

## **River Travel Media**

River Travel Media's proposal demonstrates their experience with other similar local campaigns and their ability to execute the items stipulated in the RFP. Several unique items they offer; to create video content from local interviews, and a local community synergy through their "La Crosse Local" platform which markets local; businesses, organizations, and events. River Travels Media proposal has demonstrated past and current success working in the La Crosse media market.

**Does the Consultant detail their project approach; coordination with City staff, effectiveness tracking, and phases of the project?** See excerpts below from River Trails proposal.

- River Travel Media intends to design and build a website in-house to meet the needs of our requirements.
- River Travel Media will update the website through the length of the campaign.
- River Travel Media will create display boards and infographics throughout the campaign with content provided by City Staff
- River Travel Media will create and send press releases as needed throughout the length of the campaign to a list of local and regional media outlets.
- River Travel Media will coordinate with local media to garner any free available space, post campaign events on local calendars, and field media inquiries.
- River Travel Media will interview City staff and Comprehensive Plan stakeholders for six short videos.
- This proposal is written with the understanding of an approximately **18-month marketing campaign** portion kicking off in January of 2022 and continuing two months past the final approval of the Comprehensive Plan in the Spring of 2023.

**Does the proposal convey the ability to meet the Specific Marketing Tasks detailed in the RFP?**

River Travel's proposal provides details meeting each of the 11 specific marketing tasks defined in the RFP.

**Does the proposal convey the ability to meet the RFP's stated goals of resident: awareness, interaction, gathering feedback, and capturing a representative population sample?**

River Travel's proposal does convey specifics on awareness, gathering feedback and a representative sample of the population:

- As a partner with River Travel Media, our platform La Crosse Local will be offered as an additional platform through which to promote the campaign with digital ads directing traffic to the new website, and podcast interviews with staff regarding the comprehensive plan.
- River Travel Media will design online surveys
- River Travel Media will gather analytics on successes of the advertising campaign, as well aiding in gathering analytics on the citizens who participate in the planning process.

**Does the proposal demonstrate; qualifications and staff experience with similar campaigns?**

River Travel has experience creating similar campaigns with local clients:

- City of La Crosse Arts Board
- Driftless Wisconsin
- Pearl Street Brewery | Turisimo Winery & Fermentations
- Trempealeau County
- Wisconsin Great River Road

## Pop Dot

Pop-Dot's proposal is very thorough and clearly defines each task with timelines provided. Pop-Dot would provide a strong digital media presence using innovative ways to gather feedback via social media; However, ongoing social media management was not included as part of their proposal. Pop-Dot clearly defines how much or how many of each service they would provide and sets clear expectations. They have experiences successfully completing a campaign of this type in Madison in 2018 and good recommendation from past clients. Their time frame for completion of services and website maintenance is **12 months opposed to River Travels 18 months** to accommodate plan promotion after adoption. Their proposal had several spelling and grammar errors.

### **Does the Consultant detail their project approach; coordination with City staff, effectiveness tracking, and phases of the project?**

Pop-Dot details specific phases of the project and coordination with City staff campaign and provides, specific lengths of time for each phase, **as demonstrated in the excerpts below:**

- **PHASE 1: BRANDING** (*Estimated time to complete: 3-4 weeks*)
  - NAMING
    - Together we will brainstorm name options with Pop-Dot finalizing and providing three (3) name options that best meet project goals. Single-page PDF with (3) naming recommendations shared via email
  - LOGO DESIGN
    - Pop-Dot will provide three (3) logo designs, with one (1) round of revisions on the selected logo.
  - Final Deliverables:
    - Single-page PDF brand assets and guidelines document
    - Master logos library, which includes JPG, PNG, and EPS logo files
- **PHASE 2: MESSAGING** (*Estimated time to complete: 3 weeks*)
  - In Phase 2 of the project, Pop-Dot will craft effective messaging driven by campaign objectives. The messaging will be informed from the initial workshop alongside state-wide competitive exploration conducted by Pop-Dot.
  - Final Deliverable:
    - Single-page PDF outlining messaging structure and key audiences, with one (1) round of revisions included
- **PHASE 4: MARKETING PLANNING** (*Estimated time to complete: 4 weeks*)
  - Pop-Dot will facilitate a 2-hour workshop with City Staff where we will review and respond to City Staff's existing marketing tactics. Together we will brainstorm additional tactics toward the objectives of community engagement and awareness.
  - Final Deliverables:
    - Pop-Dot will share a summary document of selected tactics from the brainstorm via email
- **MONTHLY ANALYTICS & MEASUREMENT**
  - Once the website, social channels, and campaign are all active, Pop-Dot will collect analytics over a 12-month period from survey responses, Google Analytics, and active social channels. Data will be sorted into relevant demographic categories, to be analyzed by the City Staff.

- Final Deliverables:
  - Monthly, single-page analytics PDF

**Does the proposal convey the ability to meet the Specific Marketing Tasks detailed in the RFP?**

- Pop-Dot's proposal provides details meeting each of the 11 specific marketing tasks defined in the RFP.

**Does the proposal convey the ability to meet the RFP's stated goals of resident: awareness, interaction, gathering feedback, and capturing a representative population sample?**

- **MEDIA OUTREACH**
  - Pop-Dot will connect with up to six (6) media outlets in the La Crosse area regarding free ad placement, which may include placement in the following advertising mediums:
    - Television
    - Radio
    - Print
    - Billboard
    - Digital
    - Transportation
  - Pop-Dot will collect analytics over a 12-month period from survey responses, Google Analytics, and active social channels. Data will be sorted into relevant demographic categories, to be analyzed by the City Staff.

**Does the proposal demonstrate; qualifications and staff experience with similar campaigns?**

Pop-Dot has experience conducting an identical campaign for the City of Madison for their Comprehensive Plan update in 2018, see details below.

**Imagine Madison**

<https://www.popdotmarketing.com/work/imagine-madison/>

In this project, we helped the City of Madison with multiple initiatives, including:

- Naming
- Logo design and development
- Messaging
- Digital advertising
- Traditional advertising
- Social and web analytics to track engagement and effectiveness
- Survey development and outreach
- And much more!

