

1. Is the overall goal to communicate the value of soy farming in Arkansas or is there also a desire for communications to showcase Arkansas as leader; among the top 10 producers in the nation?  
***Section 2 Minimum Requirements Section 1 states: The ASPB seeks to positively promote soybean research, soybean uses, agriculture careers, soy foods and the importance of agriculture to the Arkansas economy.***
2. Will the agency chosen need to provide support for internal and external communications for ASPB?  
***Section 2 Minimum Requirements Section 2 states: The selected vendor will be expected to prepare, produce, implement and manage, a turn-key multi-media based campaign for the ASPB message and program focus, to develop creative concepts, supportive collateral materials (print or online or video), and to negotiate and book media placement, to evaluate campaign results on a quarterly and annual basis, and to serve as the ASPB's advisor on matters concerned with budget, campaign design, and implementation. The selected vendor will be expected to locate and negotiate opportunities to leverage relationships with the ASPB and other entities to help maximize promotion dollars and message dissemination.***
3. Will the Arkansas Soybean Promotion Board look to the chosen agency for internal board support as well?  
***Section 2 Minimum Requirements Section 2 states: The vendor must be able to provide consulting services on limited notice, and its representatives will be expected to include the ASPB in project status meetings, quarterly and annual marketing strategy sessions, and other planning and/or creative sessions as necessary.***
4. Define multi-media campaigns.  
***TV, print, radio, email, social media, and youtube have been the primary modes of communication in the past, but if the vendor has other innovative messaging campaigns they are welcome to include this in their packet. (All Printing must comply with Arkansas Amendment 54 – ACA § 19-11-222)***
5. Is the incumbent participating in the review?  
***No***
6. Please share the 2015 budget and PR communications plan.  
***The budget and plans are attached below.***
7. Please describe public and private partnerships that currently exist.  
***The Board currently works closely with the University of Arkansas for research, Arkansas Soybean Association for Go for Green Yield contest, Arkansas Ag in the Classroom and FFA to reach students, the Arkansas Foundation for Agriculture to reach Arkansas consumers with a general ag message, and a few other national and state partners.***
8. May vendor provide more than three case studies? Additionally, may a separate creative gallery be included, not related to the specific client case studies submitted?  
***Section 2 Minimum Requirements Part 4 request three (3) case studies and should be limited to just three (3) cases.***  
***An additional creative gallery is not needed and all relevant information should be included in the case study.***

9. Vendor may expand the space under each item/question to provide a complete response.  
Is vendor required to respond within the Information for Evaluation pdf, or may vendor submit responses in a separate document by restating the item/question and entering a response?

***Responses can be submitted in a separate document by restating the item/question and entering a response.***

10. Whether companies from Outside USA can apply for this? (like, from India or Canada)  
***Section 2 Minimum Requirements Section 2 states: The vendor must be able to provide consulting services on limited notice, and its representatives will be expected to include the ASPB in project status meetings, quarterly and annual marketing strategy sessions, and other planning and/or creative sessions as necessary.***
11. Whether we need to come over there for meetings?  
***Section 2 Minimum Requirements Performance Standards Acceptable Performance includes: Representing the board at various producer meetings and pushing board messaging in various producer and consumer publications.***
12. Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)  
***Section 2 Minimum Requirements Section 2 states: The vendor must be able to provide consulting services on limited notice, and its representatives will be expected to include the ASPB in project status meetings, quarterly and annual marketing strategy sessions, and other planning and/or creative sessions as necessary.***
13. Would you anticipate PR support for national media relations?  
***National programs are handled through the United Soybean Board (USB).***
14. Can we submit the proposals via email?????  
***No, the details for response packet are included under Section 1 General Instructions and Information, #32 Response Documents of SB-16-000***

ASPB Planning Budget FY16	23-Apr-15				
PRODUCERS	Budget				
Media Placement	\$13,000				
RARN					
Delta Farm Press (dlgital)					
Creative Production	\$18,000				
Print ad production					
Grow for the Green Direct Mail					
Digital ad production					
Support materials					
Branded giveaways					
Digital and Social Media	\$19,500				
Website content management and updates					
Social media management					
Public Relations	\$10,500				
News releases					
Arkansas Soybean Leadership Award					
Materials requests					
Media relations					
Field to Film Series: Featured Research	\$20,000				
Production of six videos					
Content development					
Project management					
Events	\$26,000				
Rice Expo					
Arkansas Soybean Research Summit					
Arkansas Soybean Association Annual Meeting					
ASU Agri-Business Conference					
Mid-South Farm and Gin Show					
Account Management	\$32,000				
USB Communications					
Measurement, evaluation, planning					
Administrative expenses					
	\$139,000				
CONSUMERS (General Public)					
Media Placement	\$32,000				
Rocky City Eats					
Arkansas Times					
Radio TBD					
Creative Production	\$21,000				
Print ad production					
Digital ad production					
Support materials					
Branded giveaways					
Public Relations	\$21,000				
News releases					
Media relations					
Materials requests					
Kitchen Fields Table Tour					
Digital and Social Media	\$14,000				
Website content management and updates					
Social media management					
Events	\$3,000				
Mid-South Farm and Gin Show					
Account Management	\$14,500				
Measurement, evalutation, planning					
Administrative expenses					
	\$105,500				
YOUTH/STUDENTS					
Creative Production	\$4,500				
Support materials					
Branded giveaways					
Public Relations	\$6,000				
News releases					
Mateials requests					
Media relations					
Fellowship student features					
Video essay contest					
Scholarship essay contest					
Digital and Social Media	\$7,000				
Website content management and updates					
Social media management					
Field to Film Series: Career Snapshots	\$20,000				
Production of six videos					
Content development					
Project management					
Events	\$6,000				
FFA state convention					
Mid-South Farm and Gin Show					
Account Management	\$12,000				
Measurement, evaluation, planning					
Administrative Expenses					
	\$55,500				
	\$300,000				
NOTE: This is an estimate of project costs based on information provided. The actual project cost may vary depending on project changes, revisions and quantities. Estimates do not include tax or shipping.					

**GOAL:** To increase knowledge and awareness about the activities of the Arkansas Soybean Promotion Board, promote uses for soybeans and encourage interest among youth about careers in agriculture.



**OBJECTIVES:**

- 1. **Producers** - Inform soybean producers how the Arkansas Soybean Promotion Board invests checkoff dollars in research, promotion and education.
- 2. **Consumers** - Inform consumers that the food industry utilizes soybean oil and meal in a variety of ways. Consuming those food products supports Arkansas soybean farmers.
- 3. **Students** - Provide opportunities for high school students to learn about agriculture careers in the Arkansas soybean industry.

Audience	Timeline	Tactic, Tool or Activity	What We Want to Achieve	FY15 Status	Project Notes	How we will measure:
Producers	November 2015 - February 2016	United Soybean Board Winter Survey	Receive producer feedback to provide insight on plan development for FY17.	Review the survey results from USB in the Spring of every year.	Additional survey questions can be purchased and included in the USB Winter survey.	Utilize the data to drive decisions for communications and promotions efforts.
Producers	July 2015 - June 2016	United Soybean Board partnership	Leverage checkoff funds to benefit Arkansas farmers and bring additional checkoff dollars back to the state.  Develop relationships with other soybean producing states and leverage materials to support communications efforts in Arkansas.	The Arkansas Soybean Promotion Board participates in USB projects, included reimbursement programs. The ASPB utilizes USB promotional giveaways for several events and develops one insert in <i>Beyond The Bean Magazine</i> .	Available USB projects will be presented to states at the October Communications Roundtable. Attend quarterly USB board meetings, as requested by board members. Additional opportunities from USB may become available as funds allow.	Annually report funds leveraged through USB partnerships.
Producers	July 2015 - June 2016	Field to Film Series: Featured Research Projects	Drive traffic to website and highlight the checkoff investment in research.	The series currently includes 11 videos with more than 1,500 views.	In total, eight features will be produced during FY16. We will work with the board to choose the eight project to be featured in the series.	Monitor and report views for the series.
Producers	January 2015	Arkansas Soybean Leadership Award	Recognize one Arkansas soybean producer for their time and service to the soybean industry.	The award was not given out in FY15.	Request nominations at the Summer meeting, vote for the recipient at the Fall meeting.	Published media articles and online traffic to features on the recipient.
Producers	January 2016	Grow for the Green direct mail campaign	Distribute production and research data to producers throughout the state.	In FY15, the Grow for the Green production booklet was distributed at producer events.	The direct mail campaign will help broaden the audience of producers who receive the production information from the yield contests. Utilize existing U of A and/or USB producer mailing lists.	Distribution and response rates from direct mail campaign.
Producers Consumers Youth/Students	July 2015 - June 2016	Website development and content updates	Provide monthly content updates to the site. Make development updates to the site as necessary. Provide quarterly analytics reports to the board.	Website is updated as needed, including content and development functions.	Review feasibility of responsive design for the site. Update the homepage content features to include timely notices for site visitors. Make content updates according to analytics reviews.	Monitor and report site visits and content accessed.
Producers Consumers Youth/Students	July 2015 - June 2016	Social media communication	Develop a conversation with the three priority audiences, drive traffic to the website and support the objectives for the priority audiences.	The board owns channels for Facebook, Twitter and YouTube. The channels have nearly 2,000 followers.	Consider the addition of Instagram to reach the student audience in FY16.	Monitor and report referrals to the website and other owned channels.

Audience	Timeline	Tactic, Tool or Activity	What We Want to Achieve	FY15 Status	Project Notes	How we will measure:
Producers Consumers Youth/Students	November 2015	Arkansas Soybean Month	Create awareness for checkoff and the importance of supporting Arkansas soybean farmers. Drive conversations about soy foods with consumers and promote careers in agriculture to students.	Support the proclamation with website and social media promotions. Distribution of a news release to local and statewide media is also a component of the month's activities.	Choose a theme for FY16 which will provide focus for the month's activities. Provide tracking by including a hashtag for social channels.	Report production outcomes and monitor media coverage
Producers Consumers Youth/Students	July 2015 - June 2016	Events	<p>Inform soybean producers of the board's checkoff investments and develop an Arkansas producer database.</p> <p>Provide information to consumers about soy foods and benefits of supporting Arkansas soybean farmers.</p> <p>Provide information to students about the agriculture career opportunities in Arkansas.</p>	<p>Attended each event with a booth and distributed informational materials. Provided promotional materials and added contacts to the board's existing database.</p> <p>Events attended in FY15:</p> <ul style="list-style-type: none"> <li>○ Rice Expo</li> <li>○ Corn, Grain Sorghum and Soybean Producer Conference</li> <li>○ ASU Agri-Business Conference</li> <li>○ Arkansas Soybean Association Annual Meeting</li> <li>○ Mid-South Farm and Gin Show</li> </ul>	<p>Attend the following events in FY16:</p> <ul style="list-style-type: none"> <li>○ Rice Expo</li> <li>○ Corn, Grain Sorghum and Soybean Producer Conference</li> <li>○ ASU Agri-Business Conference</li> <li>○ Arkansas Soybean Association Annual Meeting</li> <li>○ Mid-South Farm and Gin Show</li> </ul> <p>Ask the board for recommendations on additional events to participate in.</p>	Attendance of numbers of events and report materials distributed. Monitor number of contacts added to the database.
Producers Consumers Youth/Students	July 201 - June 2016	Public Relations	Communicate about all aspects of the program, support all objectives for every audience.	Provide public relations support in many ways, including media relations, press releases, event support, website requests, etc.	Public relations will provide necessary support to all aspects of the FY16 program.	Monthly and annual report on activity.
Producers Consumers Youth/Students	July 2015 - June 2016	Paid media outreach	Promote ongoing events, campaigns and important research results. Create awareness for checkoff work.	In FY15, the paid media plan included a schedule for three television spots on KATV and KAIT from November 2014 - May 2015 for a total of 160 spot runs.	The plan will include a super-targeted approach in FY16, which includes print, digital and radio.	Reach and frequency of broadcast messages, distribution of print messages, impressions and CTR for digital messages.
Producers Youth/Students	January 2015	Corn, Grain Sorghum and Soybean Producer Conference	<p>Present the board's checkoff investment to producers, as well as have conversations with producers and industry professionals. Continue to develop the producer database of email addresses.</p> <p>Recognize and outstanding professional with the Arkansas Soybean Leadership Award</p>	The board participated in two events by making presentations, representation with a booth, distributing the <i>Grow for the Green</i> production booklet and providing premium items to Arkansas producers.	Provide an incentive for e-newsletter signups at the events.	Attendance of producer attendees and number of email addresses harvested at the event.
Youth/Students	July 2015 - June 2016	Field to Film Series: Career Snapshots	Drive traffic to the website and highlight industry professionals with successful careers in Arkansas agriculture.	The series currently includes six videos with more than 300 views.	Distribute the videos through the FFA and 4H networks. Additionally, work with Arkansas high school counselors and college chairs at Arkansas universities to distribute	Monitor and report views for the series.
Youth/Students	April - June 2016	FFA Scholarship Essay Contest	Promote careers in the soybean industry to seniors who are members of Arkansas FFA chapters.	SFY15 is the second year for the contest. We received more than 10 entries in FY14. In FY14, the board awarded four scholarships to Arkansas students totaling more than \$2000. 2014.	The board will provide a \$750 scholarship to one winner in each of the three FFA Arkansas districts. The board will also provide plaques for the three winners. Entries will be judged by members of the promotions committee. Scholarships will be presented at the FFA State Convention in June 2016.	The number of essays submitted and number of attendees at the FFA State Convention. We will also report on the time given on stage at the FFA Convention and the number of published media articles.
Youth/Students	July 2015 - June 2016	Fellowship Student Features	Develop features for each student to be used on the website and promoted through social media.	The site has features for each fellowship student on the website.	Update existing features on the site, develop new features if applicable.	Website traffic analytics

Audience	Timeline	Tactic, Tool or Activity	What We Want to Achieve	FY15 Status	Project Notes	How we will measure:
Youth/Students	November 2015	Video essay contest	Promote careers in the soybean industry to seniors who are members of Arkansas FFA chapters.	This will be a new program in FY16	Program that reaches out to 4H and other non-FFA students to support the objective for the Youth/Students audience. Students will submit two-minute video news stories on an agriculture industry professional.  Entries will be judged by the promotions committee and the winner will receive a \$500 scholarship.	Number of entries submitted.
Consumers	July 2015 - June 2016	Kitchen Fields Table Tour	Inform consumers that the food industry utilizes soybean oil and meal in a variety of ways. Consuming those food products supports Arkansas soybean farmers.	This will be a new program in FY16.	See attached outline for complete program details.	See attached outline for complete program details.