

## REQUEST FOR PROPOSAL (RFP)

### SUBMISSION DEADLINE

September 28, 2021 - 12:00 PM SGT (GMT +8)

### RFP TITLE: SOUTHEAST ASIA SOYFOOD DIGITAL MEDIA CAMPAIGN

#### RFP CONTACT:

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#### INTRODUCTION:

U.S. Soybean Export Council (USSEC), Inc. formally requests proposals for the costs of engaging a Communications and Media Production company or consultancy to provide professional services for a high impact marketing campaign to promote Soy Consumption.

Through a global network of international offices and strong support in the U.S., USSEC helps build a preference for U.S. soybeans and soybean products, advocate for the use of soy in feed, aquaculture, and human consumption, promote the benefits of soy use through education and connect industry leaders through a robust membership program.

#### PURPOSE OF RFP:

The purpose of this RFP is to seek proposals from suitable contractors to develop a 'Soy Food Digital Media Campaign' to reach out to major soy food and beverage markets in Southeast Asia. The work will primarily entail the production of video and online content aimed at promoting Soy Protein Consumption. The contractor will also provide both strategic as well as a broad spectrum of communication needs and public engagement requirements to support this initiative.

USSEC's standard practice is to RFP every 3 years in an openly and competitive manner. This type of cost analysis and benchmarking will assist in determining the fair market value for the services to be performed and allows USSEC the opportunity to evaluate qualified proposals and select the best contractor for the job based on technical qualifications, related industry experience, managerial abilities, strength of industry connections and contacts and suitable cost and time that matches the needs under this contract.

#### BACKGROUND OF PROJECT:

In complement with USSEC's current Protein Consumption Campaign, this high impact and high intensity Soy Foods campaign for human consumption will outreach to USSEC's key growth markets in Southeast Asia (i.e., Philippines, Vietnam, Indonesia, Thailand, and Malaysia) across a broad audience but also specifically targeting soy food/beverage producing companies which

includes large local soy food/beverage enterprises, medium size producers, niche/retail producers, as well as potential startups in value-add consumer products utilizing soy as food ingredients. As a point of reference, S.E. Asia accounted for \$11.5 billion in US agri-export in 2017/2018 with 25% share of the global soy food share with expectation to grow at CAGR of 5.9% to 2025.

**Objectives:**

1. This activity will provide USSEC the opportunity to enhance/support our current soy food promotion projects with this media campaign doubling up our efforts to promote more consumption of U.S. Soy in consumer foods and beverages.
2. Expand our target audience and key customer base of both importers, end-users, and consumers of U.S. Soy. This outreach will also provide the opportunity to reach out to non-Buyers/non-Users of U.S. Soy cultivating potential interest.

**SERVICE AND SCOPE OF WORK:**

- The contractor will report administratively to USSEC’s Southeast Asia Regional Director and Director of Operations for all matters related to the execution of services as described under this contract.
- The contractor will closely liaise, co-ordinate, co-operate, with USSEC’s regional staff and contractors when implementing this contract.
- As the scope of the contract concerns communications, the contractor maybe required to report to or get approval from USSEC’s Director of Communications in the U.S. in the submission of the deliverables.
- The work will involve creating, publishing, broadcasting and disseminating marketing and promotional information through digital media targeting audiences along Soy Food and Beverage production and consumption chain in Southeast Asia.
- The strategic goal is to develop a demand building campaign focused on soy foods in growth markets in Southeast Asia with messaging that will drive at all the reasons why consumers should eat and include more soy protein in their diets.
- The contractor will develop a cohesive regional communications campaign that covers a theme that extols the benefits of consuming Soy with our U.S. Soy Advantage, U.S. Soy Sustainability, and other U.S. Soy foundational messaging to key target audiences and to general industry participants.

**ADDITIONAL CONSIDERATION (if applicable)**

*Additional Considerations to include any specific information regarding the proposal that could affect the Prospective Contractors ability to submit a proposal.*

*Additional considerations for the video creation and development include:*

- *Video should be between 15-20 minutes long*
- *Videotaping with farmers must occur in St. Louis during the week of December 7<sup>th</sup>*

- We will try to schedule the videotaping of the Economist on the same date with the farmers if their schedules permit or on a different date
- If your company also provides live streaming services please provide your fee schedule under ancillary services in the Detailed Budget section of your proposal.

**DELIVERABLES:**

Completion Date (cannot be outside the contract term dates)	Description of Deliverables
November 15, 2021	<ul style="list-style-type: none"> <li>• Delivery of the ‘first’ set of online communications and marketing campaign materials which may include but not restricted to:               <ul style="list-style-type: none"> <li>○ write-ups, editorials, art and visual work etc. for use in different online trade, industry and consumer platforms;</li> <li>○ production of at least 2 marketing videos (2-3mins each) promoting soy protein consumption if food or drink. This will involve collaborating with USSEC’s key customers in major markets.</li> </ul> </li> <li>• Propose a public/media relations and engagement plan for approval by USSEC management.</li> </ul> <p><b><i>* For the marketing videos, we are looking to produce a total of 5-6 video for each of our target soy food markets (i.e., Vietnam, Thailand, Indonesia, Philippines, Malaysia, and International) that relates to the local consumers in culture and language.</i></b></p>
December 10, 2021	<ul style="list-style-type: none"> <li>• Delivery of the ‘second’ set of online communications and marketing campaign materials which includes:               <ul style="list-style-type: none"> <li>○ production of the remainder of the set of marketing videos (2-3mins each) promoting soy protein consumption if food or drink. This will involve collaborating with USSEC’s key customers in major markets.</li> </ul> </li> </ul>
December 31, 2021	<ul style="list-style-type: none"> <li>• Submission of a report detailing/providing:               <ul style="list-style-type: none"> <li>○ all the work done and services provided under contract</li> <li>○ metrics and analytics to measure the effectiveness of each method used (e.g., viewership, feedback, etc.) in the digital media campaign.</li> </ul> </li> <li>• Conducted an online consumer survey to answer the following:               <ul style="list-style-type: none"> <li>○ Any increase (%) in USSEC’s customer contact network, i.e., new customers that have not engaged USSEC before;</li> <li>○ What is the % of respondents that indicate they are willing to try U.S. Soy after the campaign;</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>○ What is the % of respondents that indicate they will plan to source U.S. Soy within the next 3 months;</li> <li>○ What is the % of respondents that indicate they will source for U.S. Soy because of our U.S. Soy Sustainability Assurance Protocols (SSAP);</li> <li>○ What is the % of respondents that indicate that one of the top advantages of patronizing U.S. Soy is the value-added service and support provided by USSEC and the U.S. Soy Industry.</li> <li>○ And other relevant questions etc.</li> </ul>
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**PROJECT TIMELINE:**

*Our expectation is for the **Southeast Asia Soy Food Digital Media Campaign** to last from **November 15th to December 31st 2021**. We are asking that the Project Proposal include details about what the proposed timeline and scope would look like. As indicated at the onset, we are looking to do a high intensity marketing campaign across several months, the typical peak consumption period in our markets and major holiday season.*

**RFP TIMELINE:**

- **RFP Distribution:** September 20, 2021
- **Last Day to Submit Questions:** September 24, 2021 by 5:00PM SGT (GMT +8)
- **Project Proposals Due:** September 28, 2021 by 12:00 PM SGT (GMT +8)
- **Selections Made By:** September 30, 2021
- **Prospective Contractors Notified By:** September 30, 2021

**INSTRUCTIONS:**

Proposals must contain at a minimum the specific criteria listed below:

1. Please email the proposal to [RFP@USSEC.ORG](mailto:RFP@USSEC.ORG) by **12:00PM SGT (GMT +8)** and CC: [achooi@ussec.org](mailto:achooi@ussec.org); [jchua@ussec.org](mailto:jchua@ussec.org); on **September 28, 2021**.
2. A description of Prospective Contractor’s capabilities, resources and experience. Emphasis should be placed on experience related to this RFP.
3. A thorough proposal outlining Prospective Contractors planned work, deliverables and timeline to complete the work.
3. Resumes for each of the Prospective Contractor’s personnel assigned to work directly on the implementation of the contract.

4. Provide a minimum of two names and contact information for other similarly sized clients for reference purposes.
5. Detailed Budget
  - All bids for services must provide a breakout of how the fee was derived including but not limited to a breakdown of hourly rate and the amount of effort they anticipate to do the work.
6. Proposals should be no longer than **10 pages** (8 ½" x 11").

**NOTES:**

- Prospective Contractors are hereby notified that proposals will be duplicated for internal review only. Every effort will be made to maintain confidentiality of all information presented. The appropriate representatives from staff and legal counsel will review proposals. Proposals will not be returned.
- USSEC reserves the right to retain all proposals submitted. Submission of a proposal indicates acceptance by the submitter of the conditions contained in the request for proposal, unless clearly and specifically noted in the proposal submitted and confirmed in the contract between USSEC and the contractor selected.
- Confidentiality - Without USSEC's prior written consent, Prospective Contractors and its officers, employees, agents, representatives, affiliates, and subcontractors shall not disclose to any third party any documents, materials or information that the Prospective Contractors learns from or is provided in relation to the RFP request.
- During the evaluation process, USSEC reserves the right to request additional information or clarifications from proposers, or to allow corrections of errors and omissions.
- USSEC reserves the right to reject any proposal that is in any way inconsistent or irregular. USSEC also reserves the right to waive proposal defects or deficiencies, to request additional information, and/or to negotiate with the Prospective Contractor regarding the proposal.
- Prospective Contractor agrees that Fees are in lieu of any and all other benefits, including, but not limited to, repayment of any and all taxes related to contractor service fees, health and life insurance, administrative costs and vacation.
- Prospective Contractor agrees that any income taxes, value added taxes or any other form of direct or indirect taxes on compensation paid under the contract shall be paid by Contractor and not by USSEC or Funding Sources.
  - Prior to any payment to a Contractor, a contractor must provide a W-9, W-8, or W-8BEN upon agreement signature
- Non-Competition. Contractor shall not act as agent or representative for any product or service directly or indirectly competitive with U.S. soybeans or soybean products for the length of the contract.

- USSEC and Prospective Contractor agrees to comply with the provisions of Equal Employment Opportunity (EEO). USSEC provides EEO to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, disability, genetic information, marital status, amnesty, or status as a covered veteran in accordance with applicable federal, state and local laws.

## SUPPLEMENTAL INFORMATION AND BACKGROUND

### *BUILDING A PREFERENCE FOR U.S. SOY*

**USSEC's strategy** can be found here: <http://ussec.org/about-ussec/vision-mission/>

**USB's Long Range Strategic Plan** can be found here: <http://unitedsoybean.org/about-usb/strategic-planning/>

We are a dynamic partnership of key stakeholders representing soybean producers, commodity shippers, merchandisers, allied agribusiness and agricultural organizations.

Through a global network of international offices and strong support in the U.S., we help build a preference for U.S. soybeans and soybean products, advocate for the use of soy in feed, aquaculture and human consumption, promote the benefits of soy use through education and connect industry leaders through a robust membership program.

Our 15-member board of directors is comprised of four members from the American Soybean Association (ASA), four members from the United Soybean Board (USB), and seven members representing trade, allied industry, and state organizations.

New board members are seated annually. We are receiving funding from a variety of sources including soy producer checkoff dollars invested by the USB and various state soybean councils; cooperating industry; and the American Soybean Association's investment of cost-share funding provided by the United States Department of Agriculture's (USDA) Foreign Agriculture Service.

The United Soybean Board, created by the 1990 Farm Bill to manage and direct the National Soybean Checkoff, is dedicated to marketing and research for the soybean industry. USB is comprised of 73 volunteer soybean farmers representing the interests of fellow growers nationwide. Each board member is nominated by Qualified State Soybean Boards (QSSBs) and appointed by the U.S. Secretary of Agriculture.

Because of the limitations on administrative and salary costs established in the Act, USB outsources the majority of its program management responsibilities to USB's three primary contractors:

- SmithBucklin-St. Louis for domestic marketing, new uses, production research and Board initiative activities;
- Osborn & Barr Communications for communications/public relations activities and;
- U.S. Soybean Export Council (USSEC), Inc. for international marketing and global opportunities activities.

As one of these three primary contractors USSEC may also undertake initiative activities on behalf of USB. USB considers primary contractor staff (approximately 60 people) as core USB staff. These three primary contractors use a number of subcontractors and, together, these entities carry out approximately 450 projects each year for USB. USB also manages approximately 10 subcontractors.

## **Non-Discrimination Statement**

In accordance with Federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, the USDA, its Agencies, offices, and employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity in any program or activity conducted or funded by USDA (not all bases apply to all programs). Remedies and complaint filing deadlines vary by program or incident.

Persons with disabilities who require alternative means of communication for program information (e.g., Braille, large print, audiotope, American Sign Language, etc.) should contact the responsible Agency or USDA's TARGET Center at (202) 720-2600 {voice and TTY) or contact USDA through the Federal Relay Service at (800) 877-8339. Additionally, program information may be made available in languages other than English.

To file a program discrimination complaint, complete the USDA Program Discrimination Complaint Form, AD-3027, found online at [How to File a Program Discrimination Complaint](#) and at any USDA office or write a letter addressed to USDA and provide in the letter all of the information requested in the form. To request a copy of the complaint form, call (866) 632-9992. Submit your completed form or letter to USDA by: (1) mail: U.S. Department of Agriculture, Office of the Assistant Secretary for Civil Rights, 1400 Independence Avenue, SW, Washington, D.C. 20250-9410; (2) fax: (202) 690-7442; or (3) email: [program.intake@usda.gov](mailto:program.intake@usda.gov).

USDA is an equal opportunity provider, employer, and lender.



**Civil Rights Clause**

Contractor agrees that during the performance of this Agreement it will not discriminate against any employee or applicant for employment because of race, color, religion, gender, national origin, age, disability, political beliefs, sexual orientation, marital or family status, parental status or protected genetic information. Contractor further agrees that it will fully comply with any and all applicable Federal, State and local equal employment opportunity statutes, ordinances and regulations, including, without limitation, Title VII of the Civil Rights Act of 1964, the Americans with Disabilities Act of 1990, the Age Discrimination in Employment Act of 1967, and the Equal Pay Act of 1963. Nothing in this section shall require Contractor to comply with or become liable under any law, ordinance, regulation or rule that does not otherwise apply to Contractor.

**END OF DOCUMENT**