



INTRODUCTION

Based upon a successful request for quote, USA Networks has invited LightRay Communications and Brightday Social Media to submit a complete proposal to create and implement a social media campaign to accompany the launch of USA's newest network, The Food Channel.

The Food Channel, a new network devoted to food, will launch November 1, 2013, in time for the Thanksgiving and Christmas holidays. Proposals must be submitted in accordance with the requirements and conditions set forth herein and will be evaluated against each other in a competitive environment.

CONTRACT AWARD

It is the intent of The Food Channel to award one fixed-price contract under this RFP to either LightRay Communications or Brightday Social Media. USA Networks reserves the right not to make any awards under this solicitation. The award of contracts under this RFP is based on financial status of USA Networks as of October 31, 2013.

CONTRACT DELIVERABLES

The deliverable item of the proposed contract will be the offeror's complete plan for a social media launch and three-month campaign for the months of November 2013, December 2013, and January 2014 including creative services, content creation, content scheduling, implementation and management, analytics, and budget. Website services will not be addressed. This social media plan shall be fully described and implementable by the company chosen.

PERIOD OF PERFORMANCE

The period of performance begins upon contract award and may extend past January 2014 based upon contract performance.

PROPOSAL INSTRUCTIONS

An original of each proposal shall be signed by the offeror and submitted in accordance with the attached Request for Proposal (RFP). The original of the offeror's proposal shall be addressed to:

Dr. Susan Codone, Subcontract Administrator
USA Networks
Macon, GA 31207

Proposals will be received via email until 3:00pm on Thursday, December 5, 2013. Proposals received after this time shall be deemed non-responsive to this RFP and will be returned to the offeror.;

Offerors intending to submit a proposal shall submit an electronic **Notification of Intent** document to USA Networks at the above address by Tuesday, November 12, 2013 at 1:40 pm, along with a 5-minute persuasive oral presentation using media chosen by the contractor. Returning the Notification of Intent and conducting the persuasive presentation will assure that the offeror is entered into the proposal competition and receives all RFP updates.

NOTE: FAILURE TO SUBMIT A NOTIFICATION OF INTENT WITH A STATEMENT OF CAPABILITIES WILL PRECLUDE CONSIDERATION OF YOUR PROPOSAL.

QUESTIONS OR INQUIRIES

Please read the RFP carefully. All questions or inquiries regarding the RFP must be submitted in writing via e-mail to the Subcontract Administrator for USA Networks, Dr. Susan Codone.

CONTENTS OF THE RFP

This RFP consists of this memo and the following attachments:

1. Attachments A-B, Proposal Preparation and Statement of Work
2. Attachment C, Notification of Intent Form
3. Attachment D, Proposal Evaluation Form – TBA
4. Attachment E, Contractor Personnel Listing

**ATTACHMENT A
PROPOSAL PREPARATION INSTRUCTIONS**

The offeror's proposal shall be submitted electronically on a publicly accessible Google document. The proposal shall describe and illustrate in detail all the tasks, activities, and plans associated with the social media campaign project for The Food Channel of USA Networks. The proposal shall include the following:

1. Executive Summary
2. Introduction
3. Technical Plan
 - a. Creative Services
 - b. Content Creation
 - c. Content Scheduling
 - d. International social market use
 - e. Implementation and Management
4. Operations Plan
 - a. Monitoring and Analytics
 - b. Budget
 - c. Personnel Needed
5. Rationale for Campaign and Summary

The entire proposal, including diagrams, images, and all written content, has no page limit. Each page shall be formatted to include one-inch margins, single spacing, and 12-point type. Color may be used extensively as this document will be transmitted electronically and not printed.

Offerors shall make periodic Progress Reports to the Subcontract Administrator throughout the proposal development process, as directed.

Full presentation briefings will be given by both LightRay Communications and Brightday Social Media for final consideration of contractor choice by USA Networks. These briefings will be held on Thursday, December 5, 2013, at 1:40 pm.

ATTACHMENT B STATEMENT OF WORK

Background

USA Networks is a comprehensive cable network offering diverse entertainment to the U.S. and international markets. USA Networks is launching a new product, The Food Channel, meant to compete directly with The Food Channel. Launching November 1, 2013, The Food Channel will broadcast into 145 million homes in the United States along with millions of subscribers in Canada, Europe, India, and parts of Asia.

The Food Channel will utilize Facebook, Twitter, Instagram, and Wordpress. For the first 3 months, a Facebook page and one Twitter account will be created and used, although future plans call for additional FB pages and Twitter accounts for each show and personality. Wordpress will be used as a blog/content management system for the channel, primarily to post articles about food, recipes, and upcoming shows. Instagram will be used to showcase prepared recipes along with suggestions for food presentation and display.

Shows debuting on November 1 include:

- Deep South Cooking
- Southern Cooks America
- Cook Dynasty
- Real Cooks of Atlanta
- Grits and Grins
- The Bottomless Pot

The daily schedule will include rotation of these shows, filler interviews with cooking celebrities, and reruns of popular older cooking shows with celebrities such as Julia Child.

Scope of Work

To accompany the launch of The Food Channel, USA Networks is soliciting full proposals for a social media campaign. After soliciting a wide ranging request for quote, USA Networks has narrowed the proposal process to two companies: Lightray Communications and Brightday Social Media.

These proposals must include detailed plans with actual content, described below.

Required Components of the Social Media Campaign Proposal are listed below. Each component must be addressed in a written section of the final proposal accompanied by all relevant images.

Letter of Intent due Tuesday, November 12, with logo design and brief summary (see Attachment D)

Proposal Components

1. Creative Services

- a. Logo design
- b. Graphic design as needed to match social media content

2. Content Creation

- a. Full content calendar for Twitter posts, 2-3 posts per day, for the months of November and December; posts must address all shows, channel launch, and holiday themes, and must include images. Content must be in a calendar format, with all content written in advance (except for blog content) and listed as scheduled for posting across various social media networks.
- b. Full content calendar for Facebook page content must be written, match Twitter content at approximately 80% (meaning Twitter content can vary slightly), including images and written content.
- c. Full content calendar for posts on Wordpress site. The Wordpress calendar does not have to include actual written posts but instead a forecast of articles/recipes/other posts to be written and when to be published.

3. Engagement Procedures/Style Guide

- a. Based upon standard social media content guidelines, contractor must produce a comprehensive style guide for written and graphical content, along with procedures for user engagement – replies to user posts, acknowledgement of followers, and responses to complaints, compliments, or suggestions. Any escalation procedures must be clarified. Punctuation/grammar/word choice must also be clarified, along with phrasing, tone, voice, and persona.

4. Management and Analytics

- a. Based upon standard social practices, contractors must describe a detailed plan for measuring interactions, engagement, and influence for all social media efforts for

the months of November, December, and January 2014, in addition to forecasting methods for continued monitoring after January 31, 2014. Specific social media monitoring tools to be used must be described, along with procedures for using said tools to measure social media effectiveness. This section should also provide a clear statement of goals and expectations for Facebook likes and Twitter follower counts, growth in Likes and engagement/followers over the three month time period, and site visits to the Wordpress blog.

- b. This section should also address Return on Investment (ROI) for all budget dollars spent on this social media launch and campaign in terms of actual financial benefits to the USA Network (money saved from traditional broadcast advertising vs. expense of social media effort).

5. Policy Creation

- a. Because multiple employees of USA Networks will likely contribute to the social media tools, and because employees have their own personal accounts which may or may not include content from USA Networks, a social media company policy should be written to clarify employee use of company-owned and operated social networks and personal accounts.

6. International Social Media recommendations

- a. Because USA Networks offers globally accessible content, USA Networks is interested in contractor recommendations for expanding our social media presence to international markets, including social media networks indigenous to Canada, Europe, Asia, and South America.

7. Documentation

- a. Care should be taken to present a document carefully formatted and free of errors for consideration by USA Networks. Graphic design should be used to enhance document appearance. While contract award will not be based on document appearance alone, contractors should prioritize design and formatting of the final document, understanding that all documentation will be submitted electronically and in one file.

8. Budget

- a. Based upon the request for quote already established, USA Networks is willing to commit \$500,000 to the social media launch and campaign for The Food Channel. Contractors should submit a high-level budget explaining how these funds can be allocated to pay the expenses of this campaign, including labor, design, the process of obtaining any rights or permissions, and costs of promoted content across social media platforms. A simple table should be sufficient to show categories of expenses and dollar allocations. USA Networks understands these

numbers will be estimates only and will not hold the contractors to the costs forecast in this document.

Document Accessibility

USA Networks requires that proposals be developed using an open/editable Google Document (shared only with USA Networks) for on-demand review as the proposal is being developed. Each contractor submitting a proposal must provide the link to the proposal document upon delivery of the Letter of Intent.

Attachment D
Notification of Intent Expected Format

Contractors should provide a written notification of intent expressing interest in submitting a proposal for The Food Channel social media campaign. This notification of intent must include three components:

1. Logo design for The Food Channel
2. Explanation of intent to submit a proposal to USA Networks for this project
3. A proposed schedule, listing team members, tasks, and milestone dates for completing the proposal by December 5, 2013

This intent can be in letter format or advertising format, and must include a proposed logo for The Food Channel that will be used on the subsequent social media campaign and also used extensively for branding elsewhere. The logo should be submitted on the document and not as a separate graphic file.

On Tuesday, November 12, each contractor will make a brief, 5 minute presentation of their plan to submit a proposal, to include an early estimate of proposal content and a presentation of the proposed logo.

Creative freedom may be exercised in design and submission of the Notification of Intent.

Attachment E Expected Contractor Personnel Listing

Based on earlier interactions, USA Networks expects contractor personnel to be as follows:

LightRay Communication Key Personnel

Forrest
Robert
Melissa
Zack
Marc
Emma
Macie
Josh
Autumn
Delanie
Steven

Brightday Social Media Key Personnel

Tyler
Nick
Jake
Jamie
Boakai
Cameron
Tino
Kimberly
Trey
Molly
Shannon

USA Networks expects that each contractor will identify the following team members in the Notification of Intent. Also, standard contractor agreements allow contractors to form sub-teams to complete the project. Sub-team arrangements do not have to be reported to USA Networks.

- Team Lead (one or a pair)
- Documentation Lead (one)
- Creative Lead (one)
- Proposal Schedule Manager (one)
- Writers (multiple)
- Illustrators (multiple)
- Creatives (multiple)

USA Networks also expects two preliminary oral briefings to be held with both contractors, scheduled on Tuesday November 14 and Thursday November 21.

Project Evaluation

Team members will rate each other on individual contributions to the project. Any team member who either exceeds in the proposal process or fails to contribute to the team will be managed accordingly by the subcontract administrator, to include points awarded or taken away on the final grade.

Team members may be awarded up to 200 points for this proposal toward their class grade. The awarding of points will be based upon a proposal evaluation rubric, self and peer assessments, and observations of contributions by the subcontract administrator.