Section 2:

Developing the RFP

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Pre-Planning

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Any OOH media planner or buyer who is submitting an RFP using Geopath Insights data (derived through either the Insights Suite, or the Geopath API) should at minimum include the information suggested below. Buyers should always clearly indicate if they have made an evaluation of media using Geopath Insights prior to issuing the RFP.

The information should give a detailed snapshot of how they are looking at the audience, geography, and media, as well as what specific criteria they were using to view it. Whenever possible, specific settings for Consumer Profiles or PRIZM© Premier profiles should be included with the RFP.

What are PRIZM© Premier profiles?

PRIZM© Premier profiles are a proprietary segmentation product developed by Claritas, that combine demographic, consumer behavior, and geographic data to help marketers better identify their target customers and prospects. Each household in the U.S. is classified into one of its 68 demographically and behaviorally distinct segments. For more information check out: https://www.claritas.com/prizmr-premier

This information is not intended to limit the request. It should function as the baseline set of information that media sellers will need to effectively respond to the RFP. If there are primary and secondary audiences, they should be clearly defined separately.

1) Establishing Objectives

The RFP should include a summary of the objectives for the campaign: brand awareness, drive in-store traffic, directional, etc. It should also include information on how the inventory will be evaluated, and any relevant client KPI's - what are the client's goals? Will the emphasis be placed on audience delivery, or specific geography? Any brief documentation from the advertiser that can be included will also provide clarification for support rationale. What other media are being included in the plan? How will OOH be expected to support them? Etc.

This will provide the media operator with necessary context for the project. It will allow them to more efficiently respond to the RFP and potentially offer additional information or recommendations based on their knowledge of the market, brand, and/or strategy.

2) Considerations When Identifying: Audience

Because the data supporting Geopath Insights are geared to audience delivery, it is critical that the audience be clearly defined, and that the reasoning and/or parameters used to derive this audience is communicated clearly to the media providers.

Population:

General information about the audience should include any relevant selections from those available in the Insights Suite, including:

- Demographics (i.e., Age, Ethnicity, Gender, Race)
- Household profile (i.e., children, income, marital status)
- Behaviors (i.e., commute, employment, language)

Behavioral Profiles:

If specific consumer profiles, or PRIZM$^©$ Premier Profiles from Geopath Insights are used in the audience development, they should be specifically identified here. Be sure to include the exact language to ensure that all media operators responding to the RFP can evaluate based on the same profile. This will ensure that you receive comparable metrics across all operators responding to the RFP. Not providing specific audiences may ultimately limit your ability to compare the various responses you receive.

For example, specify "Make of vehicle owned (not leased): Toyota" as the audience vs. just a general audience of "Toyota owners." There are several other Toyota audiences available in the Geopath Insights (below):

- Make of last vehicle: Toyota
- Make of any vehicle owned or leased: Toyota
- Make of new vehicle owned (not leased): Toyota

Additional Considerations:

- If Geopath Insights audience profiles have been used, have they been shared with/ approved by the advertiser?
- Secondary audiences should be included as separate profiles.
- Will alternate audience profiles be considered if they can be presented with appropriate support rationale? If so, the media operators should be made aware.

Example Audience Profiles:

As you can see in the table below, there are a number of audiences that could be appropriate for the same project. To make the process more efficient, it is a recommended best practice that the planning team ensure the client has approved the selected audience(s) before proceeding. Once approved, the planner or buyer should specifically reference the audience(s) they are considering to avoid any confusion regarding the audience a media operator should use when selecting their inventory.

Brand X	Brand Y	Brand Z
National Budget Wireless	Regional QSR	Local Luxury Auto Dealer
Audience Profile: • <$50,000 Household Income	**Audience Profile:** • Age: Persons 18-49	**Audience Profile:** • $150,000+ Household Income
OR	OR	OR
Consumer Profile: • Wireless/cell phone bill amount last month $30 - $49	**Consumer Profile:** • No. of times used quick service restaurant past 30 days: 3 times	**Consumer Profile:** • Amount plans to pay for new vehicle next 12 mos: $30,000+
		OR
		PRIZM© Premier Profile: • 01 Upper Crust - Wealthy Mature w/o Kids

3) Considerations When Identifying: Geography

Geography is a key component of any OOH plan as it drives the market area the advertiser intends to target and establishes the universe of available impressions for the campaign. At its heart, OOH media is still strongly rooted in location. Therefore, it is critical to clearly articulate the specific geographic conditions of the RFP and the Geopath Insights data used to arrive at them.

At the most basic level, planners should always default to include the most granular geographic designation they are using in the plan, whether that is:

- DMA – Covers the major metropolitan area and nearby locations
- CBSA – Covers the major metropolitan area
- County
- ZIP Code

If there are additional geographies that are not covered in Geopath Insights (i.e., the non-metro areas of a city, or rural areas/small towns) they should be clearly defined here. If other media are being included in the plan, an overview of how they are geographically targeted/measured should be included here for consistent comparisons.

Additional Considerations:

- For custom geographies or general areas like neighborhoods, additional information should be included such as: identifying a central point and a radius length, including cross streets or other boundary, etc.
- If proximity is a component of geographic consideration, what are acceptable distances?
- What is the threshold of the geographic constraints for the inclusion of transit or rolling media?
- What if there is media available that indexes high for the audience from this geography, but is located outside the specified geography? Would that media be considered?
- For specific POI's: If sets of places are used, the planner/buyer should supply the information used to identify them, such as:
    - Company name
    - Full address, City, State, ZIP
    - Latitudes/longitudes (if available)
    - Brand
    - Place type (i.e., restaurants and other eating places - full-service restaurants)

Example Geographic Profiles:

Brand X	Brand Y	Brand Z
National Budget Wireless	Regional QSR	Local Luxury Auto Dealer
DMA Level, including: New York, Chicago, Los Angeles, Philadelphia, Dallas, San Francisco, Boston, Houston, Atlanta, Phoenix	**DMA Level, including:** Atlanta, Nashville, Memphis, Chattanooga, Knoxville, Birmingham, Charlotte, Lexington, Durham	**ZIP Code level, including:** 08630, 06878, 06870, 06820, 06840, 06853, 06880, 06831, 06807, 06890
	POIs: Within 3 miles of Brand Y locations	

4) Special Considerations Regarding Media Types, Metrics & Reporting

When delivering the RFP, it is important to lay out clear parameters for the media included. If there are specific media that have been evaluated using Geopath Insights, care should be given to clearly identify them using the Geopath Insights terminology. If the agency is requesting specific media, the RFP should include the reason behind those choices (client preference, creative type, etc.), as well as a determination of whether alternate media will be considered. It should also clearly indicate if it will accept only this media, or will accept this media and alternatives.

Additionally, it is important to convey the supporting rationale that has been used to determine what media should be included, and what key metrics will be used to evaluate the media proposed. Key elements to include are:

- What are the key factors driving media consideration? What metrics will be used to evaluate the media?

- Within Geopath Insights, what view of impressions are you using to evaluate the media? (i.e., Total Impressions, Target Impressions, In-Market Impressions, etc.)

- How do you want the impressions pulled? TRPs, R&F, DMA, CBSA or ZIP Code?

- Is there an emphasis on Reach or Frequency? If so why?

- What is your weekly TRP goal? Based on what demographic?

- Are there acceptable index ranges for the audience demographic you are looking to reach?

- Are there geographic considerations that apply to the media? (i.e., it must be within X-miles of the target, size, direction, ability to take extensions, read, illumination)

- Are there any media that are being specifically included/excluded? If so, why? Also, indicate if it is acceptable for the media operator to include inventory with a status of "under review."

- If media networks are available – will they be evaluated based on total network index for audience, or by specific locations?

- Are there brand safety concerns, or questions about physical placement?

- Are there technical considerations for the media selection? (i.e., dayparting, illumination, full motion vs. static digital, etc.)

- Are there specific types of reporting or deliverables that are required for the campaign?

Brand X	Brand Y	Brand Z
National Budget Wireless	Regional QSR	Local Luxury Auto Dealer
Media will be evaluated on total target impressions	Media will be evaluated based on proximity to store locations, and competitor locations	Media will be evaluated based on target in-market impressions
Advertiser will place an emphasis on transit media	Advertiser will place a priority on digital media to enable dayparting, and flexible creative, but will not exclude static media	Advertiser will only consider static locations – does not wish to share space

Note: This section will be updated, as appropriate, to provide additional guidelines and recommendations as new media formats (e.g., place-based, scheduled/dynamic fleet) are fully integrated into Geopath Insights.