



CARIBBEAN  
HOTEL & TOURISM  
ASSOCIATION



**CARIBBEAN COALITION FOR TOURISM  
PUBLIC RELATIONS, SOCIAL MEDIA AND DIGITAL MARKETING CAMPAIGN  
REQUEST FOR PROPOSAL**

**1. SUMMARY**

The Caribbean Coalition for Tourism (CCT) is seeking to recruit an established communications agency to manage the development and execution of a public relations, social media and digital marketing campaign to promote Caribbean tourism in some of the region's key source markets, in particular North America, the U.K. and Europe.

The purpose of this Request for Proposals (RFP) is to solicit proposals from agencies, conduct an extensive evaluation based on criteria outlined in this document, and select the company that best presents a plan that satisfies the needs of the CCT, as outlined.

**CONTRACTING ORGANISATION'S BACKGROUND**

The CCT is a steering committee assembled by the Caribbean Tourism Organization and the Caribbean Hotel and Tourism Association to:

- Oversee the creation and implementation of a short-term plan to stimulate tourism in 2018 demonstrating strongly that the Caribbean is open for business.
- Oversee the implementation of the mandate issued to the CTO and the CHTA by the CARICOM Heads of Government and incorporate the entire memberships of the CTO and the CHTA into plans pertaining to the mandate. The post-hurricane campaign is aligned with a previously recognized need by CTO and CHTA, and endorsed by the CARICOM Heads in July, 2017, for an interim public relations and marketing initiative while we build towards developing a long-term sustainable effort.

**2. PROPOSAL GUIDELINES**

This Request for Proposals represents the requirements for an open and competitive process. Proposals will be accepted until 5:00pm EST November 20, 2017. Any proposals received after this date and time will not be considered in the selection process. All proposals must be signed by an official agent or representative of the agency submitting the proposal.

If the company submitting a proposal must outsource or contract any work to meet the requirements contained herein, this must be clearly stated in the proposal. Additionally, all costs included in proposals must be all-inclusive to include any outsourced or contracted work. Any proposals which call for outsourcing or contracting work must include a name and description of the entities being contracted.

All costs must be itemized to include an explanation of all fees and costs.

Contract terms and conditions will be negotiated upon selection of the winning bidder for this RFP. All contractual terms and conditions will be subject to legal review and will include scope, budget, schedule, and other necessary items pertaining to the engagement.

**3. ENGAGEMENT PURPOSE AND DESCRIPTION**

**The purpose of this engagement is as follows:**

The passage of Hurricanes Irma and Maria in September 2017 not only resulted in extensive damage to the tourism product and infrastructure in the Caribbean but also to the Caribbean brand. More than 70% of

the region's tourism product escaped the ravages of these storms; however through a combination of sensational media coverage and a general lack of understanding of the geography, the entire Caribbean is now challenged to communicate the fact that most of the region is ready and able to accommodate visitors for the coming winter season.

The CCT is seeking to recruit an agency to develop and execute a public relations and multi-channel digital and social marketing campaign designed to reinforce the following messages:

- i. The Caribbean is open for business
- ii. The Caribbean is the world's leading warm weather destination
- iii. The many and diverse Caribbean vacation opportunities

**Campaign Description:**

- The campaign must be reflective of the Caribbean in look and feel.
- The campaign must demonstrate the appeal and diversity of the Caribbean product, infrastructure and experience.
- The campaign should target potential travelers from the United States, Canada, United Kingdom and Continental Europe actively seeking to book a vacation during the period December 2017 to April 2018. This period may be extended into the summer of 2018, pending the availability of funds.
- A distinct strategy for reaching both the North American and UK/European markets should be implemented, with the agency indicating the expertise they have or would seek to bring to the campaign to effectively penetrate the stated markets..
- Every core aspect of the campaign must be measurable, as the winning agency will be expected to provide periodic reports on the campaign's progress.
- The campaign must be reasonably implementable within the specified period of four months with the view to extend into the summer of 2018 pending the availability of funds.
- The expectation is that the campaign will incorporate a multi-layer approach that would facilitate an ease of implementation and scaling, if necessary.
- The campaign must be ready for launch by December 15, 2017.

**4. ENGAGEMENT SCOPE**

The scope of this engagement includes the identification of all immediate and future resource requirements, all costs associated with implementation of the proposed campaign, the development of a detailed timeline, the details of an action plan for execution and systematic evaluation.

The selected agency will be responsible for planning and conducting a thorough market assessment to inform the campaign design, messaging and key activities, if any.

The selected agency will also be responsible for the development of all creative elements and media buy required to execute the campaign.

The intention is that the full execution and evaluation of the campaign will be done by the winning agency, with oversight by the CCT.

The following criteria must be met to achieve a successful campaign:

- A comprehensive market overview.
- Audit of existing PR and platforms used by CTO, CHTA and CaribbeanTravel.com to determine how best to integrate with the campaign. Wherever appropriate, CaribbeanTravel.com will be used as a call-to-action.
- Clearly defined objectives.
- Time-sensitive goals, priorities and initiatives.

- Detailed action plan to achieve goals and objectives.
- A full creative brief.
- A full media plan.
- A detailed execution plan.
- An evaluation plan.

## 5. REQUEST FOR PROPOSAL AND PROJECT TIMELINE

All proposals in response to this RFP are due no later than 5:00 pm EST November 20, 2017.

Evaluation of proposals will be conducted from November 21, 2017 until November 28, 2017. If additional information or discussions are needed with any bidders during the evaluation period specified above, the bidder(s) will be notified.

The selection decision for the winning bidder will be made by November 30, 2017.

Upon notification, the contract negotiation with the winning bidder will begin immediately. Contract negotiations will be completed by December 08, 2017.

Notifications to bidders who were not selected will be completed by December 11, 2017.

## 6. BUDGET

The campaign's initial total budget is \$800,000 United States Dollars. All proposals must include proposed costs to complete and execute the tasks described in the scope. Costs should be stated as one-time or non-recurring costs (NRC) or monthly recurring costs (MRC).

NOTE: All costs and fees must be clearly described in each proposal and presented in United States dollars.

## 7. BIDDING AGENCY QUALIFICATIONS

Bidding agencies should provide the following items as part of their proposal for consideration:

- Description of experience in developing marketing campaigns for organisations or institutions of similar scope to the CCT
- List of how many full time, part time, and contractor staff in your organisation
- List of past clients with similar scope as the CCT
- Samples of similar work completed in the past five (5) years
- Testimonials from three (3) past clients, preferably those that you would have worked with in the past five (5) years
- Anticipated resources you will need from the CCT to complete the plan

## 8. PROPOSAL EVALUATION CRITERIA

The CCT will evaluate all proposals based on the following criteria.

- **Overall proposal suitability:** Proposed solution(s) must meet the scope and needs outlined and be presented in a clear and organised manner
- **Organisational Experience:** Bidders will be evaluated on their experience as it pertains to the scope of this engagement
- **Previous work:** Bidders will be evaluated on the strength of the testimonials submitted
- **Value and cost:** Bidders will be evaluated on the cost of their solution(s) based on the work to be performed within the scope of this engagement
- **Technical expertise and experience:** Bidders must provide descriptions and documentation of staff technical expertise and experience

To ensure consideration for this Request for Proposals, your proposal should be complete and include all of the criteria outlined above.

The CCT reserves the right to not award a contract for this engagement.

Each bidding agency must submit a soft-copy of their proposal to the email addresses below by November 20, 2017 at 5:00pm EST to:

**Attention: Matt Cooper**

**Chief Marketing Officer, CHTA**

**Re: CCT Public Relations, Social Media and Digital Marketing Campaign**

**[matt@caribbeanhotelandtourism.com](mailto:matt@caribbeanhotelandtourism.com)**