

RAISIN ADMINISTRATIVE COMMITTEE

ADMINISTERING THE FEDERAL MARKETING
AGREEMENT AND ORDER REGULATING THE
HANDLING OF CALIFORNIA RAISINS

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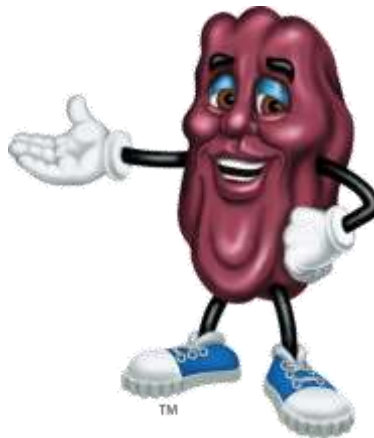
REQUEST FOR PROPOSALS

FOR

MARKETING INFLUENCER CAMPAIGN & RESEARCH

November 4, 2022

Raisin Administrative Committee
2445 Capitol St, Suite 200
Fresno, CA 93721
(559) 225-0520



The Raisin Administrative Committee is an Equal Opportunity Employer and Provider.

2445 Capitol Street, Suite 200 • Fresno CA 93721-2236



Purpose of RFP / Scope of Work

The Raisin Administrative Committee (RAC) is seeking an agency to develop and execute an influencer marketing campaign intended to drive increased consumption of California raisins in the US. The campaign is being funded from a 2022 Specialty Crop Block Grant (SCBG) and is intended to begin in the spring of 2023 and run for one year. The RFP also includes quantitative pre- and post-campaign consumer research. RFP proposals may cover only the influencer campaign, only the research project or can be for both the influencer campaign and research project.

There may be future opportunities to help develop additional domestic marketing campaigns for the RAC. The RAC has applied for a 2023 SCBG to do a health professional influencer campaign and the Committee will consider funding other domestic marketing in future budget cycles.

Background

The Raisin Administrative Committee is a federal marketing order, led by 47 growers, packers, and a public member. The RAC is directly overseen by the United States Department of Agriculture (USDA) and was created in 1949 as a result of the Agricultural Marketing Agreement Act of 1937. The RAC is funded by assessments on raisins delivered to packers each year and as well as USDA grants including the Market Access Program (MAP) for export marketing and Specialty Crop Block Grant (SCBG).

California produces all of the raisins grown in the US and appx 25% of all raisins grown in the world. The California raisin industry has a long history of creatively promoting raisin consumption. The California Dancing Raisins developed in the 1980's was an iconic campaign that also drove significant growth in raisin consumption. The last domestic campaign for the industry was in 2021/22 and included the use of influencers to promote California raisin usage.

Raisins have many positive attributes that fit with increasing interest in natural and healthy foods:

- Raisins are about as natural and simple as you can get. One ingredient, grown and dried in the sun with minimal processing and no added sugar.
- Raisins are essentially dried grapes, a convenient way to get more whole fruit servings in your diet. One quarter (1/4) cup of raisins is equivalent to a one cup serving of fresh fruit.
- Raisins are versatile, perfect for a quick snack alone or mixed with nuts, and also are an easy way to add some natural, whole fruit to baked products and meals.

Additional information is available at the RAC consumer website (www.calraisins.org) as well as the RAC industry website (www.raisins.org).

Consumer Target

Parents with kids age 2 -10 who are the primary food shoppers for households that are light/medium raisin consumers. They have busy lifestyles with their kids being the top priority. They make healthy food choices for themselves and their families.

Marketing Objective

Reawaken consumer interest in snacking with and using California raisins in cooking/baking by reinforcing health attributes and inspiring usage.

Budget

Total budget is \$480,000 including approximately \$20,000 for quantitative pre- and post-campaign consumer research.

Estimated Timeline

RFP Release	Nov 4, 2022
RFP Confirmation of Interest and Questions	Nov 18
RFP Question Responses	Nov 22
RFP Proposals Due	Dec 2
Agency Finalist Virtual Interviews	Dec 8 - 16
RFP Awarded	Dec 21
Campaign Strategy Development	Jan, 2023
Influencer Contracting	Feb
Consumer Pre-research	March
Campaign Execution	April, 2023 – April, 2024
Consumer Post-research	March, 2024

RFP Confirmation of Interest & Questions

Please confirm interest in participating in the RFP and submit any questions in writing to Tim Kenny (tim@raisins.org) by Friday, Nov 18. The full list of questions and answers will be shared on Tuesday, Nov 22, with all agencies that submit a confirmation of interest.

RFP Proposals

RFP Proposals should include:

- Overview of agency including history, association with a larger agency network, number of full-time employees, office location where our account would be serviced
- Key agency personnel that would likely be assigned to our account (identify if any are subcontractors)
- Agency influencer marketing experience with food brands and agricultural boards including brief details on campaign structure and results
- Initial thoughts on RAC campaign execution including number and type of influencers we should work with and why, target media and number of unique posts per influencer
- Expected deliverables including total reach, impressions and engagements
- Estimated budget breakdown including research (if included in your proposal), influencer fees, boosting budget and agency management fees
- 2-3 client references including name, email and phone, prefer ag boards or food clients if possible
- Confirmation of no conflicts of interest (e.g., representation of another dried fruit brand/ industry marketing board)
- Proposals do not have to be long (if you can answer the above requirements in 5-10 pages, that's fine)
- Proposals should be emailed to Tim Kenny (tim@raisins.org) by close of day on Friday, Dec 2

Agency Interviews

One-hour virtual interviews will be scheduled with finalists from Dec 8 -16.

Evaluation Criteria

- **Food Experience-** agency work experience with similar categories
- **Influencer Campaign/ Research Experience-** agency expertise with influencer campaigns with similar sized budgets and/or conducting quantitative consumer research
- **Budget Efficiency-** more \$ in influencer fees and boosting
- **Creativity-** experience delivering attention getting and purchase driving campaigns
- **Fit-** success with similar \$ budget projects/clients, able to devote top agency staff to our account
- **Collaboration-** willingness to embrace client input and work as a team

Contact/ Questions

Tim Kenny
VP Marketing
Raisin Administrative Committee
2445 Capitol St, Suite 200
Fresno, CA 93721
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603-315-7309

The RAC abides by the provisions contained in Section 202 of Executive Order 11246 (30 Federal Register 12319) with respect to employment and contracting practices and prohibits discrimination in its programs and activities on the basis of age, disability, national origin or ancestry, race, color, religion, creed, gender, sexual orientation, marital status, political affiliation, military status or membership in military reserve.