

REQUEST FOR PROPOSAL NO: 2019-2
Historic License Plate Marketing - Phase 4

The New Jersey Historic Trust is in but not of the Department of Community Affairs. Its mission is to advance historic preservation through education, stewardship and financial investment programs that save our heritage and strengthen our communities. In addition to its role as the primary provider of bricks and mortar grants to NJ's historic properties, the Trust also administers the heritage tourism grant program funded by the Discover NJ History License Plate sales. The Heritage Tourism Taskforce finalized the New Jersey Heritage Tourism Masterplan in 2010. As part of its work, the taskforce established criteria for the Heritage Tourism grant program, the funding for which results from the sales and renewals of the license plate.

More information on the program can be found:

<http://www.njht.org/dca/njht/programs/discover/index.html>

BACKGROUND

The Discover NJ History license plates were first sold in 1997. The initial sales were attributed to word of mouth and support by the history community, since the plates were never professionally marketed. The Discover NJ History license plate was never a major seller in comparison to the seventeen specialty plates, but sales held steady for many years. However, in the past four years, there's been a serious decline in sales and renewals, resulting in a corresponding decline in the amount of funding available for the heritage tourism grant program. Internal NJHT efforts at marketing included reaching out to our grantees to ask for assistance in promoting the plate, creating promotional materials for conferences and workshops, placing ads in various program books, and offering VIP parking at our conference for anyone displaying a license plate. A review of all specialty plates' sales figures indicates that most plates –while also declining in revenue – earned more revenue from higher sales volume initially, so the resultant trend may not have as significant a financial impact on funding critical to the plates' mission as the decline in the history license plate sales is having on heritage tourism grants.

In 2016, the Historic Trust engaged Integrated Marketing Services to undertake market research to determine why the sales are low and to gauge public perception. Not surprisingly, the results of the survey indicated the following:

- 1) Lack of awareness about the Discover NJ History plate
- 2) Design and slogan does not call attention to the 'cause'
- 3) Unattractive – image is not easily recognizable, doesn't stand out
- 4) Difficult to purchase a specialty plate

In 2017 and 2018, the Historic Trust engaged Integrated Marketing Services to develop and implement a marketing plan. So far, the focus has mostly been on digital media. We would like to continue with and expand on the digital marketing but are open to pursuing new options as well. See attachments for the final results/deliverables of these phases.

QUALIFICATIONS

The Historic Trust seeks a marketing and/or advertising consultant/team with five or more years of demonstrated expertise in managing a strategic advertising campaign with proven results of a significantly increased return on marketing investment. The successful consultant/team should also demonstrate experience in working with governmental entities, most relevantly with state programs.

SCOPE OF SERVICES

Based on existing research, the marketing package, and the results of previous online advertising, the Historic Trust will utilize this next phase to expand the number of ads across a diverse spectrum of formats to increase sales of the license plate, engage the public more broadly in heritage tourism, and enhance the public's appreciation for our historic sites.

Expected tasks and deliverables include, but are not limited to:

- Determine marketing objectives for this phase
- Identify the most current and effective advertising opportunities that can be utilized for this phase of the ad campaign
- Create an ad budget that includes cost estimates for placing ads across all proposed media
- Implement an advertising plan
 - Create and post social media content
 - Prepare e-mail content for deployment
 - Expand digital ad campaign based on previous results (search engine marketing, text ads, display ads, social media ads, and other display ads on relevant websites)
 - Optimize search engine marketing campaigns to maximize dollars spent
 - Update how ads are targeted based on results of previous ad campaigns
 - Implement any additional proposed ad buys
- Use analytics to determine and report on the results of advertising/marketing efforts and make recommendations for the future

Suggestions about additions or changes to the given Scope of Services are welcome.

Proposals should clearly identify the likely tasks to be undertaken, data needs, expected outcomes and clearly articulate what, if anything, would not be achievable within the project budget. Tasks should be linked to a timeline, itemized cost proposal, and a suggested payment schedule.

The Historic Trust estimates this SCOPE OF SERVICES to cost between \$25,000-\$30,000, of which \$10,000 - \$12,000 should be allocated for ad buys. The scope should be completed in 4 months.

PROPOSAL SUBMISSION

The proposal must include a narrative identifying the methodology and steps needed to achieve tasks and deliverables. Proposals should also include a description of how the campaign's success will be tracked, measured, and reported. The project cost proposal should be itemized by the proposed tasks. Any anticipated travel and/or reimbursable expenses should also be itemized. Prices must be guaranteed for nine months following deadline for submission.

The following items should be included in the Proposal:

- Resumes for the individuals that would be principally involved in executing this project;
- proposed timeline;
- client list and references; and
- examples of similar project undertakings

PROPOSAL DEADLINE & ADDITIONAL INFORMATION

Questions about this RFP should be submitted in writing to: Dorothy.guzzo@dca.nj.gov

If selected as the consultant for this RFP, you must provide

- A valid NJ Business Registration certificate
- Registration in NJSTART vendor system
www.nistart.gov
- A current NJ Certificate of Employee Information Report/Affirmative Action Certificate (or provide the State of NJ Employee Information Report and a \$150 check to the NJ Dept. of Treasury to attain a new certification)
- Complete DPA form packet
http://www.nj.gov/treasury/purchase/forms/DPA_Packet.pdf

Proposal with all supporting material should arrive by **4:00 pm on Friday, December 21, 2018** to:

Hand Delivery:

Dorothy P. Guzzo, Executive Director
New Jersey Historic Trust, 101 South Broad Street, 6th floor, Trenton, NJ 08608

If using US Postal Service:

Dorothy P. Guzzo, Executive Director
New Jersey Historic Trust, PO Box 457, Trenton, NJ 08625