

March 19, 2020

Request for Proposal

Organization: [California Fig Advisory Board](#) (CFAB)

Solicitation: Contractor(s)

Activity: Digital Asset Development and Communications in U.S., Canada, China and Japan

The California Fig industry is seeking proposals from qualified partners (consultant or agency) to assist with the development and execution of digital assets and communications in the U.S., Canada, China and Japan. The goal of all digital efforts is to raise awareness and drive sales of California Figs (fresh and dried) and California Fig Ingredients (whole, diced, paste, pieces, powder, and juice concentrate). The CFAB has a suite of assets including recipes, formulas, photos and videos but the creation of additional asset recommendations will be considered. Proposal should include the following:

- Market overview
- Target audience recommendations
- Tactical recommendations such as videos, podcasts, social media campaigns, e-newsletters, etc.
- Measurement for success
- Budget
- Qualifications

Details on product and markets below. Additional details available upon request or visit [CaliforniaFigs.com](#).

California Fresh Figs (U.S. and Canada only)

- Seasonal: Available May-November
- Six main types
- Target audiences: Consumer and retail

California Dried Figs (U.S. and Canada only)

- Year-round
- Two types
- Target audiences: Consumer and retail

California Fig Ingredients (U.S., Canada, China and Japan)

- Year-round
- Whole, diced, paste, pieces, powder, juice concentrate
- Target audiences: Food manufacturers (baking, snacking, sauces/condiments, etc.), pet and cosmetics

Selected consultant or agency will work closely with the California Fig Advisory Board staff and management on overall process. Contractor(s) may bid on one or more markets. Multiple contractor(s) by market are likely.

Proposals should be submitted electronically to the California Fig Advisory Board:

kstockli@californiafigs.com Open date for this solicitation is: March 19, 2020 and submissions must be received by March 31, 2020. The successful contractor(s) will be notified of selection within five days of the closing date.

This solicitation is open to all individuals without regard to race, color, national origin, gender, religion, age, disability, sexual orientation, marital or family status, political beliefs, parental status, or protected genetic information.