

November 13, 2020

Request for Proposal

Organization: [California Fig Advisory Board](#) (CFAB)
Solicitation: Contractor(s)
Activity: Digital Asset Development and Communications in Canada

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 Canada. The goal of all digital efforts is to raise awareness and drive sales of California Figs (fresh, dried and ingredients). The CFAB has a suite of assets including recipes, formulas, photos, and videos but the creation of additional asset recommendations is desired. Proposal should include the following:

- Market overview
- Target audience recommendations
- Tactical recommendations (see below)
- Measurement for success
- Budget
- Qualifications

Tactical recommendations should be presented in two phases:

Timing: November 2020 – January 2021

Budget: \$20,000

Project: Recipe development, photography, and videography

Description: CFAB would like to build upon current digital assets with a specific focus on Canadian market trends and data. Please include total number of recipes and accompanying photos and videos that can be executed for total budget amount. For video samples, visit [California Figs YouTube](#) channel. French translation should be included. Note: California Dried Figs are only available during this period so no fresh figs assets should be considered.

Timing: February 2021 – December 2021

Budget: \$40,000 - \$60,000

Project: Digital marketing campaign

Description: The CFAB has had success executing social media advertising campaigns leveraging new videos to promote California Fresh Figs and California Dried Figs. With digital remaining a key strategy in 2021, the CFAB will continue with digital marketing in Canada, the #1 export for California Figs. Please provide recommendations for promoting California Dried Figs (available year-round) and California Fresh Figs (available seasonally June – Sept) in 2021. Proposal may include but is not limited to social media, display advertising, influencer outreach, and virtual events. Note: If new fresh assets are needed to execute campaign, this should be included in this phase as well but will not be able to be developed until June 2021 at the earliest.

Selected consultant or agency will work closely with the California Fig Advisory Board staff and management on overall process. Additional details available upon request or visit [CaliforniaFigs.com](#).

Proposals should be submitted electronically to the California Fig Advisory Board: kstockli@californiafigs.com

Open date for this solicitation is: November 13, 2020 and submissions must be received by November 30, 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.

CALIFORNIA FIG ADVISORY BOARD – 2020 DIGITAL CONTRACTOR CANADA