

**City of San José Request for Qualifications for a  
Consultant to provide Marketing and Advertising Management for the  
Create and Connects Programs with the Office of Cultural Affairs**

**Deadline: September 16, 2024, TIME 5:00 P.M. PST**

The City of San José Office of Cultural Affairs is seeking bids from qualified Firm(s) or Individual(s) to provide marketing/creative strategy, media, ad buys, and management for the creative media campaign of #WeCreate408 in April 2025, and the summer solstice music city-wide music festival Make Music San José on June 21, 2025.

## **BACKGROUND**

The City of San José, in coordination with the Office of Cultural Affairs (OCA), is seeking proposals from a qualified firm(s) or individual(s) to provide media/creative strategy, ad buys, and management for the month-long #WeCreate408 creativity campaign in April 2025, and Make Music San José on June 21, 2025.

#WeCreate408 creative challenge is a campaign aimed at building public will for the arts in San José with a call to action introduced on social media in the form of a daily prompt of creativity. This multi-lingual campaign coincides with Arts, Culture, and Creativity month of April and includes dozens of partners around San José. Each daily prompt is shared via website, email, and social media, with contributions coming in using the #WeCreate408 hashtag and through email submissions. See the campaign at [wecreate408.org](http://wecreate408.org).

Celebrated each year on June 21, Make Music San José coincides with festivities in more than one thousand cities worldwide as part of Make Music Day. The whole idea for the day is to share the joy of making music with everyone who wants to participate, from students, hobbyists, and professional musicians as well as the musically curious. Events will be throughout San José at community centers, parks, restaurants, museums, and more. See past Make Music San José events at [www.makemusicday.org/sanjose](http://www.makemusicday.org/sanjose).

### **About the City of San José**

With almost one million residents, San José is one of the most diverse large cities in the United States and is Northern California's largest city and the 13th largest city in the nation. San José's transformation into a global innovation center has resulted in one of the largest concentrations of technology companies and expertise in the world.

### **About the San José Office of Cultural Affairs**

The Office of Cultural Affairs is the City's champion in supporting and promoting the development of a rich arts and cultural environment for this diverse city's one million residents, its workers, and its many visitors. It fosters cultural development through

cultural funding programs, creative entrepreneur support, cultural facilities, special event services, and public art. Cultural Affairs is a division of San José's Office of Economic Development and Cultural Affairs. For more information, visit [www.sanjoseculture.org](http://www.sanjoseculture.org).

## **BUDGET**

The budget for both #WeCreate408 (\$80,000) and Make Music San Jose (\$20,000) for management, creative content, and advertisement purchasing/placement is a total of \$100,000, with a minimum requirement of \$50,000 to be spent on ad purchasing.

## **AGREEMENT LIMITATIONS**

- A. The City invites you to submit a bid for the following Scope of Services.
- B. The City has the right to accept or refuse any branding or messaging prior to its publication or release. The City will provide graphics, logos and other assets that are in accordance with the City branding guidelines and match the campaign and event brands. These will be made available to the selected Firm(s) or Individual(s). Written approval from the City is required for all services prior to publication or release.
- C. The selected Firm(s) or Individual(s) will be compensated for their work on a professional fee basis (not via commissions on total media spending), with an agreed-upon fee structure split up and paid monthly.
- D. The selected Firm(s) or Individual(s) will pay all invoices from media/vendors on behalf of the City within thirty (30) days of receipt of payment from the City for the same invoices. Media buying agency will submit their invoices monthly to the City.
- E. The selected Firm(s) or Individual(s) will coordinate with and provide creative agencies with all creative deadlines and make sure media deadlines are met. The successful Firm's project team is expected to be available to meet the City's needs. The project team should have the ability to meet in person or online meetings for pre-campaign planning and post-campaign analysis of media buying and/or creative services activities.
- F. The award of the contract for a particular service does not guarantee the successful Firm(s) exclusivity to perform the tasks under that service. Subcontractors may be required to work in tandem with other subcontractors.

## **SCOPE OF SERVICES**

### *Creative Challenge Asset Design and Deployment*

**Services:** Design and develop all creative assets related to the 30 Creative Prompts for the #WeCreate408 Challenge.

- A. Update Visual Language for the 2025 #WeCreate408 Challenge.
  - a) Create Refreshed Guidelines that will inform the 2025 #WeCreate408 Challenge, including refreshed artistic style, and color pallet.

- i) Key Art for top-level visuals:
  - ii) Key art i.e., primary series of photos, illustrations and compositions that will be used across the campaign for digital and print.
- B. Create design for print and giveaway items.
  - a) Work with local San Jose Artists to feature their illustrated designs of San Jose Creative Culture. Production ready designs including 1 postcard design, 1 poster design, and 2 give-away items i.e., water bottle or tote.
- C. Create assets for 32 social reels and square posts that reflect the creative challenge prompts for the #WeCreate408 campaign.
  - a) Create 32 unique social cards, 32 reels to be used on the website, social media and e-blasts. All 32 square static cards should be in English, Spanish and Vietnamese. Two cards/reels will be for the pre- and post-campaign and can be used for advertising and boosted posts.
- D. Participate in at least one prompt design workshop with the community led by the Office of Cultural Affairs.
  - a) Include in the creative assets local business, artists San Jose Creative Ambassadors.
  - b) Provide copy editing review of the 30 Creative Challenges to ensure legibility and consistency in messaging.

**Deliverable Timeline\*:**

- A. Visual Language Draft Due – November 1, 2024
- B. Final Visual Language Draft Due – November 15, 2024
- C. Key Art Draft Due December 4, 2024
- D. Final Key Art Due December 16, 2024
- E. Giveaway and Print Deliverables Draft Due January 10, 2025
- F. Final Giveaway and Print Deliverable Due January 31, 2025
- G. Creative Prompt Assets Draft: Deadline – February 7, 2025
- H. Final Creative Prompt Assets Due - February 15, 2025

\*Note these dates are negotiable within reason.

*Marketing Strategy for #WeCreate408*

**Services\*:** Develop marketing strategy for WeCreate408—The marketing strategy shall create a roadmap to scale in reach and to increase engagement on social media with respondents using the hashtag #WeCreate408 and/or responding directly to the social content piece. This strategy shall include creative, positioning, and messaging.

Campaign Launch Timeframe: March 1, 2025 - April 30, 2025. The first month of the campaign will focus on lead conversions (email list sign-ups) and brand awareness.

\*Note start date is negotiable within reason.

- A. Marketing strategy shall focus on strategic targets for audience participation, including:

- a. Reach target demographics in the San José and Santa Clara County area – Examples of participating demographics from past campaigns include millennials, families with young children, women of color, and language audiences in English, Spanish, and Vietnamese. This audience is based on past campaign data.
  - b. Expand audience reach to non-arts-centered residents of San José and Santa Clara County.
  - c. Refine target audiences based on language and other interests in creative fields such as beauty, cooking, music, entertainment, etc.
- B. Identify up to five (5) influencers with a San José audience.
  - C. Include content flow for remarketing, tracking, and messaging. Identify key content and assets needed per platform and advise placement goal, timeframe, A/B testing, and dynamic ads.

**Deliverable Timeline\*:**

- A. Strategy draft deliverable: Deadline - January 30, 2025
- B. Final draft strategy deliverable deadline - February 7, 2025, based on one round of feedback from the City.

\*Note these dates are negotiable within reason.

*Design Creative Media Advertising Assets*

**Services:** Based on the marketing strategy for the #WeCreate408 Campaign, the campaign brand guide, and the 30 days of creative prompts, create the design assets to be used to place for specific media. Asset category examples:

- A. Brand Awareness – two (2) English-language designs in various formats for A/B testing, raising awareness of the #WeCreate408 campaign, and encouraging conversions for lead sign-ups. Strongest design to continue through the campaign timeframe.
- B. Remarketing creative – Design remarketing assets and content to encourage conversion and engagement.
- C. Language Specific – one (1) Spanish and one (1) Vietnamese creative asset used in multiple formats based on the strongest performing ad in A/B testing from above. The consultant may utilize the City translation vendor, subject to pricing and availability. Bidders, please indicate your ability to work on cross-cultural marketing campaigns.
- D. Prompt Specific – Create four (4) different creative assets in various sizes formatted for stories, reels, posts, YouTube videos, e-blasts, and others and in three (3) languages – English, Spanish, and Vietnamese to be placed at the top of each week.
- E. Campaign Wrap-Up Asset – Create one (1) multi-media asset in three (3) languages, English, Spanish, and Vietnamese, to be placed on multiple platforms formatted for stories, reels, posts, YouTube videos, e-blasts, and others.
- F. Influencer Creatives – Create useable assets, i.e., scripts, Instagram stickers, filters, or other necessary assets to for influencers to use in brand placement.
- G. Advertising assets should be packed size-ready for all media platforms, including print, e-blasts, Spotify/Pandora, YouTube, social media, and other emerging platforms, depending on marketing outcome and goal.

**Deliverable Timeline\*:**

A. February 20, 2025.

\*This timeline is negotiable within reason.

*Advertising Placement and Management.*

**Services:** Centralize media buys via media placement strategy. This includes coordinating, purchasing, trafficking, and reporting to specific campaigns. Setting up technical tracking tools for remarketing and target marketing and the setup of analytics for monitoring and reporting.

- A. Consultant must plan to deploy ads in additional languages for the City target languages other than English – Spanish, and Vietnamese.
- B. Deploy ads according to planned campaign timelines for the #WeCreate408 campaign. Work with media companies to negotiate rates on behalf of the City.
- C. Plan, implement and purchase, which includes search engine marketing (SEM) and search engine optimization (SEO) strategies. Manage paid search marketing and display ads to increase website traffic, and ultimately drive conversions.
- D. Provide City with reporting on campaign performance and provide recommendations for optimization and improvements to help achieve identified goals.

**Deliverable Timeline\*:**

A. March 1, 2025, and May 7, 2025.

\*Note these dates are negotiable within reason.

*Marketing Strategy for Make Music San José*

**Services:** Develop marketing strategy for Make Music San José:

Marketing strategy shall create a roadmap with the following objectives: 1. Sign up to perform or host a musician, and 2. Attend at least one event on June 21st, 2025, for Make Music San José. This includes creative strategy, positioning, and messaging.

- A. Refresh Content Messaging to clarify the event takes place all around San Jose, not just one location and that it is a day of music appreciation.
- B. Media campaign launch mid-April and end of June 21st, 2025.
- C. Marketing strategy should focus on strategic targets for audience participation, including:
- D. Geographic areas where there are music performances in density. i.e. , downtown San José.
- E. Multi-lingual audiences – English, Spanish, and Vietnamese in San José
- F. Small businesses and musicians to participate.
- G. Include content flow for remarketing, tracking, and messaging.
- H. Identify key content and assets needed per platform and advise placement goal, timeframe, A/B testing and dynamic ads.

**Deliverable Timeline\*:**

A. Strategy drafts deliverable deadline - March 1, 2025.\*

B. Deliverable deadline - Deadline March 15, 2025, based on one round of feedback from client.

\*Note these dates are negotiable within reason.

### *Design Creative Media Assets*

**Services:** Based on the marketing strategy for Make Music San José, design assets to be used to place for specific media. Asset category examples:

- A. Brand Awareness – two (2) English-language designs in various formats for A/B testing, raising awareness of the Make Music San José to encourage conversions for lead sign-ups. Strongest design to continue through the campaign timeframe.
- B. Remarketing creative – Design remarketing assets and content to encourage conversion and engagement.
- C. Language Specific – one (1) Spanish and one (1) Vietnamese creative asset used in multiple formats based on the strongest performing ad in A/B testing from above. The consultant may utilize the City translation vendor, subject to pricing and availability. Bidders, please indicate your ability to work on cross-cultural marketing campaigns.
- D. Advertising assets should be packed size-ready for all media platforms, including print, e-blasts, Spotify/Pandora, YouTube, social media, and other emerging platforms, depending on marketing outcome and goal.

**Deliverable deadline\*** - April 7, 2025.

\*Note these dates are negotiable within reason.

### *Advertising Placement and Management for Make Music San José.*

**Services:** Centralize media buys via an annual media placement strategy. This includes coordinating, purchasing, trafficking, and reporting to specific campaigns. Setting up technical tracking tools for remarketing and target marketing and the set-up of analytics for monitoring and reporting.

- A. Deploy ads in additional languages for the City target languages other than English – Spanish, and Vietnamese.
- B. Deploy ads according to the planned campaign for Make Music San José. Work with media companies to negotiate rates on behalf of the City.
- C. Plan, implement, and purchase, which includes search engine marketing (SEM) and search engine optimization (SEO) strategies. Manage paid search marketing and display ads to increase website traffic and ultimately drive conversions.
- D. Provide the City with reporting on campaign performance and provide recommendations for optimization and improvements to help achieve identified goals.

Deliverable timeline\* - April 15, 2025 – June 21, 2025

\*timeframe is negotiable within reason.



## MINIMUM QUALIFICATIONS:

The consultant must have the following qualifications:

- A. Expertise in advertising purchasing, management and creative advertising development.
- B. Ability to meet the [City of San José insurance requirements](#) and [business license](#); and
- C. The ability to work within the project timeline.

## PLEASE PROVIDE A QUOTE FOR THE PROJECT WITH:

- A. Provide the name and address of the Firm and main contact person with address, telephone number, and email address. Point of contact and any individuals who will be responsible for signing the contract.

### *Project Understanding and Approach*

- A. Describe how your team's understanding and experience will be used to complete the initial scope of work and any additional tasks necessary to support its completion.
- B. Describe the accounts or services in which you believe you have special strengths.
- C. Explain how you identify and research the appropriate target market/demographic for campaigns and other marketing services.

### *Scope of Services*

- A. Provide a design portfolio.
- B. A description of the Firm's qualifications and resources for providing the referenced services.
- C. Creative Development Process: Discuss your creative development process and communications planning process.
- D. Please discuss where research tools fit into your process and the ability of data and analytics to deliver marketing ROI (return on investment). Describe what analytical tools are utilized by your Firm (e.g., Google Analytics, GMB, etc.).
- E. Media Services: Describe your capabilities and strengths in media research, planning, buying, monitoring, reporting, and overall stewardship of your clients' funds.
- F. Digital Services: Provide a brief description of all digital services your Firm utilizes and which one you think would have the most value for the City. This could include, but is not limited to, mobile, Google Analytics, SEO, CRM, e-commerce, website development, and analytics.
- G. Reporting Methods: Provide an example of how you measured the success of a previous campaign.
- H. Other Specialized Services: List any other specialized services offered, if any.

### *Team Members*

- A) Identify the project manager and each individual who will work as part of this engagement.
- B) Include a description of each team member's role related to this RFQ. Include any professional designations and affiliations, certifications, and licenses, etc. Include

- years of experience in the field, length of employment with your Firm, their responsibilities or specialties, and current work assignment(s).
- C) Which services or parts of this RFQ will you hire subcontractors to provide? Please list any subcontractors.

### *Cost Estimate*

- A) Rates and Fees: Please include your bid rate structure, including hourly rates for staff roles required to service the scope described in the document.
- B) Please account for the fact that preliminary estimates will be required on all campaigns that include the level of effort and estimated budget to communicate the campaign.
- C) Please include pricing for subcontractors that the Firm(s) may utilize to achieve the services described in the document.

### **DEADLINE:**

September 16, 2024, 5:00 P.M. PT to Danielle Siembieda  
 danielle.siembieda@sanjoseca.gov

### **TIMELINE:**

AUGUST 2024	Call for bids open
OCTOBER 2024	Selection for contracting firm selected
NOVEMBER 2024	Design for #WeCreate408 Campaign begins. Marketing and Creative Strategy for #WeCreate408 Developed
JANUARY 2025	Marketing and Creative Strategy for #WeCreate408 Finalized Creative Assets for Advertising Designed
MARCH 2025	First advertising placements for #WeCreate408 delivered. Marketing Strategy for Make Music San Jose Developed and Finalized
APRIL 2025	Advertisements Placed for #WeCreate408 Influencer Reels Placed Creative Assets for Make Music San Jose Advertisements Designed
MAY 2025	Wrap-up advertisements for #WeCreate408 placed. Advertisements for Make Music San Jose placed.
JUNE 2025	Make Music San Jose Advertisements Placed Final Report of Campaigns Delivered

### **QUESTIONS:**

If you have questions, please contact Sr. Art Program Manager Danielle Siembieda danielle.siembieda@sanjoseca.gov or Arts Industry Support Director Ron Muriera ron.muriera@sanjoseca.gov.