

## Section 3:

### Responding to the RFP

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## Responding to an RFP

When responding to an RFP, OOH media operators should utilize the Geopath Insights data and ensure that all requests are carefully analyzed and responded to according to the RFP details. The responses should provide the appropriate media options that reach the target audience, geography, and meet any other specific criteria that the buyer has outlined. Standard deliverables should include:

- Client proposal (Per agency format if requested)
- Maps (with inventory and POI's clearly represented)
- Photo sheets
- Media metrics specific to the RFP (impressions, TRP, reach, frequency)
- Marketing description and rationale specific to the target audience and geography (e.g., "Unit X is in the Salt Lake City DMA and is 0.5 miles from the target location 222 State Street. It is an RHR unit that targets commuters who buy Starbucks coffee").

Ensuring that buyers are only being provided the inventory that meets their requests will garner positive, trusting relationships for future opportunities. Options that fit outside the RFP request should be provided in a separate proposal, with a full explanation as to why the alternative inventory is being proposed. Otherwise, all inventory provided in response to an RFP should be considered inventory that meets the campaign requests and goals.

## The New Industry Comparison Standard

We will not compare old impressions vs. new impressions. The new industry comparison standard and selection metric will be how well a unit indexes (or its percent composition for the desired audience) against the market average.

In the example below, the majority of impressions decreased but that doesn't matter because the index and composition metrics by panel show how well the unit delivers against the target. The majority of units in the plan index above 110.

## Comparison Example

Do not look at old vs new impressions and how they changed. Our Geopath Insights (IS) unit selection metric for demos/audience is: "How well do these units **index** against A25-54?"

Market	Media Format	# of Units	Facing	Size (H x W)	Spot Length	Loop Length	Illuminated (Y/N)	4 Week IMPS A25-54 (Original Metrics)	4 Week IMPS A25-54 (IS Metrics)	Deviation	% Change	In-Market Target Audience A25-54 Impression Composition Index	In-Market Target Audience A25-54 Impression Composition Percentage
Tampa	Digital Bulletin	1	W	14' x 48'	:10	:64	Yes	728,989	654,324	-74,665	-10.24%	113.20	45%
Tampa	Digital Bulletin	1	E	14' x 48'	:10	:64	Yes	1,009,061	1,445,252	436,191	43.23%	116.26	46%
Tampa	Digital Bulletin	1	N	14' x 48'	:10	:64	Yes	284,745	197,428	-87,317	-30.60%	113.31	44%
Tampa	Digital Bulletin	1	S	14' x 48'	:10	:64	Yes	499,830	280,984	-218,846	-43.78%	97.53	38%
Tampa	Digital Bulletin	1	W	14' x 48'	:10	:64	Yes	395,176	352,608	-42,568	-10.77%	109.60	43%
Tampa	Digital Bulletin	1	E	14' x 48'	:10	:64	Yes	349,532	248,780	-100,752	-28.82%	106.82	42%
Tampa	Digital Bulletin	1	E	14' x 48'	:10	:64	Yes	443,930	326,800	-117,130	-26.39%	111.79	44%
Tampa	Digital Bulletin	1	N	14' x 48'	:10	:64	Yes	235,330	367,352	132,022	56.10%	109.58	43%
Tampa	Digital Bulletin	1	W	14' x 48'	:10	:64	Yes	222,466	152,912	-69,554	-31.26%	101.55	40%
Tampa	Digital Bulletin	1	W	14' x 48'	:10	:64	Yes	844,334	566,500	-277,834	-32.91%	106.75	42%
Tampa	Digital Bulletin	1	W	14' x 48'	:10	:64	Yes	728,989	654,324	-74,665	-10.24%	113.20	45%
Tampa	Digital Bulletin	1	E	14' x 48'	:10	:64	Yes	443,930	326,800	-117,130	-26.39%	111.79	45%
Tampa	Digital Bulletin	1	E	14' x 48'	:10	:64	Yes	1,009,061	654,324	-354,737	-35.16%	116.26	46%
Tampa	Digital Bulletin	1	E	14' x 48'	:10	:64	Yes	1,009,061	654,324	-354,737	-35.16%	116.26	46%
Tampa	Digital Bulletin	1	W	10'6" x 36'	:15	:120	Yes	162,168	231,412	69,244	42.70%	126.89	50%
Tampa	Digital Bulletin	1	E	14' x 48'	:08	:64	Yes	288,628	250,032	-38,596	-13.37%	109.10	46%
Tampa	Digital Bulletin	1	E	14' x 48'	:08	:64	Yes	151,171	95,648	-55,523	-36.73%	114.99	44%

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### 1) Understanding and Using Objectives:

The RFP received from the buyer should include a summary of the objectives for the campaign. It should also include information on how the inventory will be evaluated, and any relevant client KPI's. This should provide you, the media operator, with necessary context for the project and give you the information required to efficiently respond to the RFP (and potentially offer additional insight based on their knowledge of the market, brand, and/or strategy). If an RFP is received, and the demographic or geographic target and/or KPIs are not precise, follow-up communication should be made in order to clarify important specifics and details. Ensuring that all those responding are doing so with the same project basis is vital to the success of the campaign.

### 2) Considerations When Identifying: Audience

The Geopath Insights and its supporting data are geared toward audience delivery. Therefore, it is critical when responding to an RFP that the correct target audience is identified and the inventory that meets the KPIs related to that audience are provided.

Below is a list of the types of audience profiles that would typically appear in a Geopath Audience Targeted RFP:

#### Population:

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

### Behavioral Profiles:

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

### Media Specific Considerations:

- Bulletins vs. Digital Bulletins
- Posters vs. Bulletins
- Static Street Furniture vs. Transit
- Alternative Media options
- Combination of media that meets the campaign objectives

### Additional Considerations:

- Secondary audiences should be provided as a separate response to the primary audience so as not to misrepresent a specific unit(s) ability to reach the primary target.
- If there is any confusion as to the audience requested, the media operator should seek clarification, when possible, before moving forward.

Brand X	Brand Y	Brand Z
National Budget Wireless	Regional QSR	Local Luxury Auto Dealer
<b>Audience Profile:</b> <ul style="list-style-type: none"><li>• Age: Persons 18-34</li><li>• &lt;\$50,000 Household Income</li><li>• \$50,000-\$74,999 Household Income</li></ul>	<b>Audience Profile:</b> <ul style="list-style-type: none"><li>• Age: Persons 18-49</li><li>• &lt;\$50,000 Household Income</li><li>• \$50,000-\$74,999 Household Income</li></ul>	<b>Audience Profile:</b> <ul style="list-style-type: none"><li>• Age: Persons 25-54 yrs</li><li>• Age: Persons 55+ yrs</li><li>• \$150,000+ Household Income</li></ul>
<b>Consumer Profile:</b> <ul style="list-style-type: none"><li>• Wireless/cell phone bill amount last month: Less than \$30</li><li>• Wireless/cell phone bill amount last month: \$30 - \$49</li><li>• Wireless/cell phone bill amount last month: \$50 - \$74</li></ul>	<b>Consumer Profile:</b> <ul style="list-style-type: none"><li>• No. of times used quick service restaurant past 30 days: 3 time</li></ul>	<b>Consumer Profile:</b> <ul style="list-style-type: none"><li>• Amount plans to pay for new vehicle next 12 mos: \$30,000+</li></ul>
<b>PRIZM© Premier Profile:</b> <ul style="list-style-type: none"><li>• No PRIZM© Profile</li></ul>		<b>PRIZM© Premier Profile:</b> <ul style="list-style-type: none"><li>• 01 Upper Crust - Wealthy Mature w/o Kids</li></ul>

### 3) Considerations When Identifying: Geography

Geography is a key component of any OOH plan as it will identify the market area the advertiser intends to target and establish the universe of available impressions for the campaign.

RFP's should include the most specific target geographic designation as possible. If a geographic target is unclear, the seller should initiate a conversation with the planner to provide clarity before responding to the RFP.

Below is a list of the types of standard geographic-area definitions that typically would appear in a Geopath geography-targeted RFP:

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

#### Additional Considerations (Custom Geographies):

- Points of Interest/radius
- Directional considerations
- Market defined area (specific to a neighborhood or commonly used local geographic definers)

#### Example Geographic Profiles:

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

#### 4) Media types, Metrics & Reporting (Media Profiles)

When reviewing the details of an RFP, take care to note what metrics will be utilized to evaluate the submitted media options. In addition, be sure to document the rationale behind each individual unit (and/or package of units) submission in relation to the RFP requests.

Key elements the RFP will include are:

- The key factors driving media consideration and what metrics will be used to evaluate the media.
- What view of impressions you are using to evaluate the media (i.e., Total Impressions, Target Impressions, In-Market Impressions)?
- What the emphasis in selecting media will be based on: GRP/TRP, Reach, Frequency, etc.
- The geographic considerations that apply to the media.
- If there are any media types being specifically included/excluded or if any media included are currently “under review.”
- Any brand safety concerns, or questions about physical placement that should be respected.
- Technical considerations for the media selection (i.e., dayparting, illumination, motion).
- 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.