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Alaska Seafood Marketing Institute
311 N. Franklin St., Suite 200
Juneau, Alaska 99801

Request for Proposals
RFP Number: 2020-0804
Date of Issue: February 13, 2019

RFP Title: Japan Consumer Marketing Campaign

Important Notice: You must register, via email, with the procurement officer listed in this document. Failure to contact the procurement officer may result in the rejection of your offer.

Becky Monagle, Finance Director
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(907) 465-5570

Alaska Seafood Marketing Institute
311 N. Franklin Street, Suite 200
Juneau, Alaska 99801-1147

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General Information

1. **Purpose of the Request For Proposal (RFP):** The Alaska Seafood Marketing Institute (ASMI) is soliciting detailed proposals for a marketing and communications agency for its Japan International Marketing Program to compliment and build on the work of the current ASMI Japan marketing team. Services include but may not be limited to, strategic marketing plan execution and refinement; consumer PR and promotions, social media management, media placement; hotel, restaurant, institutional (HRI) promotion development, placement and evaluation(s); and timely, effective reporting.
2. **Other Licenses and Registrations Requirement:** All proposers, including subcontractors, are required to hold any and all necessary applicable pertinent professional licenses and registrations required by Alaska Statute. Proof of professional licenses is required at the time of award. Obtaining and ensuring compliance to all professional license and registration requirements is the complete responsibility of the proposer.
3. **Minimum Requirements:** Every proposer to this RFP must meet the following minimum requirements to be considered responsive to this RFP.
 - a) For at least three of the last five years, the primary business of the proposer must be marketing, and consumer public relations; proposers with dedicated food/seafood marketing backgrounds are preferred. While it is advantageous for candidates be familiar with the U.S. Department of Agriculture (USDA) Market Access Program (MAP), public relations skills and marketing creativity are paramount;
 - b) Fluent in English, spoken and written; and
 - c) Proposer must be based in Japan.
4. **Conflict of Interest and Restrictions:** If any proposer, proposer's employee, joint venture, subcontractor, or any individual working on the proposed contract may have a possible conflict of interest that may affect the objectivity, analysis, and/or performance of the contract, it shall be declared in writing and submitted to ASMI within ten days of issuance of this RFP. ASMI shall determine in writing if the conflict is significant and material and if so, may eliminate the proposer from submitting a proposal. ASMI generally views a current and/or ongoing relationship with other seafood production entities such as the Norwegian or Chilean salmon farmers as a potential conflict of interest. Proponents are encouraged to contact ASMI regarding any concerns or questions regarding the conflict of interest issue.
5. **ASMI and Contact Person:** Any information required or questions regarding this RFP should be addressed and/or delivered to:

Alaska Seafood Marketing Institute
311 N. Franklin St., Suite 200
Juneau, AK 99801
USA

Attention: **Becky Monagle, Finance Director**
Office Main Number: (907) 465-5560
E-mail: bmonagle@alaskaseafood.org
6. **Deadline for Receipt of Proposals:** Proposals may be mailed, emailed or hand delivered. **5 (4 bound and 1 unbound)** physical copies or one email copy must be received by ASMI no later than **2:00 pm Alaska time, Monday, March 7, 2019**. Emailed proposals should be sent to bmonagle@alaskaseafood.org with "Japan Proposal For Consumer Marketing Campaign" in the subject line. Failure to meet the deadline will result in disqualification of the proposal without review.

Proposals are to be delivered to the address referenced above in item number 5 so that they are not disqualified by having been opened early, either the outer or inner envelope should also contain the following:

Confidential: Do Not Open Until **2:00pm, Alaska time, Monday, March 7, 2019**
Proposal for Japan Consumer Marketing Campaign

ASMI assumes no responsibility or liability for the transmission, delay, or delivery of RFP materials, packages or applications by either public or private carriers. Please note, there is no guaranteed overnight delivery to Juneau, Alaska.

7. **Proposers Review and Substantive Questions:** Proposers should carefully review this RFP for errors, questionable or objectionable materials, and items requiring clarification. Proposers shall put these comments and/or questions in writing and submit them to the ASMI contact (see section 5) at least ten days before the due date of proposals. This will allow time for an addendum to the RFP to be issued, if required, to all recipients of the initial RFP.
8. **Proposers Review and Directional Questions:** If questions received involve no more than directing the questioner to a specific section of the RFP, questions may be responded to verbally, and do not require a written addendum.
9. **Addendum to the RFP:** ASMI reserves the right to issue written addendums to revise or clarify the RFP, respond to questions, and/or extend or shorten the due date of proposals or dates of the phases of the RFP process.
10. **Preproposal Conference:** A preproposal conference will not be held unless extensive questions arise regarding the RFP.
11. **Cancellation of the RFP:** ASMI retains the right to cancel the RFP process if it is in its best interest. ASMI shall not be responsible for costs incurred by proposers for proposal preparation.
12. **Proposal Withdrawal and Correction:** A proposal may be corrected or withdrawn by a written request received prior to the date of opening proposals.
13. **Discussion with Responsible Offerors:** As determined by the evaluation process, proposers reasonably susceptible of award may be offered the opportunity to discuss their proposal with the procurement officer or evaluation committee and the proposal may be adjusted as a result of the discussion.
14. **Multiple Proposals:** ASMI shall not accept multiple proposals from the same proposer for the same region.
15. **Disclosure of Proposal Contents:** A proposal's content shall not be disclosed to other proposers until after the Notice of Intent to Award is issued. Upon issuance, the proposals become public information except for trade secrets or other proprietary data deemed confidential by both the proposer and ASMI.
16. **Retention of Proposals:** All proposals and other material submitted become ASMI's property.
17. **Cost of Proposal Preparation:** Any and all costs incurred by proposers in preparing and submitting a proposal are the proposer's responsibility and shall not be charged to ASMI or reflected as an expense of the resulting contract.
18. **Solicitation/Advertising:** The RFP has been posted on ASMI's website and distributed to United States Department of Agriculture (USDA) Foreign Agricultural Service (FAS) offices overseas.
19. **Alternative Form:** If an alternative form of the RFP is required, notify the contact person previously identified or if using a telecommunications device for the deaf (TDD), please contact the State of Alaska at 711.
20. **Media Announcements:** All media announcements pertaining to this RFP require ASMI's prior written approval.
21. **Other Governmental Requirements:** It is the responsibility of the proposer to indicate within their proposal the applicability of any other federal, state, municipal, or other governmental statutes, regulations, ordinances, acts, and/or requirements. The successful contractor and any/all subcontractors will be required to comply with federal laws and regulations specific to the expenditures of the federal grant partially funding this project. This may include, and may not be limited to:
 - a) 15 CFR Part 26, subparts A – E, Government Debarment and Suspension
 - b) 15 CFR Part 28, New Restrictions on Lobbying
 - c) Form CD-512, Certifications Regarding Debarment, Suspension Ineligibility and Voluntary Exclusion
 - d) Form SF-LLL, Disclosure of Lobbying Activities

Additionally, the contractor may not be established and headquartered or incorporated and headquartered in a country recognized as Tier 3 in the most recent United States Department of State's Trafficking in Persons Report. The most recent United States Department of State's Trafficking in Persons Report can be found at the following website: <http://www.state.gov/g/tip/>

22. **ADA Compliance:** By signing the bid/proposal, the bidder/offeree certifies that the bidder/offeree complies with the Americans with Disabilities Act of 1990 and the regulations issued thereunder by the federal government, and certifies that programs, services, and activities provided to the general public on behalf of the State under a contract resulting from this solicitation comply with the Americans with Disabilities Act of 1990, 28 CFR, Part 35, Subpart B 35.130.
23. **RFP is not a Contract:** This RFP does not obligate ASMI or the selected proposer until a contract is signed and approved by both parties. If approved, it is effective from the date of final approval by the Executive Director of the Alaska Seafood Marketing Institute. ASMI shall not be responsible for work done, even in good faith, prior to final approval of the proposed contract.
24. **Standard Terms and Conditions:** The successful proposer is expected to comply with the contractual terms and conditions attached to this RFP and titled:
 - 24.1 Standard Agreement Form
 - 24.2 Appendix A – General Provisions
 - 24.3 Appendix B2 – Indemnity and Insurance

All of the terms and conditions may not be applicable to this proposed contract. If there is a conflict between the standard terms and conditions and this RFP, the RFP supersedes until an actual contract exists.

25. **Concerns with Standard Terms and Conditions:** If a proposer has concerns with the Standard Terms and Conditions, they should put their comments and/or questions in writing and submit them to ASMI's contact person at least ten days before the due date of proposals. This will allow time for an addendum to the RFP to be issued, if required, to all recipients of the initial RFP.

ASMI reserves the right to not award or cancel the award of the contract to a proposer who will not agree to all the standard terms and conditions.

26. **Performance Bonds and/or Surety Deposits:** N/A
27. **Liquidated Damages:** N/A
28. **Additional Terms and Conditions:** ASMI reserves the right to include additional terms and conditions during contract negotiations. However, these terms and conditions must be within the scope of the original RFP and will be limited to price, clarification, definition, and administrative and legal requirements.
29. **Contract Negotiations:** Upon completion of the evaluation process, contract negotiations will commence. If the selected proposer fails to provide the necessary information for negotiations in a timely manner, negotiate in good faith, or cannot perform the contract within the amount of funds available for the project and/or as proposed, ASMI may terminate negotiations and negotiate with the next highest ranked proposer, or terminate award of the contract. ASMI shall not be responsible for costs incurred by the proposer resulting from contract negotiations.
30. **Estimated Time Frame:** This schedule is a rough guideline and for informational purposes only; actual number of days/dates may vary depending on the response to this RFP and the actual schedules of staff and respondents.

- Issue RFP: Wednesday, February 13, 2019
- Written Comments Due: February 25, 2019 by 3:00 PM Alaska time
- Deadline for Receipt of Proposals: March 7, 2019 by 2:00 PM Alaska time
- Proposal Evaluation Committee completes Phase I Evaluations: March 15, 2019
- Phase II In-Country Oral Presentations and Evaluations: April 2-4, 2019
- State of Alaska issues Notice of Intent to Award a Contract: April 26, 2019
- State of Alaska issues contract: May 31, 2019

Historical Information Pertinent to the Proposed Contract

1. **ASMI's Mission:** The primary objective of the Alaska Seafood Marketing Institute is to create a dynamic, market-driven environment that will expand the global consumption of Alaska seafood. It accomplishes this by fostering growth opportunities with the food industry. ASMI's programs emphasize collaborative marketing and quality assurance efforts, and build the identity of Alaska Seafood as a brand.
2. **ASMI's Authority:** ASMI was established by the Alaska State Legislature in 1981 as a public corporation within the Department of Commerce, Community and Economic Development (DCCED) State of Alaska. As a cooperative effort between the State of Alaska and private industry, the Institute has four legislative mandates: 1) to promote all species of Alaska seafood worldwide; 2) to maintain and promote quality awareness from point of harvest to final distribution; 3) to disseminate information on prices paid and market conditions for raw salmon and salmon products; and, 4) investigate new product forms and future markets for Alaska salmon.

ASMI is governed by a seven-member Board of Directors, appointed by the governor of Alaska. The board consists of five processors and two harvesters. Five standing committees provide ASMI's board and staff with input and promotional direction. Staff is located in Juneau, Alaska.

3. **Current Program:** ASMI has been a participant in the United States Department of Agriculture (USDA) Market Access Program (MAP) since 1986. Current year funding for State of Alaska Fiscal Year (FY) 19 is \$4.21 million from USDA and industry match of \$2.54 million for a combined budget of roughly \$6.75 million. In FY 20, 21, and 22, the ASMI international budget will also include \$5.49 million in Agricultural Trade Promotion Program funds. These funds are a one-time award to be spent over three years.

ASMI's International Marketing Program employs its funds by developing and executing "generic" marketing and promotional programs, primarily directed toward the retail and foodservice international markets. All marketing plans and budgets are adopted and approved annually by ASMI's Board of Directors.

Several specific industry conditions are addressed by ASMI include:

- Seafood, in general, has great appeal to the health-conscious consumer and athlete;
- Annual worldwide-farmed salmon production has surpassed the Alaska harvest;
- Salmon consumption continues to rise while other muscle-based proteins have seen declines;
- Today's consumers are time-starved and need convenient "meal solutions" that taste good;
- Growing economies are becoming more reliant and developing a preference for imported products;
- The popularity of Japanese and western-style cuisine has created opportunities for Alaska seafood in the foodservice sector worldwide;
- The supply of wild Alaska seafood remains abundant, stable, high in quality and value, however the market must be cultivated to offset unfavorable trade conditions and Alaska's declining worldwide market share;
- Consumers in emerging markets have limited Alaska seafood handling experience and awareness of Alaska seafood, its availability, versatility and quality;
- Significant processing capacity and declining production from local fisheries in many markets provides an opportunity for imports to fill raw materials pipeline;
- Some traditional forms of Alaska seafood such as H&G frozen salmon or canned salmon, herring roe (kazunoko) pollock roe (mentaiko) and salmon roe (ikura and sujiko) are facing declines in consumption.

Export Program Situation Analysis

The Alaska Seafood Marketing Institute is a marketing organization with the mission of increasing the economic value of the Alaska seafood resource through:

- Increasing positive awareness of the Alaska Seafood brand;
- Collaborative marketing programs that align ASMI and industry marketing efforts for maximum impact within the food industry;

- Championing the sustainability of Alaska’s seafood harvests resulting from existing Alaska fisheries management imperatives. (State of Alaska Constitution and Magnuson-Stevens Fishery Management and Conservation Act and The Halibut Act.)
- Proactive marketing planning to address short and long-term goals while remaining flexible and responsive to a changing environment and economy;
- Quality assurance, technical industry analysis, education, advocacy and research; and
- Prudent, efficient fiscal management.

ASMI International Marketing Program will continue in its present marketing mode and strive to sustain its current posture and grow its business as budget and opportunities allow.

FY 20 (July 1, 2019- June 30, 2020) General Approach:

- The International program will work towards achieving ASMI’s mission by capitalizing on opportunities for Alaska Seafood in ASMI’s target markets;
- The international program will continue to build sustainability into the foundation of our brand identity;
- ASMI will position the Alaska Seafood brand as a trustworthy and safe choice that is a good value for both the trade and consumer. We will continue to explain how wild and well-managed equates to sustainable, trustworthy and safe;
- Convenience, health and value remain important to consumers: we will continue to highlight how Alaska Seafood aligns with these interests. A key component of this strategy will be the health benefits Alaska seafood provides and offering a variety of recipes that feature both premium and low cost ingredients;
- Notwithstanding social, economic and political circumstances, we will continue our work in emerging markets because having multiple markets assists in our ability to achieve our mission;
- We will look at participating/attending tradeshow that are not geographically within our current programs;
- We will remain vigilant in adapting as circumstances evolve and focus on consumer and trade research to ensure our message is on target;
- We will strengthen marketing relations with high profile, high volume re-processors who include ASMI messaging and the logo on packaging, which adds to ASMI’s reach in the marketplace; and
- ASMI will monitor trends, such as a recent emphasis on functional nutrition, sustainability and social responsibility, and respond or adjust our messaging as appropriate.

International Program Objectives

1. Increase awareness, trial and usage of Alaska seafood products among consumers, HRI and trade.
2. Develop distribution and identity programs for Alaska seafood at the wholesale/distributor, export and retail level(s).
 - Gain multiple ad features or in-store features for Alaska seafood products with participating chain(s), during key consumption and/or promotion periods and in major markets.
3. Identify key exporter and consumer obstacles to growth or purchase, usage and distribution of Alaska seafood products. Develop strategies to successfully remove these obstacles.

International Program Strategies

1. Increase awareness, trial and usage of Alaska seafood by:
 - a) develop and distribute “themed” promotional materials having strong ASMI brand identity and/or Alaska imagery;
 - b) conduct training seminars to key chains using chefs, Alaska industry members and other appropriate resources;
 - c) aggressive use of in-store product demonstration programs at retail level;
 - d) attend appropriate trade shows whenever possible;
 - e) work with new outlets like meal kits and e-commerce when strategic to do so;
 - f) develop newspaper and magazine food-page editorials for food editors to use in publications; and
 - g) effectively develop social media and ASMI overseas websites to maximize usage and appeal in accordance with ASMI Information Technology policies and procedures.
 - h) Provide close cooperation between importers and distributors and Alaska Seafood through a trade lead system, as well as at trade shows, including the annual Seafood Expo Asia in Hong Kong.
 - i) Develop and distribute information on storage and handling procedures in wholesale and retail that currently cause quality losses and reduces confidence in Alaska seafood.

- j) Provide product samples, technical training and logistical support to improve quality and recovery rates for whitefish processing; and explore processing opportunities for flatfish, salmon, roe and other Alaska seafood products.
- k) Increase HRI sector awareness of Alaska as the benchmark for quality, wild and sustainable seafood, emphasizing the positive differences in appearance, taste, and texture of wild Alaska salmon and whitefish species and produce local language materials to support Alaska seafood products.
- l) Conduct Alaska seafood representational events in different cities of the region to showcase the full range of Alaska seafood products to targeted HRI members, place advertorials in professional HRI media.
- m) Partner with Food Export USA on culinary and HRI activities wherever feasible.

2. Strategies in Japan:

The ASMI Japan Marketing Team is headed by a Trade Representative. The marketing team also includes an agency which will remain on the team focusing on the trade program and portions of the HRI program. This RFP seeks a consumer/HRI focused creative agency to compliment the work of the ASMI Japan Marketing Team on the following strategies:

- a) Focus on origin identification;
 - b) Refresh and expand digital and social marketing strategy and assets;
 - c) Capitalize on the consumer and HRI excitement surrounding the 2020 Olympics in Tokyo;
 - d) Shift product emphasis as market conditions dictate; and
 - e) Capitalize on shifting demographics to find new customers for Alaska seafood.
3. Strive for proof of results/performance on ASMI promotions.
- a) Provide proof of performance for exporter ad feature activities;
 - b) Obtain quantifiable measures of volume moved on ASMI funded activities and events; including websites and social media platforms; and
 - c) calculate free results, such as logo placement or unpaid press coverage.
4. Develop (as budget allows) retail programs that will encourage the use of ASMI's logo or the word "Alaska" at retail store level or on "value-added" Alaska seafood products. For example:
- a) merchandising contests
 - b) tailor-made point of sale materials and microsities
 - c) other – TBD
5. Following each promotion, evaluate to ensure all activities are in keeping with the industry, exporter and consumer needs/trends.

Scope of Work Pertinent to the Proposed Contract

1. **Location of Work:** All work shall be performed, completed, and managed in Japan at the location of the selected proposer's firm(s) and/or approved subcontractor(s) firm(s), with notable exceptions such as travel to Alaska.
2. **Term of Proposed Contract:** ASMI anticipates that the successful proponent would be awarded a twelve (12) month FY20 contract (through period ending June 30, 2020) with up to two (2) one-year renewal options.
3. **General Responsibility:** ASMI is soliciting detailed proposals for an in-country consumer/trade marketing agency with three (3) years minimum experience in food and food branding to conduct consumer marketing activities for the Japan program. The successful bidder must demonstrate proven capabilities and expertise in the following marketing disciplines: strategic planning; marketing plan execution and refinement; copywriting; digital marketing; media placement; consumer/trade promotion development, trade shows, placement and evaluation(s), social media, and public relations. Specifically, the agency will utilize the above capabilities to execute a consumer marketing campaign following the direction below.

Consumer Marketing Campaign

The Contractor will develop a multi-pronged consumer marketing campaign to capitalize on the consumer and HRI excitement surrounding the 2020 Olympics in Tokyo:

- a. Functional Nutrition & Fitness:
 - i. Create POS and digital marketing materials using functional nutrition messaging targeted to consumer groups identified through market research, tap into national inspiration from the Olympic Games to raise consumer awareness of Alaska seafood as a nutritious, fitness food.
 - ii. Leverage new materials and activities to establish partnerships with relevant HRI institutions to execute promotions leading up to the 2020 Games.
 - iii. Generate positive social and traditional media coverage highlighting wild Alaska fish and roe products as quality and convenient sources of protein for athletes and the athletically-inspired.
 - b. Sustainability:
 - i. Utilize growing interest in sustainable seafood and Alaska seafood's respected place in the market to remind consumers and trade that Alaska is the "Gold Standard of sustainability" and should be their first choice as the concept becomes more prevalent in Japan.
 - ii. Like other markets, younger consumers are leading the growth of green or sustainable purchases. Work with ASMI's Japan Overseas Marketing Representative (OMR) to create a marketing strategy for universities and other promotional partners specifically targeting the millennial/ Gen Z sector with both the health/fitness and gold standard sustainable seafood message.
 - c. A Worldwide Moment:
 - i. Capitalize on global attention on Japan's culture and cuisine to highlight the long traditional Japanese Alaska seafood products to ASMI's domestic and other international markets.
 - ii. Create a collection of assets, recipes and promotion ideas for all ASMI programs to deploy around the Olympic games as the world's eyes turn to Tokyo.
4. **Specific Responsibility:** In performing and accomplishing the general scope of services, the individual or company will work in cooperation with ASMI's International Marketing Program Director, ASMI's Asia Marketing Coordinator, ASMI's current Japan Overseas Marketing Team and other designated program staff to generically promote Alaska Seafood. As required by the grant all accounting will adhere to Federal MAP grant, ATP grant and State of Alaska fiscal and accounting policies.
 5. **Reports:** Success stories, quarterly and annual written activity reports of the contractor's activities on the client's behalf including information on trade meetings conducted.
 6. **Communication:** The successful bidder must present a communication plan to explain how they will work with the ASMI Juneau office and the Japan Overseas Marketing Team, to strategically plan and approve activities.
 7. **Contractor's Compensation:** Compensation to the contractor shall be based on:

- 7.1. **Monthly Retainer**: Negotiated “base service fee” associated with servicing ASMI’s International Program. All anticipated fees and expenses associated with administration of the program must be clearly identified, including but not limited to: creative and copy development; ad placement; special events; and outreach. Successful proposals will offer a clear and predictable cost structure based on the proposed marketing plan.
- 7.2. **Direct Expenses**: Reimbursement by ASMI of direct expenses, as identified in the contractor’s proposal, and actually incurred by the contractor in performance of the contract. There shall be no markup or increase to direct expenses and any discounts received by the contractor shall be passed on to ASMI.

Direct expenses vary, depending on the nature of the proposed contract. Some typical examples of direct expenses are long distance telephone calls, postage, printing, reproduction, and specific travel.

8. **Joint Ventures**: Joint venturing shall not be allowed.
9. **Subcontractors**: Subcontracting shall be allowed. If subcontracting is proposed by the proposer, it should be clearly indicated in the RFP the fiduciary relationship and responsibility (s) between the proposer and its subcontractor (s) and should include adequate information indicating legal paperwork between the said parties that serves the working relationship.

Proposal Content and Requirements

Proposal Format: Submit **five (5)** hard copies (**4 bound and 1 unbound**) of the proposal or email **one (1)** copy. Proposals should be bound (plus one unbound), printed on both sides of the paper when possible and organized according to the following outline.

1. **Table of Contents** with page numbers and pages numbered throughout the proposal.
2. **Standardized Individual New Business Questionnaire:** Brief introduction which includes:
 - 2.1 The proposer's name, address, internet URL, telephone and fax numbers. Include name, title, and email address of the individual who will serve as individual's primary contact;
 - 2.2 Describe individual's ownership;
 - 2.3 List full-service U.S. individual offices/addresses, leading with the office that would service this account;
 - 2.4 If the account in question is global, list full-service non-U.S. individual offices, indicating which are equity owned and which are affiliates;
 - 2.5 List top 10 worldwide clients;
 - 2.6 List responding office's current clients, indicating each client's tenure with individual;
 - 2.7 List accounts responding office has gained over the past two (2) years. Provide comment on why individual was chosen for these accounts;
 - 2.8 List accounts responding office has lost or resigned over the past two (2) years. Provide comment on why individual lost or resigned these accounts;
 - 2.9 List billings for the past three (3) years, including an estimate for the current year, for individual office that would service the ASMI account;
 - 2.10 List total worldwide and U.S. billings for entire individual for the past three (3) years, including an estimate for the current year;
 - 2.11 Identify the number of clients the responding office handles in the following billing ranges:
 - Under \$1MM
 - \$1-5MM
 - \$5-10MM
 - \$10-50MM
 - over \$50MM
 - 2.12 Provide a breakout of responding office's employees by function and time dedicated to ASMI account: account, creative planning / research, media, other (*please explain*);
 - 2.13 Provide brief biographies of key management executives in responding office;
 - 2.14 On no more than one page per topic, describe your individual's capabilities in:
 - 2.14.1 Sales/Consumer Promotions
 - 2.14.2 Food/Seafood Promotions
 - 2.14.3 Digital Marketing, including mobile & online
 - 2.14.4 Innovative promotions
 - 2.14.5 Social Media
 - 2.14.6 Public Relations
 - 2.14.7 Event planning
 - 2.14.8 Trade shows
 - 2.14.9 HRI Sector Promotions
 - 2.14.10 Other (Specify)
 - 2.15 Statement that indicates the proposal is valid for at least 90 days from the proposal submission deadline;
 - 2.16 Statement that the signatory has authority to bind the proposer; and signature of authorized individual.
3. **Minimum Requirements:** Provide a detailed and precise discussion, including examples and/or documentation, of meeting each Minimum Requirement established in the "General Information" section of this RFP. Limit discussion to the meeting of the Minimum Requirements.
4. **Conflict of Interest and Restrictions:** Provide a statement that no conflicts of interest exist or state that there were potential conflicts, they were declared in writing to ASMI, and ASMI found either no conflict existed, and/or the conflict was not significant and/or the conflict could be mitigated. Include a copy of ASMI's response.

5. **Strategic Approach:** Describe the process and methods your individual/company employs to develop effective marketing communications.
6. **Agency's Relevant Experience and References:** Provide a detailed discussion of:
 - 6.1 The agency's relevant experience, qualifications, awards, and recognitions received in particular for food/seafood industry projects, or for other similar services.
 - 6.2 Provide at least two (2) case histories describing how your individual employed the process outlined above in Item 5.
 - 6.3 In no more than two (2) pages, describe how you are suited to address the challenges and opportunities ahead for the ASMI Japan program.
 - 6.4 Provide a list of three (3) references. All clients referenced should include a complete address, contact name, telephone number and email address.
7. **Other Information:** A proposer may include other selected pertinent materials that directly pertain to this RFP and the proposal. These materials will not be returned.
8. **Value of Proposal:** Based on the requirements of this RFP, proposers are to provide a detailed cost proposal reflecting the following:
 - 8.1 **Monthly Retainer:** Proposed "base service fee" associated with servicing ASMI's Japan account. **Please base proposal on anticipated annual budget of roughly US \$500,000, including retainer.**
 - 8.2 **Direct Expenses:** Identify all direct expenses for which ASMI will be billed at cost.
 - 8.3 **Other Fees and/or Rates:** Identify any other specific fees and/or rates and/or compensation methods to be used in the performance of the proposed contract. **Specifically identify all "commissionable expense(s)" and state commission rate as a "mark-up percentage based on net."**
9. **Subcontractors List:** In addition to *identifying each and every subcontractor and their employees throughout each element of the proposal*, a list which reflects the complete name and location of the place of business of each subcontractor must be included in the proposal. **In the event that the proposer is subcontracting with an agency for a significant amount of the program budget (over \$25,000), the proposer needs to adhere to the ATP and MAP contracting guidelines.**
10. **Other Licenses and Registrations:** Proof of any other licenses and/or registrations as required due at time of award.

Review of Proposals

1. **Responsiveness:** Prior to evaluation, each proposal shall be reviewed to determine whether or not it is responsive. Nonresponsive proposals shall be eliminated and will not be evaluated. Factors that may result in a proposal being declared nonresponsive include but are not limited to:
 - 1.1 Not providing evidence of meeting the Minimum Requirements.
 - 1.2 Substantive and material conflicts of interest which were not declared and/or were declared and determined to be significant enough that ASMI requested the potential proposer not submit a proposal.
 - 1.3 Substantive and material noncompliance to requirements of the RFP proposal submission guideline.
 - 1.4 Not providing a cost proposal as outlined in the Proposal Content and Requirements section of the RFP.

2. **Phase I Evaluation Process:** An evaluation committee consisting of Alaska industry members and/or ASMI staff shall evaluate responsive written proposals. Each member of the evaluation committee shall independently evaluate each proposal.

The evaluation will be based on the evaluation factors and values stated in this RFP. Discussions, presentations, and/or site inspections, if held, may result in individual evaluation committee members changing their scores. Evaluation factors not specified in this RFP shall not be considered.

3. **Phase I Evaluation Factors (maximum 1000 points):** Proposals will be evaluation against the factor and value with the questions below:
 - 3.1 Agency and Key Personnel Experience (150 Points)**
 - a) How long has the agency or principal been in business?
 - b) What are their demonstrable past successes?

 - 3.2 Overall Quality of Proposal (150 Points)**
 - a) Is the proposal clear, well written and neatly executed to the expectations ASMI holds for outward facing documents that represent ASMI?

 - 3.2 Consumer Promotion Experience (125 Points)**

Does the proposer have consumer promotion experience in the market for which they are bidding?

 - a) Does the proposer have seafood consumer promotion experience?
 - b) Does the proposer demonstrate successes in consumer promotions?
 - c) Does the experience listed reflect a creative, frugal approach?

 - 3.3 Foodservice Promotion Experience (75 Points)**

Does the proposer have foodservice promotion experience in the market for which they are bidding?

 - a) Does the proposer have seafood foodservice promotions experience?
 - b) Does the proposer demonstrate multiple successes in foodservice promotions?
 - c) Does the experience listed reflect a broad base of knowledge about the sector?

 - 3.4 Food/Seafood Experience (125 Points)**

Does the proposer have food/seafood marketing experience?

 - a) Does the proposer demonstrate multiple successes in food/seafood marketing?
 - b) Does the experience listed reflect a broad base of knowledge about food/seafood marketing?

 - 3.5 Digital/Marketing Experience (150 Points)**

Does the proposer have digital marketing experience?

- a) Does the proposer have food/seafood digital marketing experience?
- b) Does the digital marketing experience include social media?
- c) Does the digital marketing experience include high quality design and asset creation?
- d) Does the digital marketing experience listed show a capacity to adapt to new digital trends that may not have been identified yet?

3.6 MAP Grant Experience (75 Points)

Does the proposer have MAP grant experience?

- a) Has the proposer written a Unified Export Strategy or Country Progress Report before?
- b) Is the proposer familiar with MAP regulations?

3.7 Value of Proposal (150 Points)

Is the cost of the retainer fees a good value in comparison to the scope of the region and the work product offered by the proposer?

Are other fees included in the proposal fair and good value in comparison to the scope of the region and the work product offered by the proposer?

4. **Discussions:** As determined by the evaluation process, proposers reasonably susceptible of award may be offered the opportunity to discuss their proposal with the evaluation committee and the proposal may be adjusted as a result of the discussion. Proposers may also be allowed to submit a best and final proposal as a result of the discussion.
5. **Phase II Oral Presentations:** ASMI may require an oral presentation from top candidates as determined by the Phase I Evaluation Process. If necessary, finalists will be notified in writing and instructed to prepare an oral and written presentation. Presentation will be scheduled TBD and would be given in-country or via a video conferencing device.
6. **Phase II Evaluation Factors:** The evaluation factors and value of each are:

Overall Quality and Professionalism in Oral Presentation	200
Quality and Originality of Presentation Materials	150
Staff Qualifications, Poise and Ability to Respond to Questions	150
Applicability & working relation fit with ASMI Program staff and contractors	300
Value of Proposal	<u>200</u>
Maximum Phase II Possible Points	1000
7. **Site Inspections:** ASMI reserves the right to require a site inspection. Site inspections may be required of all proposers or limited to those that, as determined by the evaluation process, are reasonably susceptible of award. If so afforded, proposers will be notified in advance. If the entire evaluation committee cannot be present, those present must submit a report of findings to the remainder of the committee. All costs associated with the site inspection shall be borne by ASMI.
8. **Notice of Intent to Award:** After completion of the evaluation process, ASMI will issue a Notice of Intent to Award containing the names and addresses of all proposers and the intended recipient of the contract to all proposers.
9. **Informal Debriefing:** Any proposer may request and receive an informal debriefing after the Notice of Intent to Award is mailed out. The debriefing shall be limited to the offeror's proposal, concentrating on the areas considered deficient or inferior. The merits of other proposals will not be discussed.

Attachments

1. Standard Agreement Form
2. Appendix A
3. Appendix B2