Visit Philadelphia & Philadelphia Convention and Visitors Bureau

*RFQ for Advertising Campaign Services*

*Updated June 3, 2021*

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Background:
Over the past three decades, the Philadelphia region built a strong tourism and hospitality industry, attracting leisure travelers, business travelers, meetings, conventions, and groups.

Together, these market segments create in-bound demand for domestic, overseas, and international visitation to Philadelphia. This visitation supports the growth of the hotel community, Pennsylvania Convention Center, Independence Visitor Center, and Philadelphia International Airport, and drives economic activity to the region’s diverse offerings—food & dining, arts & culture, nightlife & entertainment, parks & recreation, transportation, retail and more. Recovering visitation to the five-county region through destination sales and marketing is critical to Greater Philadelphia’s competitive position and economic vitality.

Visit Philadelphia is the official regional attractions agency of Greater Philadelphia, focusing on image-building and consumer-facing marketing to promote both the city and the five-county region (Philadelphia, Bucks, Chester, Delaware and Montgomery Counties) as a top leisure destination for domestic travelers in North America, Canada and Mexico.

The Philadelphia Convention and Visitors Bureau (PHLCVB), a private, nonprofit membership corporation, is the official Tourism Promotion Agency for the City of Philadelphia globally, focusing on sales and group marketing efforts in overseas markets, with rep firms in six countries, and the primary sales and marketing agency for the Pennsylvania Convention Center.

Both Visit Philadelphia and PHLCVB have a track record of growth and are well positioned for a rebound in their respective sectors. Meet the Moment (PHLCVB) and Pack Light, Plan Big, For Philly. (Visit Philadelphia) are currently being used in market. Each are based in research and sentiment relevant to how the traveler and meeting planners are thinking and feeling now. The goal of these efforts is to restart the tourism economy.

These two organizations have teamed up to identify a qualified firm to develop a dynamic, action-oriented post-COVID joint-advertising campaign that will speak to all sectors and segments. The campaign will attract leisure visitors back to Greater Philadelphia and recruit the interest of meeting and event planners as businesses begin to resume post-pandemic operations, particularly those activities that will take advantage of hotels, dining, and other cultural attractions. It will excite people, corporations, and organizations about returning to the Greater Philadelphia region for leisure visits, meetings, conventions, and events. The ROZ Group will manage the RFQ and selection process.
The Assignment:
Tourism and hospitality, one of the largest industries in Greater Philadelphia pre-COVID-19, is critical to the region’s economic recovery. Visitor spending boosts Greater Philadelphia’s diverse small businesses, restaurants and attractions while generating tax revenue ($1.01 billion in 2019). The industry also supports more than 185,000 leisure and hospitality jobs across the region.

The marketing of the region supports diversity, inclusiveness, and the fact that all who come are welcome. Visit Philadelphia’s marketing program is in alignment with the Greater Philadelphia Chamber of Commerce’s economically inclusive goals for “recharge and recover,” and the PHLCVB has been connecting meeting planners to local diverse businesses and suppliers through their PHL Diversity division for more than 30 years.

Expected to launch Fall 2021, and last into 2022 and beyond, a new campaign will be an investment in the recovery of the Greater Philadelphia community. This synchronized effort is intended to be a multi-segment, integrated campaign that strongly positions the City of Philadelphia and Greater Philadelphia. This RFQ document presents the scope of work desired, timeline, and proposal requirements. The RFQ will be circulated publicly and will also be forwarded to a number of agencies.

Goals of the Campaign:
- To attract leisure visitors to the City and Greater Philadelphia region both domestic (VP) or from overseas markets (PHLCVB)
- To attract conventions, meetings, and sporting events to the City (PHLCVB)
- To stimulate overnight hotel stays
- To boost dining, retail, and cultural arts activity
- To position Philadelphia Region and City as a world-class, contemporary city with a robust history and an innovative spirit that is uplifting given all that the world’s people have been through
- To demonstrate that Philadelphia (Region and City) is welcoming and supports diversity, equity, inclusion, and access.
- To celebrate the phenomenal people that have put Philadelphia on the map with their scientific innovations, iconic cultural collaborations, and musical superstardom.
- To feature the eds and med institutions that are part of Philadelphia’s greatness and a key convention and group segment
- To celebrate the trendsetters who are both quiet secrets of the city and/or known across the globe.
Scope of Work

Strategic Planning & Proof of Concept
The strategy and approach to the overall campaign based on research, consumer insight and sentiment; the road map and vision for how the positioning of this campaign will reach all sectors and segments and how it will unfold and become sustainable over the next two or more years.

Strategic Advertising Messaging Platform:
The messaging platform will include communications audit, key messages, messaging hierarchies/matrixes, audience profiles and other relevant information that acts as the foundation for campaign communications.

Creative Campaign:
Philadelphia destination campaign executed through all channels including video, social, digital, print/OOH, consumer activations and tradeshow booth). A demonstration of cultural relevance throughout the campaign and ability to generate earned media.

Testing Protocol:
An approach for how the selected platform will be tested with key audiences, including key overseas markets where translations will need to be evaluated
The campaign should be ready for launch by September.

Agency Proposal
Resources, asset development and project management of the campaign execution, as proposed and approved through the Strategic Planning process; reporting and analytics support to deliver measurement plan at agreed-upon cadence
Please note that media buying, Communications/PR is not part of the Scope.

Proposal Process:
The proposal process will consist of three steps. The first step requires submission of a request for qualifications (RFQ), provided in digital format with five (5) hard copies. The RFQs will be reviewed by a designated selection committee. Six agencies will be invited to a Chemistry & Credentials meeting with Visit Philadelphia and PHLCVB. Three finalists will then be selected to be briefed for a final presentation with Visit Philadelphia and PHLCVB. Two work sessions will precede the final presentation to ensure agencies are on the right track.

Note:
Collaborations are permitted and encouraged. However, it must be readily apparent that the team assembled has a history of and ease with working together, and that the role of each agency is defined in relation to this project.
The RFQ submission should include will the following:

- An overview of the agency, its headquarters and office location(s), capabilities, team structure and assigned tasks
- An overview of the agency’s mission, background, overarching philosophy, DEIA philosophy
- Approach to this assignment
- Areas of specialty/expertise
- Approach to metrics – data and analysis
- What the agency looks for/expects in a client relationship
- Current client list and length of service, including any clients that might pose a conflict
- Bios of personnel who would be assigned to this account
- Knowledge of and experience with hospitality & tourism, entertainment, cultural arts, and marketing to diverse audiences is a plus.
- Description of agency’s approach to diversity and how it intends to address diverse audiences
- Explain the diverse structure of your organization, including ownership and staff
- Why your team is a natural fit for this assignment.
- Staffing
- Provision of three (3) relevant case studies that demonstrate both your related experience and creativity
- Portfolio samples including activations

References:
Please provide complete contact information for three references.

Selection Criteria Highlights

- Creativity, dynamism, and nimbleness of creative samples provided
- Cohesiveness of the team as it appears in the RFQ document
- Experience within the travel, tourism & hospitality industry
- Demonstration of cultural competency and sensitivity
- Demonstrated understanding of trends in the post-Covid19 world of travel
- Adherence to the guidelines requested in the RFQ

Based upon a preliminary review of submissions, up to six (6) semi-finalists may be asked to interview. Up to three (3) agencies will be asked to present to the selection committee, either live or virtually via a digital platform. Final selection will be made using input from both the RFQ review and the selection committee.
Visit Philadelphia and the PHLCVB have extensive research and studies available. All existing research and data will be provided to the selected finalists.

**Submission Requirements**
RFQs are due to The ROZ Group not later than **4:00 PM on June 11, 2021**. Respondents should email an electronic version to Leslie Winder as well as five (5) hard copies to The ROZ Group offices as follows:

Leslie Russell Winder  
lwinder@therozgroup.com  
The ROZ Group, Inc.  
1700 Sansom St, 3rd Floor  
Philadelphia, PA 19103

**General Conditions / Legal**
This RFQ does not commit Visit Philadelphia and the PHLCVB to award a contract, to pay any costs incurred in the preparation of a response to this RFQ, or to procure or contract for services or supplies. Visit Philadelphia and the PHLCVB is not responsible for any travel planning, travel expenses or related fees incurred for presentation purposes of this RFQ. Visit Philadelphia and the PHLCVB reserves the right to accept or reject any or all submissions received as a result of this RFQ, to negotiate with all qualified sources, to waive formalities, to postpone award, or to cancel in part or in its entirety this RFQ if it is in the best interest of Visit Philadelphia and/or the PHLCVB to do so.

In addition, the responding agency must submit a completed and signed Non-Disclosure Agreement, which is attached to the RFQ.