



**REQUEST FOR PROPOSALS  
FOR BRAND STRATEGY AND CREATIVE SERVICES  
Invest Puerto Rico Inc.**

<b>EVENT</b>	<b>TIME AND DATE</b>
RFP Issue Date	Feb 1, 2023
Submissions of Letter of Intent (Attachment A) by	Feb 24, 2023
Submissions of Questions and Requests for Clarification (via email)	One round as needed
Responses to Questions and Requests for Clarification (via email or conf call)	To be provided as received
Proposals Due (via email) *InvestPR may request follow-up calls	March 17th, 2023, by 5:00 p.m. AST
Final agency selection will be completed by or before w/o	Before March 31, 2023.

**ABOUT INVEST PUERTO RICO**

Invest Puerto Rico (InvestPR) is the Island's economic development organization. We are a 501(c)3 not-for-profit organization created by law to promote Puerto Rico as a competitive investment jurisdiction to attract new business and capital investment to the Island.

InvestPR is responsible for all marketing, sales, and promotion of the destination, working collaboratively with diverse stakeholders to position Puerto Rico as a premiere destination for investment. To this effect, we collaborate with Puerto Rico's Department of Economic Development and Commerce, government agencies, trade organizations, industry partners, and academia. We help companies get established on the Island by assisting them in navigating incentives, connecting them to resources for real estate selection and access to talent, and providing introductions to key stakeholders like sector experts and industry associations.

**INTRODUCTION**

Invest Puerto Rico Inc. (InvestPR) is soliciting proposals from interested firms to provide Brand Strategy & Creative services to help establish Invest Puerto Rico's brand as a business organization.

Puerto Rico is at a turning point. The Island just emerged out of bankruptcy and achieved the activation of \$80B in federal recovery funds allocated towards the Island's infrastructure and economic recovery after hurricane Maria and the prioritization of the upgrading of critical assets, like the electrical grid, among others. The Island stands in a once-in-a-lifetime position to change the course of its economic development history. Despite the challenges from Hurricane Maria, the fiscal crisis, political unrest, and COVID-19, Puerto Rico's key business sectors have continued to grow and thrive, enhancing our value proposition for prospects looking for new investment destinations.

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Puerto Rico enjoys a high level of awareness as an idyllic tourism destination, home to world-class athletes and entertainers, among other positive attributes. But it has yet to be recognized for its value as a business destination. We are looking for an agency partner to help us shape and tell a new story for Puerto Rico as a business destination, rounding up what is already a fantastic Puerto Rico brand. As a destination in recovery and transformation, a tailored brand & messaging strategy plus stand-out creative work will be crucial to raising the brand awareness of the Island in the mainland U.S. where most of our promotional efforts are concentrated.

InvestPR launched a new campaign under the Game Changers, welcome home brand platform last year. The campaign reintroduces Puerto Rico to our target – innovators, big thinkers, and business leaders at the forefront of their industries who are comfortable with taking bold steps to take their businesses forward – as a new potential destination for their business vision. Game Changers, welcome home is an invitation to join an already thriving ecosystem full of ideas and seasoned like-minded players to build what's next -- for them and the island of Puerto Rico.

Past the introduction phase, we are looking to develop what will be the continuation of our message. We need to dive deeper into market insights, consumer pain points, global trends, and competitive offerings to create a new round of work that will allow us to present Puerto Rico in a way that makes us stand out from other destinations. It must be relevant, essential, and unmissable.



## SCOPE OF WORK

This Request for Proposal (RFP) aims to identify a Strategy & Creative agency partner.

The selected firm will provide brand strategy and creative services for developing an innovative and effective communication strategy, key messaging, advertising and promotional campaigns, collateral materials, tradeshow booth design, and other creative needs as assigned.

Key deliverables:

The key deliverables to be provided include, but are not limited to, the following:

### Strategy & Creative

- Develop a communications strategy leveraging InvestPR existing brand platform, *Game Changers Welcome Home*, to promote the Island's general value proposition
- Develop a communications strategy and positioning for sector-specific offerings (Bioscience, Tech, Energy, Aerospace).
- Lead research recommendations to gather insights to inform creative work development and track market effectiveness.
- Develop integrated creative campaigns that will extend across all our audience's touchpoints in support of at least (but not limited to) three core messages: GVP, Bioscience, Tech & Energy
- Develop a diaspora-focused campaign/effort under the GCWH platform
- Develop activation and media ideas to elevate InvestPR presence at key industry tradeshows (BIO International, SXSW, Select USA, eMerge Americas, etc.)
- Development of extended (2.0) design guidelines for InvestPR. This work includes but is not limited to new design/art direction for collateral materials, social media content look & feel, presentations, newsletters, direct mail pieces, etc.
- Provide design/copy material development to fulfill media buy deliverables determined by InvestPR media plan.
- Provide design/copy material development support for Public Relations initiatives as needed

### Project Management & Reporting:

- Meet with InvestPR staff as needed for carrying out initiatives.
- Maintain internal procedures that ensure budget control, prompt billing, and quality control.
- Prepare cost schedules and project sheets for Marketing expenditures and other related costs and secure InvestPR's approval of all expenses regarding authorized initiatives by submitting preproduction estimates.
- Provide weekly status reports, or as otherwise requested, to update InvestPR on the progress of all projects.
- Monthly, quarterly, and annual reporting on relevant efforts as needed. (Required reports will vary depending on the agency's scope of work).
- Develop data reports and KPIs in collaboration with InvestPR (and Media agency) to measure overall campaign/creative effectiveness and performance via detailed reports monthly or quarterly as needed.
- Develop QTR competitive reports on competitor activity, key sectors, and overall E.D. trends.



\*The scope of work presented is based upon circumstances existing at the time the RFP is released. Invest Puerto Rico reserves the right to modify or delete the tasks listed and, if appropriate, add additional duties before and during the term of the contemplated contract. Deliverables shall be considered tangibles and resulting work products to be delivered to InvestPR. All deliverables and resulting work products from this contract will become the property of InvestPR.



## PROPOSAL REQUIREMENTS

- At least one pitch concept (no more than three) that details proposed tactics, sample creative executions, and potential messaging strategy leveraging our current brand platform, Game Changers, welcome home.
  - General Value Proposition is centered around:
    - World class bilingual talent
    - Smart incentives
    - Benefits of a U.S. Jurisdiction
    - Manufacturing legacy
    - Quality of life
  - Priority Sectors/Messages for 2023:  
(Leveraged in sector-specific campaigns/communications)
    - Bioscience
    - Technology
    - Energy
    - Aerospace

Proposer shall submit general information about capabilities and experience according to the following requirements:

- Company History and background in advertising/communications for U.S. and global brands.
- Overview of previous experience with Economic Development efforts or relevant clients.
- Overview of assigned team, identifying roles of each who will service the account.
- Proposed fee structure including billing rates, hourly rates by position, reimbursable expenses, travel expenses, markups, out-of-pocket costs, additional fees, etc.
- Describe the agency's approach to on-island representation (if proposed).
- Case Studies of success (minimum of two) with demonstrated results relevant to B2B or economic development.
- Description of the agency's production department or relevant resources which would be used to leverage integrations, partnerships, and content creation opportunities.
- Current client list and a statement of conflicts (if any) the proposing entity or key employees may have regarding these services. If no potential conflicts of interest are identified, please state so.

\*Resumes, case studies, and supporting material may be submitted as attachments.



## SELECTION CRITERIA & QUALIFICATIONS

The Proposer must show to the complete satisfaction of InvestPR that it has the necessary facilities, ability, and financial resources to satisfactorily provide the services specified herein.

- A. Ability and Capacity to Perform Services: (50%) The Proposer's ability, capacity, finance, and other necessary resources to perform the work or provide the required services.
- B. Costs, Fees, and Expenses: (25%) The reasonability of the charges, fees, and expense structure provided by the Proposer, given the complexity of the tasks and projects requested by the service provider.
- C. Examples of Work Product: (20%) 2 to 3 case studies of similar or relevant work showcasing expertise and quality of work from Proposer.
- D. References: (5%) The character, integrity, reputation, judgment, experience, and efficiency of the Proposer or Proposer's professionals that will be involved in providing the services being procured.
- E. Resumes. Proposers must list the personnel assigned, including organizational structure and each person's area of responsibility. Resumes for each professional assigned are also required.

### Other Considerations:

- Evaluation of the proposals will be under the jurisdiction of InvestPR. InvestPR will evaluate all material submitted and engage in interviews and discussions with the most qualified respondents based on initial responses.
- As a best practice and subject to InvestPR's best ability and judgment, InvestPR will favorably consider agencies' proposals demonstrating diversity and inclusion policies.
- Discussions between InvestPR and the Selected Proposer will then take place to define a more detailed scope of work. Ultimately, a contract will be executed between the Selected Proposer and InvestPR.
- Suppose InvestPR is unable to negotiate a satisfactory contract with the Selected Proposer. In that case, negotiations with that Proposer shall be terminated, and the organization shall undertake negotiations with another qualified Proposer until an acceptable contract is negotiated. If InvestPR is unable to negotiate a contract with any of the Selected Proposers, the organization shall re-evaluate the scope of services and fee requirements.
- InvestPR and the Selection Committee reserve the right to reject any qualification submittals or waive any minor defects or irregularities in any submittal. InvestPR further reserves the right, without prior notice, to supplement, amend or otherwise modify this request for qualifications or request additional information from any or all applicants.
- All materials submitted become the property of InvestPR for internal use only. The submitting organization will bear all costs incurred in connection with responding to this Request for Proposal
- Once selected, the Selected Proposer must be prepared to begin work with InvestPR immediately.
- The scope of work outlined on this proposal considers a contract of at least 12 months with the selected vendor.



## ATTACHMENT A

### Letter of Intent

I submit this letter of intent to notify Invest Puerto Rico of [name of your organization]'s intent to participate in the RFP process for Brand Strategy & Creative services.

I acknowledge that this letter of intent is only a requirement for proposals submitted within the RFP deadline and to be evaluated by Invest Puerto Rico.

Nicole Vilalte will be our primary contact for the application process and can be reached at [nvilalte@investpr.org](mailto:nvilalte@investpr.org).

Thank you.

