visits; monthly, quarterly and annual recaps of all results; and the fact of having dedicated teams in all levels of service (Creative, Account Management, IT, Strategy, Analytics) will ensure that all aspects of the relationship will be at client's expectation level of service.

Because of the nature of your business, we have dedicated a creative team that has experience working in the tourism sector. Our goal when developing creative solutions is to enhance the consumer's relationship with the brand. After a thorough analysis of the client's objectives, we set a strategy anchored on key value ideas. We explore how these ideas will play out in the real world; how much they will deliver on objectives; how much they can grow in different media platforms; and finally, how quickly can consumers own them and make them grow organically.

We begin by uncovering what's most compelling and powerful about a brand. Next, we determine the best way to express that idea across all points of consumer contact. Lastly, we must ensure that our brand message is consistent across all channels of communication.

Along the way, we make sure everyone involved, from customers to company staff, understands the brand and what it stands for. Our goal is to turn brand stakeholders into brand evangelists.



- b. Indicate research, overall business intelligence and tourism industry knowledge specific to direct marketing organizations (DMOs) or a tourism product.

Relebrand has a comprehensive background in all areas of the tourism industry – from destinations to hotels, resorts and spas, attractions, airlines, airport authorities, hotel groups and co-ops, cruise lines, car rental companies, restaurants and industry associations. And specifically to DMOs, we have worked with Miami, Kissimmee, Toronto, Mississippi's Gulf Coast, Springfield, MO, Alabama Gulf Shores, Gettysburg, PA, Peru, Puerto Rico, Guatemala and El Salvador. In fact, we may be the only agency partnership out there that has created strategies for countries, states, counties, cities and even a commonwealth.

If that weren't enough, the DMAI (now Destinations International) — the organization that administers DMOs — was our client as well.

And it all goes back to 1992 when the agency won the Greater Miami Convention & Visitors Bureau account. And today we're proud to say that we are still working for them. It's these more than 25 years that have taught us all aspects of how to market a destination. And we're proud to know that we've helped the GMCVB make Miami one of the leading travel destinations in the world.

We developed campaigns to market to tourists in the United States and around the world. We created programs to reach the travel trade and implemented strategies to promote to the meetings planners. We developed local programs to support the tourism industry and worked on cooperative advertising programs. Not only with local industry partners, but also with Brand USA and VISIT FLORIDA. As a matter of fact, Relebrand, under Roberto's efforts, served as the lead to coordinate international efforts implemented through Brand USA and VISIT FLORIDA.

You see that we know your business. That we understand the pivotal role of brand marketing in the travel industry. That we know how to provide you with the services you need to continue to make GFLCVB a successful DMO and Greater Ft. Lauderdale one of the leading tourism destinations in Florida.

But there's one more important reason why our DMO experience should matter to you. You see, we already know that your most important customers are not only Ft. Lauderdale's tourists. What we also know is that a list of your most important clients also includes your DMO and industry stakeholders and partners.

So it makes the most sense for you to work with a combined team that understands how those business people think. And that's where our extensive experience becomes so important. Because we've worked with so many DMOs and helped them build their own partner programs, we know what makes them tick.

We deeply understand how to develop relevant messages that will attract the many faces of the Ft. Lauderdale visitor — in turn, delivering value not only to you but also to each and every one of your strategic partners.

And what's more, Roberto regularly attends the preeminent travel industry shows, such as Florida Governor's Conference on Tourism, IPW, WTM, FITUR, and IMEX, among others. This of course gives him the opportunity to be in the know of the latest developments in the industry.



Here's a list of our experience:

- Alabama Gulf Coast CVB
- Bal Harbour Village Tourism
- Coconut Grove Business Improvement District
- DMAI (now Destinations International)
- El Salvador
- Gettysburg CVB
- Government of Puerto Rico
- Greater Miami CVB
- INGUAT (Guatemala Tourism Board)
- Kissimmee CVB
- Meet Puerto Rico (Puerto Rico Convention Bureau)
- Miami Beach
- Miami Downtown Development Authority
- Mississippi Gulf Coast CVB
- New Smyrna Beach Area CVB
- Palm Beach County CVB
- PromPeru (Peru Tourism Board)
- Springfield, MO CVB
- Sunny Isles Beach Tourism and Marketing Council
- Tourism Toronto
- Town of Surfside



## 2.3. Media Planning and Buying:

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### a. Indicate how the team can leverage value-added opportunities.

As for all the media plans we custom-tailor, media negotiations begin with an in-depth conversation with prospective media partners to provide them with a complete understanding of our goals and strategies. We believe it is necessary for our partners (media publishers) to understand, from the get-go, our objectives and priorities in order to develop the most appropriate, impactful media programs, as well as proposals that best leverage their properties' unique strengths that can benefit our clients.

We view our relationships with the media as true partnerships, in which we all have the ultimate goal of providing clients with the greatest value for their advertising dollars — and the greatest impact for their messaging. And while we always strive for the best value we can secure, that doesn't always mean the lowest CPM. We approach each vendor/partner with an open mind, to discover what it is they can offer that's of greatest value for our client, based not only on their available assets and flexibility, but also on each client's unique set of priorities and objectives. And sometimes the greatest value comes from elements that can extend visibility far beyond the cost of the media (e.g., press pickups; social media buzz), for which a CPM premium on paid media may be acceptable.

Our planning/negotiation process begins with live conversations followed by RFPs to prospective media partners in which we outline, in great detail, our objectives and priorities, and provide them with the basis upon which our eventual media recommendations will be made.

Once media proposals have been received, we conduct a comprehensive review to compare and contrast all offers that are on the table, and then go back to each partner and offer them the opportunity to strengthen their proposal so as to make it more competitive. Reality is, there are always far more good media opportunities to choose from than there is budget to go around, and the best proposal/packages are always the result of several rounds of negotiations.

Recommended media are then selected (in general) on the basis of:

- Environmental/editorial "fit" with clients' positioning and message
- Demographic and psychographic fit with prospect definition(s)
- Appropriateness of value-added elements to messaging goals be they event tie-ins, editorial support, digital add-ons, etc.
- Overall media value vs. cost (including assessment of value-added elements)
- Relative efficiency vs. other/comparable media under consideration
- Creative aspects of the media proposal that have the potential to extend presence via press pickups, social media buzz, etc.

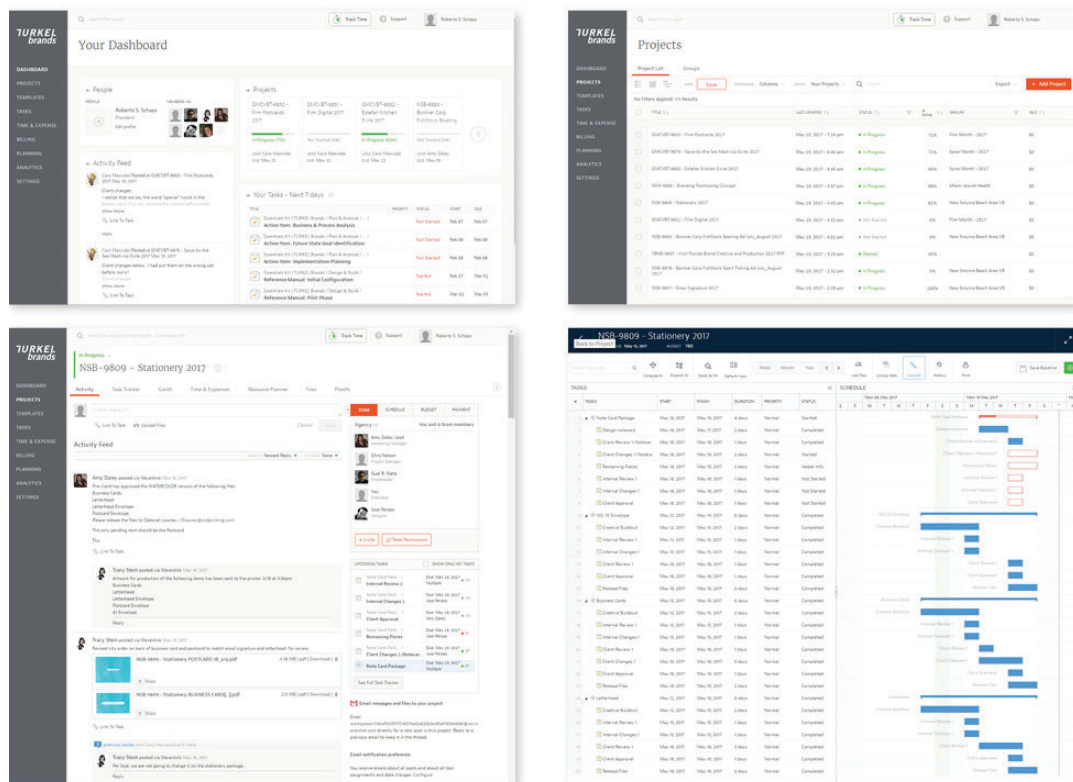


- b. Indicate how the team would handle industry co-op advertising opportunities and leverage media buys and sponsorships.

Because we've worked with many CVBs over the years, we're quite capable of managing turnkey co-op programs. We will rely on our management system (Mavenlink) to coordinate all aspects of the co-op program. Our system gives us the ability to:

- Set up each GFLCVB Partner as an individual client.
- Open individual projects for each co-op deliverable being requested by the Partner.
- Give access to each project to GFLCVB to monitor the progress and review the assets for approval.
- Give access to the Partner to review the assets for approval.
- Prepare a detailed schedule to be monitored by all parties. This schedule would include specific tasks for each party as well as manage milestones and deadlines for the final delivery of the assets to the media vendors.
- If required, manage costs needed to produce the assets.

Below are some screen shots of the various sections of our management system (Mavenlink).





### 3) Past Performance Evidence of Knowledge and Experience

Describe prime Vendor's experience on projects of similar nature, scope and duration, along with evidence of satisfactory completion, both on time and within budget, for the past five years. **Provide a minimum of three projects with references.**

#### Project 1:

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- **Client:** Greater Miami Convention & Visitors Bureau
- **Name:** Rolando Aedo, COO
- **Duration:** More than 25 years starting in October 1993 and continuing to this day
- **Scope:** Through the years we have provided, brand development, strategic planning, research, advertising campaigns, marketing materials, production services, media planning/buying (traditional/digital/social), co-op programs, promotions, crisis management, marketing counsel
- **References or Testimonials (evidence of satisfactory completion):** Please refer to the Vendor Reference Verification Form included in the RFP response.

#### Project 2:

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- **Client:** New Smyrna Beach Area Visitors Bureau
- **Name:** Debbie Meihls, Executive Director
- **Duration:** More than 2 years starting in October 2016 and continuing to this day
- **Scope:** Strategic planning, brand development, advertising campaign, marketing materials, production services, media planning/buying (traditional/digital), marketing counsel
- **References or Testimonials (evidence of satisfactory completion):** Please refer to the Vendor Reference Verification Form included in the RFP response.

#### Project 3:

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- **Client:** Barry University
- **Name:** Michel Sily, AVP Marketing
- **Duration:** More than 6 years starting in July 2013 and continuing to this day



- **Scope:** Strategic planning, brand development, advertising campaign, marketing materials, production services, media planning/buying (traditional/digital/social), marketing counsel
- **References or Testimonials (evidence of satisfactory completion):** Please refer to the Vendor Reference Verification Form included in the RFP response.

#### **Project 4:**

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- **Client:** Meet Puerto Rico
- **Name:** Milton Segarra, currently the CEO of Visit Mississippi Gulf Coast
- **Duration:** 5 years starting in October 2013 through September 2018
- **Scope:** Strategic planning, brand development, advertising campaign, marketing materials, production services, media planning/buying (traditional/digital/social), marketing counsel
- **References or Testimonials (evidence of satisfactory completion):** Please refer to the Vendor Reference Verification Form included in the RFP response.



Provide references for similar work performed to show evidence of qualifications and previous experience. **Refer to Vendor Reference Verification Form and submit as instructed.**

In addition to information requested on the Vendor Reference Verification Form, append the following information for each project/reference:

#### **Greater Miami Convention & Visitors Bureau**

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a. List Firm's project manager and other key professionals involved on the project/contract.

Over the years of managing the GMCVB relationship we had different project managers. And currently Carolina Masvidal is actually imbedded in their offices to provide more effective management of the account.

The account was always supported by the same key team included in this RFP response. That includes: Tom Langley, Sr. Art Director, Jose Perozo, Sr. Designer, Antonio Marquez, Strategy Director and Sara Saiz, Managing Director.

And as described earlier, Roberto S. Schaps, has been involved in all aspects of the account.

a. Identify if the project included any of the following:

i. Minority Demographic markets, including U.S. Domestic, African American, women owned, LGBT+ and Latino markets.

As you can see from the case study that follows, we helped GMCVB market to audiences including international markets.

ii. Provide description of the organization's services, creative portfolio examples, and specific account processes (e.g. contract structure, billing, communication protocols with vendor and client, etc.)

Please refer to the case study that follows.

iii. Indicate the company's specific expertise in integrated marketing communications.

Please refer to the case study that follows.

iv. Identify any examples of co-op advertising opportunities and leverage media buys and sponsorships provided under project/contract.

Please refer to the case study that follows.



# Greater Miami Convention & Visitors Bureau

## IT'S SO MIAMI People + Places Campaign

Over the last 20+ years we have moved Miami's image and brand from another sun destination to one of the top four most desired tourism brands in the country (along with New York, Las Vegas, and Orlando).

The success of this campaign demonstrates our ability to create a powerful and ownable destination brand positioning that targets a variety of market segments including, leisure, travel trade, meetings and conventions, and international. The campaign clearly illustrates the Miami brand evolution from a sun-and-fun winter escape to a year-round global destination that meets the interests and expectations of today's discerning traveler. It allows us to convey Miami's unique mix of heritage, multicultural, arts and dining experiences within the framework of the destination's diverse neighborhoods. People + Places easily adapts for Miami's multicultural audiences such as LGBT, Hispanic and African-American niche markets. Highlighting these offerings encourages visitors to discover new and unexpected sites and therefore extend their stay.

Unlike most agencies, we take the lead in development of the GMCVB marketing plan. As the brand steward, we ensure that all of the CVB's partner agencies understand the brand positioning and execute a consistent brand message across all points of communication.

### Client Requirements

Miami is already a popular vacation destination, but the Greater Miami Convention & Visitors Bureau wanted to expand the brand beyond surf and sun to drive visitation past the core weather travelers. Competing against domestic destinations like New York City and Las Vegas, and international destinations like Rio de Janeiro and Barcelona, the GMCVB needed to prove Miami's art, culture, music, food and lifestyle are world class to the world's (dubious) travelers.

Since the creation of Brand USA, Relebrand has been responsible for managing the marketing initiatives on behalf of the GMCVB. The CVB also asked us to manage the Bureau's international marketing relationship with VISIT FLORIDA. We work with these partners to execute marketing programs in Miami's top and emerging international markets, including the NFL in London, the World Cup in Brazil and comprehensive campaigns in Europe and Latin America. Relebrand' functions as the GMCVB brand steward, coordinating program implementation with both Brand USA and VISIT FLORIDA, as well as managing the budgets for each campaign.

### Objectives

Our primary objective is to build on the success of our original "It's So Miami" campaign by shifting the focus of our brand message from promoting destination-centric "Miami Moments" to positioning those moments in the context of the rich experiences visitors will discover by exploring our individual neighborhoods. This new neighborhood-centric approach allows visitors to associate our Miami Moments with an authentic location and engaging personal anecdote from a local resident's unique perspective.

Increasing the prominence of partners in the design, as well as providing a consistent and contextual approach to how partners are showcased, delivering greater clarity and value to GMCVB membership.

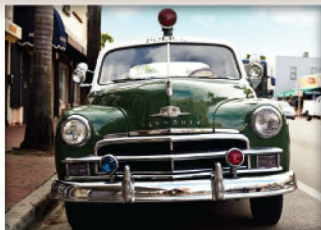


## PRINT



Frutería "Los Pinareños"  
on SW 8th Street

Leave it to  
Miami's Little Havana  
to add a shot of Cuban Coffee  
to a banana milkshake.



I'm Jose and here in Little Havana we love our Cuban coffee so much you can find it everywhere. In local restaurants, hand-rolled cigar shops and Domino Park. Even at the local *frutería* juice stand in a banana milkshake. Come explore my Little Havana neighborhood and other great neighborhoods at [ItSoMiami.com](http://ItSoMiami.com)

**LITTLE HAVANA – IT'S SO MIAMI®**

©Greater Miami Convention & Visitors Bureau – The Official Destination Sales & Marketing Organization for Greater Miami and the Beaches.



## Strategy

Miami visitors want to be active, engage in culture, and explore the local neighborhoods. They are looking for authentic experiences, and they want to experience a destination from the local's point of view. We evolved our "It's So Miami" campaign to focus on Miami's varied neighborhoods, focusing on interesting things to see and do from the perspective of local residents.

## Brand Positioning

In an effort to meet the demand for authentic vacation experiences, we created phase two of our brand campaign, "It's So Miami: People + Places." Local residents take consumers on a guided tour of their favorite Miami neighborhood spots, inspiring visitors to create their own unique vacation itineraries. Elevating the priority of the neighborhoods as an overarching approach allowed GMCVB to incorporate content promoting its members and business partners (hotels, dining, events, arts and culture, beaches, shopping). Our "It's So Miami: People + Places" campaign shifted the brand perception of Miami beyond the beach, and enabled consumers to discover and self-identify with the unique personalities of each of Miami's unique neighborhoods.

## Target

- Demographically, prospect is defined as A35-64, HHI \$75K+, graduated college+, with a skew to HHI \$100K+ and additional consideration of baby boomers
- Psychographically, prospects likely share many of the same attributes/equities as the Miami brand:
  - Cosmopolitan
  - Sophisticated/Worldly
  - Savvy/In-the-know
  - Experiential/Socially engaged
  - Experimental/Adventurous
  - Trendy
  - Hip
  - Sexy

## Implementation

Elevating the priority of the neighborhoods as an overarching approach allowed GMCVB to incorporate content promoting its members and business partners (hotels, dining, events, arts & culture, beaches, shopping). Our "It's So Miami: People + Places" campaign shifted the brand perception of Miami beyond the beach, and enabled consumers to discover and self-identify with the unique personalities of each of Miami's unique neighborhoods.

## Media Implementation

(seasonality/timing, placement, etc.):

- Print scheduled to provide continuity of messaging with skew to key winter travel months
- Given limited budget and heavy skew toward Miami's top 5 feeder markets, media buys focused on local/ regional buys to provide strong support primarily in New York, Chicago, Philadelphia, Washington D.C. and Boston; secondarily in the eastern regional market overall. Media included *The New York Times* (New York metro and national magazine editions), *The Wall Street Journal* (New York metro edition), *AFAR Magazine* (National), *Chicago Magazine*, *Endless Vacations* (Eastern Region + Illinois), *Modern Luxury* magazine titles *Manhattan*, *Beaches* (Hamptons), *CS* (Chicago), and *DC*, and *Undiscovered Florida* VISIT FLORIDA Co-op, to support key states: New York, New Jersey, Alabama, Illinois, Washington D.C., Virginia, Georgia, Florida
- Niche markets included African-American (*Black Enterprise*, *Ebony*, *Harlem Times*, *Pathfinders*, *Savoy* and *Uptown*), *Eco Tourism* (*Undiscovered Florida*), and LGBT (*Damron's Men's and Women's Travel Guides*, *The Advocate*, *Out Magazine*, *Spartacus*).
- Internationally, print buy was limited to Latin America (pan-regional), and *Spartacus* (Germany/LGBT).



# PRINT

The Venetian Pool, Coral Gables

*It's not so much a pool  
as a museum you can swim in.*

Immerse yourself in the historic Venetian Pool. Explore the famed Biltmore Hotel and Golf Course. Romance your special someone wandering Miracle Mile. Lose yourself in our shops and gourmet menus. I'm Mitchell, and I can tell you that a neighborhood with history is irresistible. See for yourself—watch my Coral Gables video, and then explore Miami's other unique neighborhoods at [ItSoMiami.com](http://ItSoMiami.com)

**CORAL GABLES — IT'S SO MIAMI®**

©Greater Miami Convention & Visitors Bureau — The Official Destination Sales & Marketing Organization for Greater Miami and the Beaches.

*Just another  
typical traffic jam  
in Miami's Coconut Grove.*

Coconut Grove is a small, laid-back village right on Biscayne Bay. In fact, we're so laid back the peacocks have the right of way. I'm Dmitri, come along on a ride with me in Miami's oldest neighborhood and I'll introduce you to the beautiful parks, funky galleries and cool sidewalk cafes of my hometown. You can see my Coconut Grove video and other great neighborhoods at [ItSoMiami.com](http://ItSoMiami.com)

**COCONUT GROVE — IT'S SO MIAMI®**

©Greater Miami Convention & Visitors Bureau — The Official Destination Sales & Marketing Organization for Greater Miami and the Beaches.

Little Haiti Cultural Center, Miami

*In Miami's Little Haiti  
the long lines actually are the party.*

A former lemon grove — and just as flavorful — Little Haiti is part Port-au-Prince, part bohemian, with a healthy serving of French and Creole, and a little of our own. I'm Sandy, inviting you to explore Little Haiti. Start with my video, and then explore Miami's other unique neighborhoods at [ItSoMiami.com](http://ItSoMiami.com)

**LITTLE HAITI — IT'S SO MIAMI®**

©Greater Miami Convention & Visitors Bureau — The Official Destination Sales & Marketing Organization for Greater Miami and the Beaches.

Wynwood Walls, Mural by Miss Van

*In Miami's Wynwood,  
the walls have ears.*

In my neighborhood, art is everywhere and inspires everything. You can find it on the walls and doors. You can buy it in the galleries. You can taste it at our hip restaurants, coffee shops, and local breweries. I'm Matt, check out my Wynwood video guide and learn about other cool neighborhoods at [ItSoMiami.com](http://ItSoMiami.com)

**WYNWOOD — IT'S SO MIAMI®**

©Greater Miami Convention & Visitors Bureau — The Official Destination Sales & Marketing Organization for Greater Miami and the Beaches.



## Out-of-Home Implementation

- Formats/types selected on basis of:
  - Efficient reach of commuters/Manhattan professionals
  - Dynamic messaging (video), in “hip” areas of Manhattan
  - Ability to showcase multiple creative executions
- Scheduled spring/summer to support off-season/shoulder travel
- Buy included:
  - Subway two-sheets with citywide distribution – 395 units total
  - Digital video screens in Times Square and Macy’s Herald Square, with a total of 13,100 :30-second spots over three-month schedule (April – June)

## Online/Digital Implementation

Our approach was to showcase Miami’s unique visual canvas as the backbone to deliver messaging across the travel purchase lifecycle. The multichannel media program featured video and rich media creative, and the media plan expanded outside of travel endemic content. Lifestyle content and behavioral segmenting and look-alike modeling found users that would closely relate to Miami’s rich arts, music and lifestyle to build destination consideration, and performance media and online travel agency support assured incremental bookings. A custom Spotify program sat on top of the whole campaign, driving over 16,000 new Facebook fans and 1,000 song entries with minimal investment, helping seed the branded messaging.

## WEB BANNERS



## VIDEO





## Product Development

Part of our marketing initiative is to work with GMCVB to create programs that allow GMCVB's partners and strategic community partners to attract visitors and generate revenue for their businesses. In addition to supporting the Miami Temptations program, Relebrand is responsible for Media Planning and Buying.

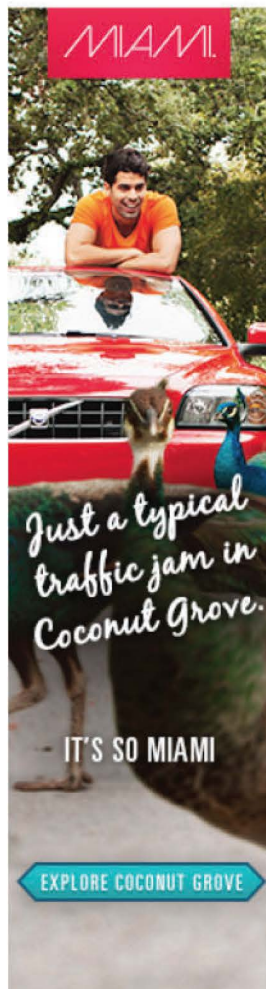
## Key Programs

<b>MIAMI CRUISE MONTH</b> january	<b>MIAMI ROMANCE MONTH</b> february	<b>SHOP MIAMI MONTH</b> march	<b>MIAMI SPORTS MONTH</b> april
<b>MIAMI MUSEUM MONTH</b> may	<b>MIAMI FILM MONTH</b> june	<b>MIAMI SPA MONTH</b> july+august	<b>MIAMI SPICE MONTH</b> august+september
<b>MIAMI ATTRACTIONS MONTH</b> october	<b>MIAMI LIVE MONTH</b> november	<b>MIAMI HERITAGE MONTH</b> december	OFFICIAL SPONSOR: 



## How We Market To Them

Since the creation of Brand USA, Relebrand has been responsible for managing the marketing initiatives on behalf of the GMCVB. The CVB also asked us to manage the Bureau's international marketing relationship with VISIT FLORIDA. We work with these partners to execute marketing programs in Miami's top and emerging international markets, including the NFL in London, the World Cup in Brazil and comprehensive campaigns in Europe and Latin America. Relebrand' functions as the GMCVB brand steward, coordinating program implementation with both Brand USA and VISIT FLORIDA, as well as managing the budgets for each campaign.





## DIGITAL

**MIAMI**  
GREATER MIAMI AND THE BEACHES

PLACES TO SEE THINGS TO DO DEALS SEE MIAMI LIVE

**IT'S SO MIAMI**

Much more than swaying palms and gentle surf, Miami is home to an unmatched array of neighborhoods – each one uniquely beguiling and inviting your discovery.

[EXPLORE OUR NEIGHBORHOODS >](#)

**HISTORIC OVERTOWN**

Vibrant, eclectic, and now thriving, Historic Overtown's cultural roots reveal many stories, from Jackson's Soul Food to the "Little Broadway" of Lyric Theater – once host to Count Basie, Aretha Franklin, and Patti LaBelle.

**LITTLE HAITI**

The cultural heart for the Haitian diaspora, Little Haiti boasts galleries, dance and theater performances at the Little Haiti Cultural Center, a Haitian book and music store.

**LITTLE HAVANA**

Dona guayabera, grab a cafecito, visit Domino Park, and a truteria (fruit stand) – maybe even light up a hand-rolled cigar. The best of Little Havana awaits, including its famous black beans, rice, and sweet fried plantains.

**COCONUT GROVE**

Miami's oldest neighborhood is laid back, quirky, and home to banyan-shaded bistros, unique boutiques, and waterfront parks. Get to know its bohemian heritage, its galleries, as well as its resident peacocks and artists.

**SOUTH BEACH**

From Biscayne Bay's stellar views to top-notch bars and restaurants on every corner to the Pérez Art Museum Miami and Adrienne Arsht Center for the Performing Arts, Downtown Miami immerses you in culture and the arts.

**DOWNTOWN**

From Biscayne Bay's stellar views to top-notch bars and restaurants on every corner to the Pérez Art Museum Miami and Adrienne Arsht Center for the Performing Arts, Downtown Miami immerses you in culture and the arts.

**WYNWOOD**

Once home to warehouses, the Wynwood neighborhood has blossomed into a living, breathing museum of the streets, a muse for residents and guests alike. Experience its art on walls, in steins, and on your plate.

**CORAL GABLES**

Mediterranean architecture, tree-lined streets, the timeless Biltmore Hotel, the classic Venetian Pool, plus countless one-of-a-kind boutiques and restaurants on Coral Way and Miracle Mile – the historic beauty of Coral Gables awaits you, under your surfboard, or your beach towel.

[EXPLORE MIAMI](#)

**THERE'S NOTHING LIKE GOING OUT AT NIGHT ON SOUTH BEACH.**

View from Sunset Harbor, Miami Beach.

**MIAMI**  
GREATER MIAMI AND THE BEACHES

A sunset paddle on the bay. Pitchers and pool at a local dive bar. Cracking stone crabs with a mallet. Rooftop lounge sofas. Visit South Beach and our other great neighborhoods at [ItSoMiami.com](#)

**SOUTH BEACH – IT'S SO MIAMI®**

Greater Miami Convention & Visitors Bureau – The Official Destination Sales & Marketing Organization for Greater Miami and the Beaches.

**MIAMI BEACH**  
CENTENNIAL  
[MiamiBeach100.com](#)

**MIAMI**

**GAZE AT GATORS IN THE EVERGLADES**

IT'S SO MIAMI

**MIAMI**  
GREATER MIAMI AND THE BEACHES

**STROLL IN SOLITUDE IN Surfside**

IT'S SO MIAMI

**MIAMI**

**SAVOR AN AREPA IN DORAL**

IT'S SO MIAMI

**MIAMI**

**CHECK OUT THE LOCAL TALENT IN HISTORIC OVERTOWN**

IT'S SO MIAMI

**MIAMI**

**TOAST THE LUX LIFE IN BAL HARBOUR**

IT'S SO MIAMI



The implementation of "It's So Miami" People + Places was handled by Relebrand in conjunction with other client agencies. In order to provide a comprehensive representation of the campaign results, we are including metrics provided by all.

## Metrics Selected

The key performance indicators (KPI) selected for this program included:

- Overall impressions
- Total unique website visits
- Leads/referrals to the partners

## Value Delivered Against Chosen Metrics

Greater Miami and the Beaches continued to rank among the top five destinations on the list of Top 25 Markets in the U.S. We set records for all key indicators, ranking #3 in Average Daily Room Rate (ADR) at \$202.57; #3 in Revenue Per Available Room (RevPar) at \$164.67; and #4 in Occupancy at 79.1%. Rooms Sold increased +1.2%, or 87,000 (a record). ROI for the "It's So Miami: People + Places" integrated marketing program was measured via visitor traffic to the campaign URL, ItSoMiami.com (People + Places Insider Guides).

## Specific Results

### PRINT CAMPAIGN:

- 64,664 total views
- 49% of users entered via Display Media
- 37% of users entered via the ItSoMiami.com
- 71% of users cited positive recognition of Miami
- 34% of users had a more favorable opinion of Miami
- 30% of users took action to look for more information about Miami

### DIGITAL – DOMESTIC:

- Drove more than 100,000 clicks to the ISM Insider Guides landing page
- Pre-Roll drove 79% completion rate, higher than 76% travel average
- Custom email drove more than 9% CTR!

### DIGITAL – SUMMER DOMESTIC:

- Drove more than 120,000 clicks to the Special Offers page
- Additional traffic to partner clicks, Things to Do, Events, Places to See, Nightlife pages
- Budget Travel drove more than 60,000 click-throughs their high impact, interstitial unit

### Digital – LGBT Domestic:

- Drove more than 18,000 clicks to the LGBT site page
- High impact skin unit drove more than 2% CTR

Additionally, the campaign changed brand perception: There was an 8% reduction in respondents saying that "Miami is all glitz and no substance" and a 4% lift in respondents saying that "Miami is rich with culture" and "Miami is unique."



## OUTDOOR ADVERTISING



**EXPLORE MORE OF MIAMI  
WITH GREAT DEALS.**

**ExploreMiami.com**

**IT'S SO MIAMI.**

© Greater Miami Convention & Visitors Bureau - The Official Destination Sales & Marketing Organization for Greater Miami and the Beaches.



Jackson Soul Food,  
Historic Overtown,  
Downtown Miami

Discover  
America  
.com

**VISITFLORIDA.COM**



**EXPLORE  
MAIS DE MIAMI  
COM GRANDES  
PROMOÇÕES.**

**ExploreMiami.com**

**IT'S SO MIAMI.**

© Greater Miami Convention & Visitors Bureau - The Official Destination Sales & Marketing Organization for Greater Miami and the Beaches.



Murais em Wynwood, NW 2Av,  
Midtown Miami

**USA VISITFLORIDA.COM**



**EXPLORE MAIS DE MIAMI  
COM GRANDES PROMOÇÕES.**

**ExploreMiami.com**

**IT'S SO MIAMI.**

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Quintanda "Los Pinares"  
Rua 8 na Pequena Havana

**USA VISITFLORIDA.COM**



**EXPLORE  
MÁS DE MIAMI  
CON GRANDES  
OFERTAS.**

**ExploreMiami.com**

**IT'S SO MIAMI.**

© Greater Miami Convention & Visitors Bureau - The Official Destination Sales & Marketing Organization for Greater Miami and the Beaches.



Vista desde Sunset Harbor,  
Miami Beach

**USA Discover  
America  
.com VISITFLORIDA.COM**

**EXPLORE MAIS DE MIAMI  
COM GRANDES PROMOÇÕES.**

**ExploreMiami.com**

**IT'S SO MIAMI.**

© Greater Miami Convention & Visitors Bureau - The Official Destination Sales & Marketing Organization for Greater Miami and the Beaches.



**EXPLORE MORE OF  
MIAMI WITH GREAT DEALS.**

**ExploreMiami.com**

**IT'S SO MIAMI.**

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Urbex Park, Miami Beach

**USA VISITFLORIDA.COM**



## Multicultural Marketing: African-American Market

### PRINT

Jackson Soul Food, Miami

**YOU CAN FIND YOUR SOUL  
IN MIAMI'S HISTORIC OVERTOWN.**

Explore Historic Overtown and you'll savor far more than soul food. You'll discover street art by Purvis Young, Sunday gospel music, even live variety shows. I'm Tim. Watch my video on Historic Overtown, plus Miami's other unique neighborhoods at [ItSoMiami.com](http://ItSoMiami.com)

**HISTORIC OVERTOWN – IT'S SO MIAMI®**

© Greater Miami Convention & Visitors Bureau – The Official Destination Sales & Marketing Organization for Greater Miami and the Beaches.

Little Haiti Cultural Centre, Miami

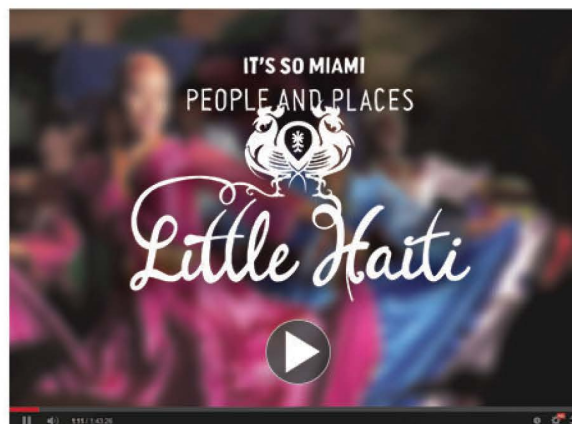
**In Miami's Little Haiti  
the long lines actually are the Party.**

A former lemon grove – and just so flavorful – Little Haiti is part Port-au-Prince, part bohemian, with a healthy serving of French and Creole, and a rhythm all our own. I'm Sandy, inviting you to explore Little Haiti. Start with my video, and then explore Miami's other unique neighborhoods at [ItSoMiami.com](http://ItSoMiami.com)

**LITTLE HAITI – IT'S SO MIAMI®**

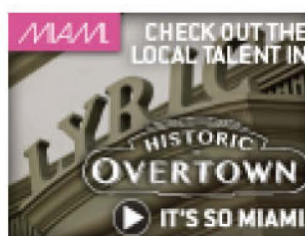
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### VIDEO





## WEB BANNERS





## Multicultural Marketing: African-American Market

### PRINT

ADMIT ONE

Plunge Culture & Creativity Conference  
MIAMI BEACH

NOVEMBER 6-8, 2014  
EDEN ROO RESORT  
MIAMI BEACH

ADMIT ONE

The 2014 Plunge Culture & Creativity Conference, a gathering of professional people with a common interest in artistry, innovation and ingenuity, kicked off with the elegant "It's So Miami" oceanfront reception at the Eden Roo, Miami Beach. Plunge founder Jeff Friday was warmly embraced by the Greater Miami Convention & Visitors Bureau president & CEO, William D. Talbert III; Rolando Aedo, Chief Marketing Officer, and Graylyn Swilley, Interim Vice President of the Multicultural Tourism Department on hand for the inaugural event that included a Miami Heat cheerleaders' welcome.

**Plunge 2014**

"It was our goal for attendees to leave Plunge inspired by Miami – what they saw, heard and experienced there. I want to ensure that multicultural influencers and executives around the world connect Miami Beach with being a key and viable destination for business and pleasure," stated Friday. Among the guest speakers were author and thought leader Frans Johansson, who traveled from Belgium and gave an inspiring talk on how diversity drives innovation; and eco-friendly lifestyle expert and bestselling author Danny Seo, who discussed creative ways to live more sustainably. HBO's SVP of Multicultural Marketing, Luinda Martinez, spoke about the dynamic marketing strategy behind *Game of Thrones*; and Vio Hyder, COO of Silent Circle, shared his expertise on secure technology. Bomani Jones, host of ESPN's "Highly Questionable," conducted a fascinating interview with USA Track & Field CEO and NASCAR team owner Max Siegel. Creative director Mimi Valdes closed out the talk series with the unique story behind Pharrell's "Happy" phenomenon.

*Black Enterprise* (BE) hosted the Innovation Slam, a competition to spotlight new entrepreneurs, which resulted in a tie between bath safety product inventor Brenda Dillingham of Liberty, Texas, and tech inventor Keith White of Tampa, Florida. Each won an invitation to the BE Entrepreneurs Conference to be held in Atlanta in May 2015, and will be featured in BE's "All Access" online.

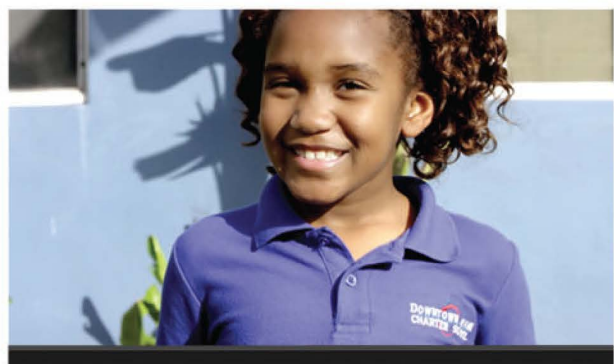
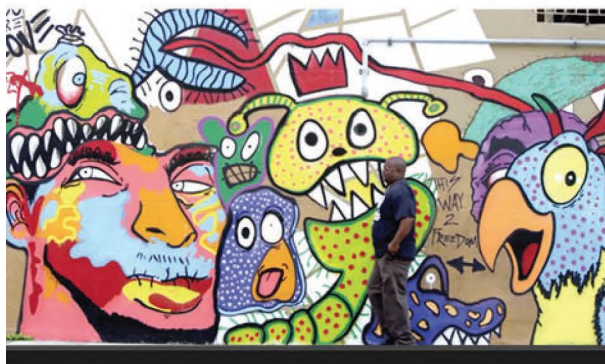
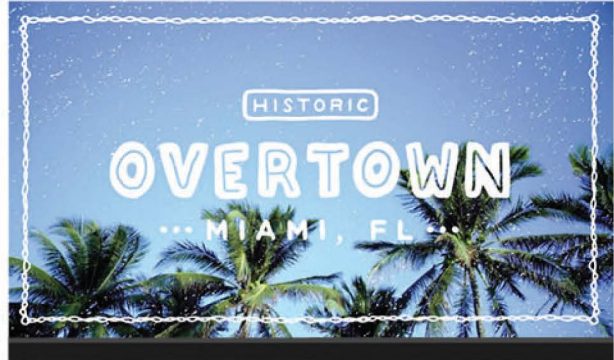
Plunge attendees raved about the Power Lounge, where serious networking transpired between sessions, as well as the Culture Class taught by Jam Master Jay's Scratch Academy and daily Budokon Yoga. The conference concluded with an advanced screening of Gina Prince-Bythewood's powerful new film *Beyond the Lights*, with filmmaker and producer Reggie Bythewood present for an intimate Q&A session post screening.

Plunge is produced by Film Life, Inc., with support from the Greater Miami Convention & Visitors Bureau. Media sponsors: *Black Enterprise* and *Uptown* magazines. 2015 dates to be announced. [www.plungeoon.com](http://www.plungeoon.com)

MIAMI  
MIAMIANDBEACHES.COM



## VIDEO





## Multicultural Marketing: LGBT

### PRINT

Sunset on South Beach.

There's no better place to mix it up than Miami.

Here's to new drinks and new toasts, to feeling rejuvenated after a morning run along the beach, to nabbing tomorrow's fashions today, to sharing world-class cuisine with an ocean view, and wearing your colors with pride. [MiamiLGBT.com](http://MiamiLGBT.com)

**IT'S SO MIAMI®**

MAR Winter Party	APR Miami Beach Gay Pride MIFo LGBT Film Festival	MAY Aqua Girl Sizzle Miami	JUL Miami Beach Bruthaz Out In The Tropics	SEP/OCT Orgullo	NOV White Party	MAY 2017 World Outgames	LGBT VISITOR CENTER 1130 WASHINGTON AVE. MIAMI BEACH
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## PRINT

Kayaking in  
North Beach

In Miami, adventure awaits.

Here's to going with the flow, to exploring Miami's unique neighborhoods, and finding more hidden treasures than you knew existed. Here's to planning your vacation today. [MiamiLGBT.com](http://MiamiLGBT.com)

**IT'S SO MIAMI®**

MAR	APR	MAY	JUL	SEP/OCT	NOV	MAY 2017	LGBT VISTOR CENTER
Winter Party	Miami Beach Gay Pride MIAMI LGBT Film Festival	Aqua Girl Sizzle Miami	Miami Beach Briarcliff	Orgullo	White Party	World Outgames	1130 WASHINGTON AVE. MIAMI BEACH

© Greater Miami Convention & Visitors Bureau - The Official Destination Sales & Marketing Organization for Greater Miami and the Beaches.

Coffee in  
Little Havana

Miami: a melting pot that's filled with coffee.

No matter how you take your coffee - and your vacation - here's to trying every flavor, to not missing a thing, to enjoying the diversity of Miami's many unique neighborhoods. [MiamiLGBT.com](http://MiamiLGBT.com)

**IT'S SO MIAMI®**

MAR	APR	MAY	JUL	SEP/OCT	NOV	MAY 2017	LGBT VISTOR CENTER
Winter Party	Miami Beach Gay Pride MIAMI LGBT Film Festival	Aqua Girl Sizzle Miami	Miami Beach Briarcliff	Orgullo	White Party	World Outgames	1130 WASHINGTON AVE. MIAMI BEACH

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Outdoor  
Wynwood Wall

In Miami, dining alfresco is literally an art.

Here's to explosions of creativity - where warehouse walls double as canvases, and menus are works of art. Here's to galleries open late, open-air restaurants, open convertible tops, wide-open beaches, and people that are open to anything. [MiamiLGBT.com](http://MiamiLGBT.com)

**IT'S SO MIAMI®**

MAR	APR	MAY	JUL	SEP/OCT	NOV	MAY 2017	LGBT VISTOR CENTER
Winter Party	Miami Beach Gay Pride MIAMI LGBT Film Festival	Aqua Girl Sizzle Miami	Miami Beach Briarcliff	Orgullo	White Party	World Outgames	1130 WASHINGTON AVE. MIAMI BEACH

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## WEB BANNERS

**MIAMI**  
GREATER MIAMI AND THE BEACHES

**SOUTH BEACH, SERVED  
WITH A COLORFUL TWIST**

**IT'S SO MIAMI**  
**VISIT MIAMI LGBT**

**MIAMI**  
GREATER MIAMI AND THE BEACHES

**GIVE THE WYNWOOD ART  
SCENE SOME EXTRA COLOR**

**IT'S SO MIAMI**  
**VISIT MIAMI LGBT**

**MIAMI**  
GREATER MIAMI AND THE BEACHES

**BRING YOUR OWN FLAVOR TO LITTLE HAVANA**

**IT'S SO MIAMI**  
**VISIT MIAMI LGBT**



## New Smyrna Beach Area Convention Bureau

---

a. List Firm's project manager and other key professionals involved on the project/contract.

The project manager on this account is Adriana Torres, Marketing Director.

Adriana is supported by the same key team included in this RFP response. That includes: Tom Langley, Sr. Art Director, Jose Perozo, Sr. Designer, Antonio Marquez, Strategy Director and Sara Saiz, Managing Director.

And as described earlier, Roberto S. Schaps, has been involved in all aspects of the account.

b. Identify if the project included any of the following:

i. Minority Demographic markets, including U.S. Domestic, African American, women owned, LGBT+ and Latino markets.

Given the limited marketing budget the campaign has focused on the U.S. Domestic market with emphasis in their feeder markets of the East Coast.

ii. Provide description of the organization's services, creative portfolio examples, and specific account processes (e.g. contract structure, billing, communication protocols with vendor and client, etc.)

Please refer to the case study that follows.

iii. Indicate the company's specific expertise in integrated marketing communications.

As a small DMO, it was critical to develop integrated marketing communications strategies. We work very closely with the Executive Director to ensure that our overall communication is effective and efficient. We also work closely with her in support of their sales efforts in Europe.

iv. Identify any examples of co-op advertising opportunities and leverage media buys and sponsorships provided under project/contract.

Please refer to the case study that follows.



# New Smyrna Beach Area Visitor Bureau

## 'THIS IS THE NEW YOU' CAMPAIGN

### The Situation

New Smyrna Beach Area Visitor Bureau (NSBAVB) is the organization that markets and sells Southeast Volusia County. Specifically, the NSBAVB is responsible for promoting the cities of Edgewater, New Smyrna Beach, Oak Hill, Osteen and Port Orange and marketing the many attributes that the area has to offer. Unfortunately, the area had positioned itself as "Orlando's Beach" bringing with it day-trippers who marginally contributed to the economy and created traffic problems. We needed to develop a strategy that would grow the number of "high value" visitors to increase Hotel Occupancy, Room Rate, RevPAR and total visitor spend.



### Our Solution

After careful evaluation of who our potential visitor was and what they would be interested in, we developed a campaign that carved out a niche of the Florida beach traveler that focused on relaxation, rejuvenation, resting, being well and mostly staying young. We knew that at the heart of every visitor there is an explorer, looking for new experiences, exercising their right to be young, no matter their age. So, our favorite vacation spot may indeed be our youth source, or, our inspiration to keep ourselves young.

The campaign defined the target as: explorers (visitors) that are looking for new and authentic experiences, appropriate for their life stage, rather than their age. It defined the brand offering as: New Smyrna Beach invites these explorers to be their most authentic and youthful selves. And we provided a reason to believe that stated that: relaxing and open to anything, we are a laid-back beach town with alluring activities where everyone can chart their own course.

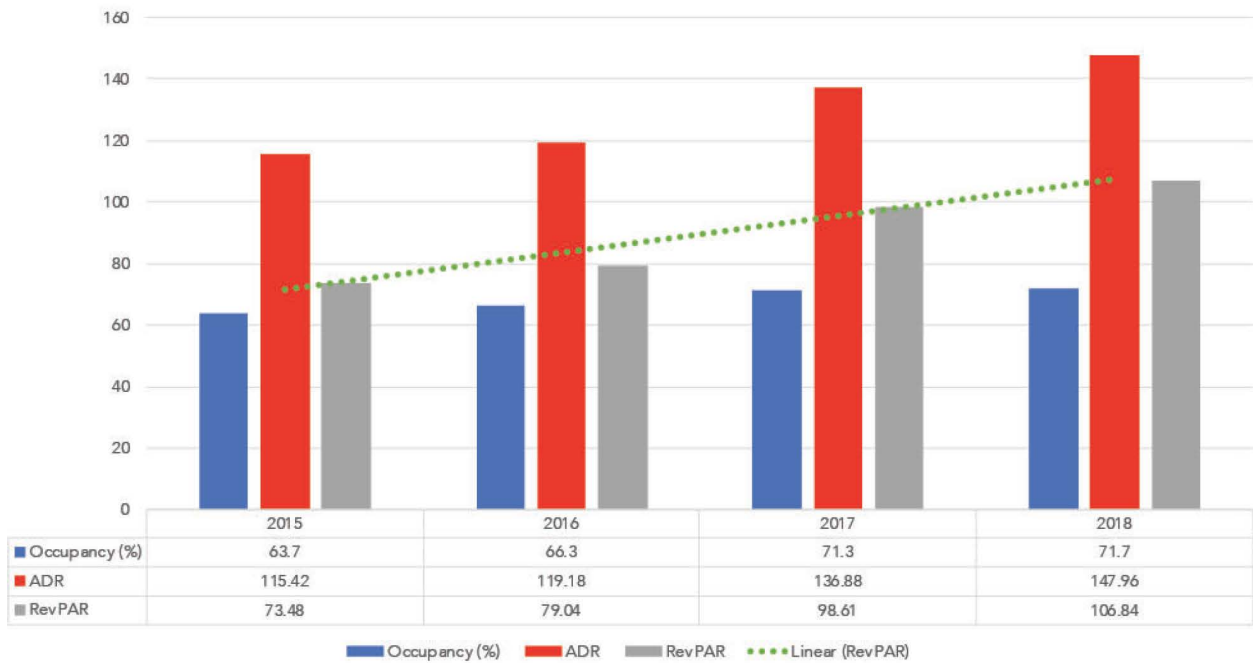
Our new tagline became, This Is The New You, and the creative went on to show the many ways that our visitors can feel young again when our laid-back beach town spirit gets inside of you. The campaign was deployed using print and digital media to their key feeder markets in the East Coast and Florida





## The Results

Sometimes it's best to let the numbers do the talking.



The New Place  
To Feel Like You Again.

Book Now

NEW SMYRNA BEACH



## Meet Puerto Rico

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c. List Firm's project manager and other key professionals involved on the project/contract.

At the end of our relationship the project manager on this account was Adriana Torres, Marketing Director.

Adriana was supported by the same key team included in this RFP response who worked on the account from its inception. That includes: Tom Langley, Sr. Art Director, Jose Perozo, Sr. Designer and Sara Saiz, Managing Director.

And as described earlier, Roberto S. Schaps, has been involved in all aspects of the account.

d. Identify if the project included any of the following:

i. Minority Demographic markets, including U.S. Domestic, African American, women owned, LGBT+ and Latino markets.

Meet Puerto Rico focused on marketing the meeting & convention sector for Puerto Rico. As such the market segmentation was more related to reaching associations, corporate, SMERF and incentive meetings.

ii. Provide description of the organization's services, creative portfolio examples, and specific account processes (e.g. contract structure, billing, communication protocols with vendor and client, etc.)

Please refer to the case study that follows.

iii. Indicate the company's specific expertise in integrated marketing communications.

As a small DMO, it was critical to develop integrated marketing communications strategies. We actually worked very closely with the client's PR firm and their Social Media agency. In addition to working hand-in-hand with their sales team.

iv. Identify any examples of co-op advertising opportunities and leverage media buys and sponsorships provided under project/contract.

Please refer to the case study that follows.



# Meet Puerto Rico

## 'ON A TROPICAL ISLAND. IN THE CARIBBEAN.' CAMPAIGN

### The Situation

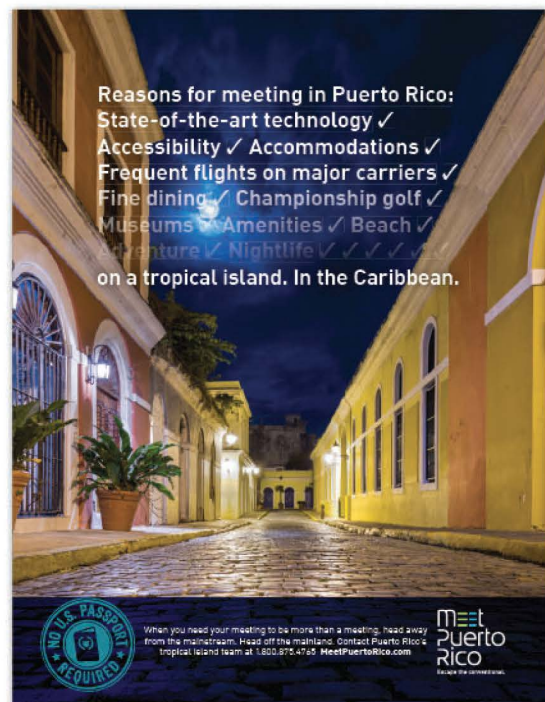
Meet Puerto Rico is the organization that markets and sells Puerto Rico to meetings and convention planners. While Puerto Rico enjoys tremendous popularity as a vacation destination, it isn't always top of mind for meetings and conventions. We needed to strengthen Puerto Rico's competitive position in the Americas (and abroad) by increasing awareness of the island's outstanding meeting facilities and services. Puerto Rico has everything a meeting planner or group needs and wants, but that's just the cost of entry. Our challenge was to market Puerto Rico as a meeting destination based on the brand's strongest asset – a sophisticated, state-of-the-art meeting destination located on an idyllic tropical island in the Caribbean. While meeting planners know of Puerto Rico's tropical beauty, fine dining and first-class hotels and resorts, they don't always make the connection that these attributes are what attract delegates to a meetings destination. We needed to help planners understand that the true value of meeting in Puerto Rico is about how these elements come together to create a singular, memorable and distinctive experience for their delegates.

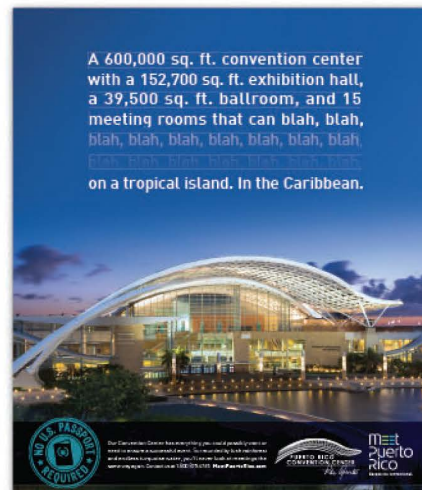
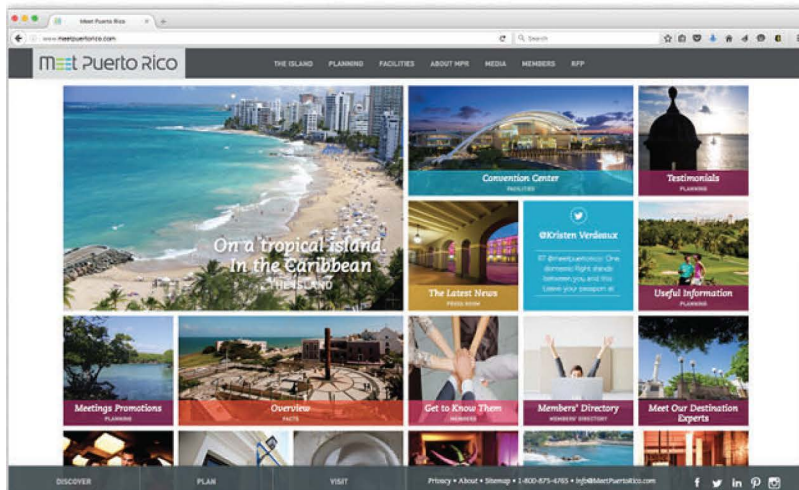
### Our Solution

Our campaign captures the benefits of hosting a meeting or convention in Puerto Rico. We combined visuals featuring the natural beauty of Puerto Rico's beaches, rainforests, undersea life, and golf courses with copy that underscores what makes Puerto Rico an ideal meetings destination. In one ad, the copy reads, "Puerto Rico offers 1.2M sq. ft. of meeting space, 14,000 hotel rooms, 2,000 dining options, hundreds of non-stop flights." Our campaign theme, "On a tropical island. In the Caribbean." goes on to describe what makes Puerto Rico a unique meetings destination. In addition to the branding campaign, TURKEL Brands created a new logo that incorporates a color scheme of green and blue inspired by Puerto Rico's most prized natural attributes – lush tropical flora and sparkling blue water. Other elements include a redesigned website ([www.MeetPuertoRico.com](http://www.MeetPuertoRico.com)), new collateral materials, a new tradeshow booth and tradeshow uniforms, as well as a destination video for the meetings market.

### The Results

Meet Puerto Rico exceeded its annual sales goal, securing over 189,000 room night bookings. This translates into 409 groups and more than 100,000 delegates. The Puerto Rico Convention Center booked 30,394 room nights, representing a 69 percent increase over the prior year. Revenue from the room nights gave Puerto Rico's economy a boost of \$110 million.







#### 4) Workload of the Firm

a. List all completed and active projects that Vendor has managed within the past five years.

Given the nature of our business and the type of clients that we work for it is impossible to list all completed and active projects. To provide perspective on the kinds of projects we've worked on we have listed the clients for whom we worked on similar projects to those described in this RFP.

- Barry University
- Binske (Cannabis Retailer based in Colorado)
- City of Miami Beach
- Coconut Grove Business Improvement District
- Dania Pointe (Mixed-Use Lifestyle Development)
- Greater Miami Convention & Visitors Bureau
- Meet Puerto Rico (Puerto Rico Convention Bureau)
- Miami-Dade Beacon Council
- Miami Downtown Development Authority
- Miami Jewish Health
- New Smyrna Beach Area Visitors Bureau
- PortMiami
- SAHF (pro-bono)
- Sunny Isles Beach Tourism and Marketing Council
- Town of Surfside

b. List all projected projects that Vendor will be working on in the near future.

As with the previous answer, following is a list of clients for whom we are planning to work on projects similar to those described in this RFP.

- Barry University
- Greater Miami CVB
- New Smyrna Beach Area CVB
- SAHF (pro-bono)
- Sunny Isles Beach Tourism and Marketing Council



c. Identify any current or future clients with any potential conflicts of interest.

- Greater Miami Convention & Visitors Bureau

In 2016 we lost the global account to VMLY&R. Currently we are only involved in local efforts such as Miami Temptations which includes Miami Spice Months, the local restaurant marketing program. If we are fortunate to have the opportunity to work with GFLCVB, we would consider resigning the account if that is what you would prefer.

- New Smyrna Beach Area Visitors Bureau

Not sure if it would be a conflict with the GFLCVB account. We are proud of the work that we've done for Debbie and enjoy being part of the team that is bringing success to the destination, but would be open to having a conversation about finding a way to work with both destinations.

- Sunny Isles Beach Tourism & Marketing Council

Not sure if it would be a conflict with the GFLCVB account. Understanding that Sunny Isles Beach is in Miami, we would consider resigning the account if that is what you would prefer.

d. Identify any projects that Vendor worked on concurrently. Describe Vendor's approach in managing these projects.

Most of the clients listed above were worked on concurrently. This is nothing new to us. For the past 30 years we've learned how to manage multiple project understanding when we need to scale our resources to meet the needs to our clients.

e. Were there or will there be any challenges for any of the listed projects? If so, describe how Vendor dealt or will deal with the projects' challenges.

No, there will be no challenges to manage the projects listed above or any future projects. As mentioned before, our 30-year experience has taught us how to manage multiple projects.



## 5) Location

Refer to Vendor's Business Location Attestation Form and submit as instructed.

Form has been completed on BidSync.



## 6) Price

Provide proposed monthly fee for Flat Fee Services for the Initial Term (three years). Refer to ITEM RESPONSE FORM. Proposed monthly fee (Flat Fee Services) must include all creative development fees, project management, copy writing, digital media and content strategy, media buying, etc. Price must be submitted, in BidSync, by the time of solicitation due date in order to be responsive to solicitation requirements.

Points for price will be calculated as follows: (lowest proposed price/proposer's price) x 10 = Price Score

Fees were uploaded to BidSync.

### Flat Fee Services – Year 1:

	Annual Fee	Monthly Fee
<b>Agency Fee</b>	\$1,050,000	\$87,500
<b>Production Budget</b>	\$750,000	\$62,500
<b>Event Budget</b>	\$300,000	\$25,000
<b>Reserve [15%]</b>	\$300,000	\$25,000
<b>Total</b>	<b>\$2,400,000</b>	<b>\$200,000</b>

### Flat Fee Services – Year 2:

	Annual Fee	Monthly Fee
<b>Agency Fee</b>	\$870,000	\$72,500
<b>Production Budget</b>	\$600,000	\$50,000
<b>Event Budget</b>	\$300,000	\$25,000
<b>Reserve [15%]</b>	\$270,000	\$22,500
<b>Total</b>	<b>\$2,040,000</b>	<b>\$170,000</b>

### Flat Fee Services – Year 3:

	Annual Fee	Monthly Fee
<b>Agency Fee</b>	\$870,000	\$72,500
<b>Production Budget</b>	\$600,000	\$50,000
<b>Event Budget</b>	\$300,000	\$25,000
<b>Reserve [15%]</b>	\$270,000	\$22,500
<b>Total</b>	<b>\$2,040,000</b>	<b>\$170,000</b>



## 7) Pricing Support

Provide an average monthly projection of level of effort, including:

- A breakdown of the hourly fees by job classification
- Total hours for each job classification, for the proposed project team, totaling to the Flat Fee Services by month (proposed in no. 6)

		YEAR 1			YEAR 2 & 3		
Job Classification	GFLCVB Hourly Rate	Percent of Hours	Annual Hours <small>(based on 1,920/year)</small>	Annual Total Fee	Percent of Hours	Annual Hours <small>(based on 1,920/year)</small>	Annual Total Fee
Creative Services							
Creative Director	\$200	7%	125	\$25,000	4%	73	\$15,000
Art Director	\$150	21%	394	\$60,000	15%	296	\$45,000
Copywriter	\$150	21%	394	\$60,000	15%	296	\$45,000
Designer	\$150	15%	296	\$45,000	10%	198	\$30,000
			1,208	\$190,000			
Client & Strategy Services							
Marketing Director	\$175	68%	1,313	\$230,000	59%	1,139	\$200,000
Marketing Coordinator	\$125	50%	960	\$120,000	41%	793	\$100,000
Strategy Director	\$200	10%	200	\$40,000	3%	48	\$10,000
			2,473	\$390,000	1,980 \$310,000		
Media Services							
Media Director	\$175	10%	198	\$35,000	7%	138	\$25,000
Media Planner	\$150	15%	296	\$45,000	15%	296	\$45,000
Media Buyer	\$150	17%	332	\$50,000	17%	332	\$50,000
Media Metrics	\$150	17%	332	\$50,000	17%	332	\$50,000
Media Coordinator	\$100	26%	492	\$50,000	26%	492	\$50,000
			1,649	\$230,000	1,590 \$220,000		
Production Services							
Digital Artist	\$100	78%	1,498	\$150,000	65%	1,248	\$125,000
Production Manager	\$150	10%	200	\$30,000	10%	200	\$30,000
Production Coordinator	\$100	31%	591	\$60,000	26%	499	\$50,000
			2,289	\$240,000	1,947 \$205,000		
Proposed Annual Fee : Year 1				\$1,050,000	Year 2 & 3		\$870,000
Proposed Monthly Fee : Year 1				\$87,500	Year 2 & 3		\$72,500



Provide Salary Rates for any positions not included in the Flat Fee Services that might be required in the provision of Optional Services, Adverse Impact Services, and Initial Branding Services.

### Agency Hourly Rates

Task		Cost
<b>Account Management</b>		
Account Direction	Marketing Director's time to manage the over-all client relation including strategy development.	\$175.00
Account Management	Marketing Manager's time to administer the day-to-day client relationship.	\$150.00
Account Coordination	Marketing Coordinator's time to coordinate the projects.	\$125.00
<b>Strategy/Research</b>		
Strategy Direction	Director's time to manage the over-all client relation including strategy development.	\$200.00
Strategy Supervision	Business manager's time to develop, manager and analyze all aspect of research programs conducted by agency and external research strategic partners.	\$175.00
Research	Business manager's time to perform research using agency's research tools.	\$150.00
<b>Creative</b>		
Concept & Design	Initial creation of the rough ideas	\$200.00
Copywriting	Copywriter's time to write headlines, sub-heads, body copy, theme lines, etc.	\$150.00
Layout	Black & white sketches or computer "roughs" of the visual appearance of the projects.	\$150.00
Art Direction	Art director's time art directing and supervising the projects from concept through completion.	\$150.00
Creative Direction	Creative director's time supervising, providing input, reviewing and approving the projects.	\$200.00
Comps	Preparation of full color, full-size facsimile of projects	\$100.00
<b>Digital</b>		
Project Supervision	Project leader's time internally coordinating and supervising the development of a job from creative through production.	\$150.00
Digital Design	Digital designer's time to design, create and develop interface and front-end functionality of digital projects.	\$150.00
Digital Programming	Programmer's time to plan, structure, code and test digital projects including Web sites and multimedia presentations.	\$150.00
Project Deployment	Time required by the team to deliver digital projects including Web site deployment and multimedia production.	\$100.00
<b>Management</b>		
Agency Principal	Principal's time to manage the over-all client relation including strategy development, creative direction, media strategy and the general attention of the agency.	\$300.00
Administration	General administration tasks including but not limited to accounting, billing, clerical and shipping.	\$100.00



Task		Cost
<b>Media</b>		
Media Direction	Director's time to develop media strategies, plan and analyze media plans.	\$175.00
Media Supervision	Media Supervisor's time to develop media strategies, plan and analyze media plans.	\$175.00
Media Planning	Media planner's time to plan and negotiate media plans.	\$150.00
Media Buying	Media buyer's time to buy approved media plans.	\$150.00
Media Metrics	Analytics manager's time to evaluate, optimize and prepare metrics reports.	\$150.00
Media Coordination	Media coordinator's time to administer media plans.	\$100.00
<b>Production</b>		
Production Supervision	Production manager's time working with all suppliers, obtaining bids, producing cost estimates, and maintaining quality control throughout delivery.	\$150.00
Project Supervision	Project manager's time internally coordinating and supervising the development of a job from creative through production.	\$125.00
Project Coordination	Project coordinator's time internally coordinating and supervising the development of a job from creative through production.	\$100.00
Broadcast, Photo or Print Direction	Art director's or production manager's time supervising and coordinating the broadcast or photography sessions or print run.	\$150.00
<b>Promotions</b>		
Promotion Direction	Director's time to develop promotion strategies, plan, implement and analyze promotions programs.	\$175.00
Promotion Supervision	Promotion supervisor's time to administer the day-to-day client relationship.	\$150.00
Promotion Coordination	Promotion coordinator's time to coordinate the promotion.	\$100.00
<b>Public Relations</b>		
PR Direction	Director's time to develop public relations strategies, plan, implement and analyze public relations programs.	\$225.00
PR Administration	Time required to implement and administer public relations programs	\$150.00
<b>Studio</b>		
Digital Production	Digital artist's time to create the computer mechanicals with all of the appropriate production specifications and marking documents accordingly.	\$100.00
Proofing & Reviewing	Time required to ensure quality control of all jobs.	\$100.00
Traffic	Traffic manager's time scheduling all jobs, retrieving production specifications, shipping all materials.	\$100.00

## Supplier: **Relebrand**

### **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:
$$\frac{(\text{Lowest Proposed Price} / \text{Vendor's Price}) \times (\text{Maximum Number of Points for Price})}{1} = \text{Price Score}$$
  - 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: **Relebrand**

**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: **Relevant Brands Inc.**
2. Doing Business As/ Fictitious Name (if applicable): **Relebrand**
3. Federal Employer I.D. no. (FEIN): **65-0146010**
4. Dun and Bradstreet No.: **10-669-7253**
5. Website address (if applicable): **www.relebrand.com**
6. Principal place of business address: **800 Douglas Road  
La Puerta del Sol, Suite 230  
Coral Gables, FL 33134**
7. Office location responsible for this project: **800 Douglas Road  
La Puerta del Sol, Suite 230  
Coral Gables, FL 33134**
8. Telephone no.: **305-476-3500** Fax no.: **305-448-6691**
9. Type of business (check appropriate box):
  - ☒ Corporation (specify the state of incorporation): **Florida**
  - ☐ 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): **L14912**
11. List name and title of each principal, owner, officer, and major shareholder:
  - a) **Roberto S. Schaps, President**
  - b)
  - c)
  - d)

## 12. AUTHORIZED CONTACT(S) FOR YOUR FIRM:

Name: **Roberto S. Schaps**Title: **President & CEO**E-mail: **roberto@relebrand.com**Telephone No.: **305-476-3536**Name: **Sara M. Saiz**Title: **Managing Director**E-mail: **sara@relebrand.com**Telephone No.: **305-476-3522**

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:

<b>Roberto S. Schaps</b>	<b>President</b>	<b>3/1/2019</b>
*AUTHORIZED SIGNATURE/NAME	TITLE	DATE

Vendor Name: **Relevant Brands Inc. DBA Relebrand**

\* 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: Relebrand**

**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: Roberto S. Schaps Date: 3/1/2019**

**Title: President**

**Vendor Name: Relevant Brands Inc. DBA Relebrand**

**Supplier: Relebrand****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).

**Roberto S. Schaps****President****Relevant Brands Inc.  
DBA Relebrand  
Vendor Name****3/1/2019****Authorized Signature/Name****Title****Date**



**Supplier: Relebrand**

**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: Relebrand****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 checked="" type="checkbox"/> Predecessor Firm?	If Yes, name of Parent/Subsidiary/Predecessor: <b>Turkel Schaps, Inc. DBA TURKEL Brands</b>
Party	Or No <input type="checkbox"/>
Case Number, Name, and Date Filed	<b>3:15-CV-02487-CCC, Jorge Ramirez Plaintiff vs Puerto Rico Tourism Company, Puerto Rico Convention Bureau Inc., J Walter Thompson Puerto Rico Inc., Turkel Schaps Inc. Defendants, 7/28/15</b>
Name of Court or other tribunal	<b>US District Court for Southern District of Florida, later moved to District Court for the District of Puerto Rico</b>
Type of Case	Bankruptcy <input type="checkbox"/> Civil <input checked="" type="checkbox"/> Criminal <input type="checkbox"/> Administrative/Regulatory <input type="checkbox"/>
Claim or Cause of Action and Brief description of each Count	<b>Client infringement of copyrights (4 counts)</b>
Brief description of the Subject Matter and Project Involved	<b>Client authorized use of photos they had not right to</b>
Disposition of Case  (Attach copy of any applicable Judgment, Settlement Agreement and Satisfaction of Judgment.)	Pending <input type="checkbox"/> Settled <input checked="" type="checkbox"/> Dismissed <input type="checkbox"/>  Judgment Vendor's Favor <input type="checkbox"/> Judgment Against Vendor <input checked="" type="checkbox"/>  If Judgment Against, is Judgment Satisfied? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Opposing Counsel	Name: <b>David F. Tamaroff</b> Email: <b>david@tamarofflaw.com</b> Telephone Number: <b>305-350-7440</b>

**Vendor Name: Relevant Brands Inc. DBA Relebrand**

Supplier: **Relebrand**

**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: **Roberto S. Schaps**

Title: **President**

Vendor Name: **Relevant Brands Inc. DBA Relebrand**

Date: **03/01/2019**

**Supplier: Relebrand****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)

<b>Term or Condition Article / Section</b>	<b>Insert version of exception or specific proposed alternative language</b>	<b>Provide brief justification for change</b>

**Vendor Name:** Relevant Brands Inc. DBA Relebrand

Supplier: **Relebrand**

## 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**

Supplier: **Relebrand**

### 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: **Relevant Brands Inc. DBA Relebrand**

Vendor's address listed in its submittal is:

**800 Douglas Road  
La Puerta del Sol, Suite 230  
Coral Gables, FL 33134**

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.

<b>Roberto S. Schaps</b>	<b>President</b>	<b>Relevant Brands Inc. DBA Relebrand</b>	<b>03/01/2019</b>
Authorized Signature/Name	Title	Vendor Name	Date

Supplier: **Relebrand**

**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: **Aikiu**

Subcontracted Firm's Address: **7636 NE 4th Court, Miami, FL 33138**

Subcontracted Firm's Telephone Number: **(305) 229-5093**

Contact Person's Name and Position: **Hugo Olle, CEO**  
Contact Person's E-Mail Address: **hugo.olle@aikiu.cool**

Estimated Subcontract/Supplies Contract Amount: **4,000,000**

Type of Work/Supplies Provided: **Media planning & buying**

2. Subcontracted Firm's Name: **Expert Consulting Services**

Subcontracted Firm's Address: **917 Alhambra Circle, Coral Gables, FL 33134**

Subcontracted Firm's Telephone Number: **(305) 778-6291**

Contact Person's Name and Position: **Antonio Marquez, Managing Director**

Contact Person's E-Mail Address: **a.marquez@expertconsulting.us**

**Supplier: Relebrand****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					

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: Relevant Brands Inc. DBA Relebrand**

**Roberto S. Schaps**  
**Authorized Signature/ Name**

**President**  
**Title**

**03/01/2019**  
**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						

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: Relevant Brands Inc. DBA Relebrand**

**Roberto S. Schaps**  
**Authorized Signature/ Name**

**President**  
**Title**

**03/01/2019**  
**Date**

Supplier: **Relebrand**

### 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.

<b>Roberto S. Schaps</b>	<b>President</b>	<b>Relevant Brands Inc.</b>	<b>03/01/2019</b>
<b>Authorized Signature/Name</b>	<b>Title</b>	<b>DBA Relebrand</b>	
		<b>Vendor Name</b>	<b>Date</b>

**Supplier: Relebrand**

**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](mailto: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\\_](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.