

# REQUEST FOR PROPOSALS

## *New gTLD Global Awareness Campaign for ICANN*

This Request for Proposals (RFP) is issued by ICANN to provide advertising and promotion services for the launch of new generic top-level domains (new gTLDs).

Proposals must be received by Michele Jourdan no later than 08:00 Pacific Daylight Time, 18 July 2011. Submit your proposal via mail or email in an attached Word 97-2003 compatible format, with the subject heading "Advertising Proposal—gTLD Global Awareness."

Proposals shall be addressed to:

Michele Jourdan  
Manager, New gTLD Communications  
Internet Corporation for Assigned Names and Numbers (ICANN)  
4676 Admiralty Way, Ste 330  
Marina del Rey, CA 90292  
[michele.jourdan@icann.org](mailto:michele.jourdan@icann.org)

## ***Proposal Submission***

Your proposal will consist of three parts: minimum qualifications, professional services and cost.

Written proposals responding to this RFP must be received via email or mail to Michele Jourdan no later than 08:00 Pacific Daylight Time, 18 July 2011.

### **Inquiries**

Inquiries about this request shall be directed to Michele Jourdan via email and received no later than 11 July 2011 and will be answered via an online wiki page so all vendors have access to the same information. Please, no phone calls.

Wiki Page: <https://community.icann.org/display/newgtladvertising/Home>

### **Late Proposals**

Late proposals will be rejected and will not be reviewed or considered by ICANN.

### **Selection of Proposal(s)**

Only qualified proposers that have submitted complete information will be considered. ICANN reserves the right to:

- Reject any or all proposals received for this RFP
- Waive or modify minor irregularities in proposals received
- Request from a Proposer additional information required to better evaluate its proposal
- Amend this RFP after its release, with appropriate written notice posted on the designated wiki page.

## Notification of Award

ICANN will notify the successful proposer verbally, followed by a written confirmation, as well as on the designated wiki page. All proposers may check the wiki by 29 July to see whose proposal was accepted.

## ***INTRODUCTION TO THE NEW gTLD GLOBAL AWARENESS CAMPAIGN***

### What is a gTLD?

Every domain name around the world ends with a top-level domain (TLD); these are the two or more letters that come after the last dot. There are currently two types of TLDs:

- Generic top-level domains (gTLDs) - This is what Internet users see as an Internet extension such as .COM, .ORG, or .INFO. They are part of the structure of the Internet's domain name system. The gTLDs are also sometimes called labels, strings, or extensions.
- Country code top-level domains (ccTLDs) – These are two-letter, top-level domains that identify a country or territory. For example: .ca for Canada, .jp for Japan, and .eu for the European Union. Any TLD that has only two letters is a ccTLD.

A gTLD or a ccTLD is managed by a registry operator, an organization that maintains the registry database, including the nameserver information for domain names registered in the TLD.

### What is the new gTLD Program?

The new gTLD program is an initiative that will enable the introduction of new gTLDs (including both ASCII and Internationalized Domain Names, or IDNs) into the domain name space. One of ICANN's key commitments is to promote competition in the domain name market while ensuring Internet security and stability. New gTLDs help achieve that commitment. Soon entrepreneurs, businesses, governments and communities around the world will be able to apply to operate a top-level domain of their own choosing.

### What is the new gTLD Global Awareness Campaign?

The launch of new generic top-level domains will fundamentally change the Internet as we know it. Such a profound change will ultimately have implications for every country and, in our highly connected world, for many people. The introduction of new gTLDs demands and deserves a high impact international communications program. Businesses far beyond the reach of the technical community need to know that a new platform for innovation has been created.

This effort – properly carried through – should create *buzz*. We want people not currently engaged to start talking about it; we want to capture their imaginations. It is not just about the business opportunities created for registrars and registries; it is about the new ways of connecting and communicating made possible by the websites these new domains will enable. It is not just explaining the practicalities of how a new gTLD will work; it is making people start to think about how they could use this new tool and how they, their communities and their organizations might benefit.

For a basic overview aimed at business-minded folks who might potentially apply for a new gTLD, [please view our video, Get Ready for the Next Big .Thing: An Overview of New gTLDs](#)

### Key Messages

#### Primary

- The landscape of the Internet is changing.
- Many organizations with an online presence will be affected in some way; for some, this represents great opportunity.
- New gTLDs are a platform for innovation.
- Applying for a new gTLD means that you are applying to run a registry business.
- New gTLDs bring risks and rewards, and organizations should evaluate the program carefully before deciding whether to proceed.
- Ensuring the security, stability and resiliency of the Internet is paramount. New gTLDs will not affect the stability of the Internet.

#### Secondary

- New gTLDs present an opportunity for end-users to identify and express themselves in new and innovative ways by being part of an online community made possible through New gTLDs. "What will be the next big .thing? You name it!"

### Audiences, Regions and Languages

The initial audiences are divided into two groups - potential applicants and those who may not apply but need to know about the program. Later phases will expand to consumers and end-users. Potential applicants are defined as entities that already plan to or could potentially apply for, and operate, a new gTLD. Those who need to know are defined as those who are not likely to apply but need to be aware of the program, such as those supporting clients, tracking their competition in a vertical market, or concerned with brand-protection issues.

Outreach will be based on ICANN's five geographic regions – Africa, Asia (including the Middle East), Europe, Latin America, and North America. Critical program documentation will be translated into the six official languages of the United Nations – Arabic, Chinese, English, French, Russian and Spanish.

Specifically the campaign will target anyone who should know about the program, how it could affect them, and how new gTLDs will ultimately change the landscape of the Internet. Some will be interested as investors; some to preserve important cultural touchstones; some as defenders of their rights and intellectual property. Materials will be tailored to the interests and needs of each of these groups.

- Potential Applicants
  - Corporate marketers
  - Investors
  - Local municipalities
  - Non-profits
  - Non-governmental Organizations
- Need to know
  - Advertising agencies

- Trade Associations
- Rights holders
- Trademark attorneys

The campaign will eventually target the public on the premise that a rising tide lifts all boats: broad and simple communications raise basic awareness across the board. By 2013, most Internet users will have new choices to consider when registering a domain name or deciding which web pages they trust.

### **Objectives of the new gTLD Global Awareness Campaign**

The principal goals are:

- Create global awareness of the new gTLD program and the application date
- Increase the likelihood of success for the new gTLD program
- Make the new gTLD program accessible and understandable across a wide and diverse global audience

This will be achieved by significantly increasing global awareness of the new gTLD program. The communications program will raise awareness among interested parties and applicants worldwide on the *who, what, when, where and why* of new gTLDs.

### **Evaluation Metrics**

- Website statistics
  - Click through rates and demographic information for online advertising
- Countries reached in the regional launches as measured by
  - Regional advertising placements
  - Attendees at outreach events
  - Applicants by region
- Regional launch feedback surveys
- Social media monitoring
- Interviews conducted with ICANN representatives
- Quality of applications received

ICANN's unique position means that we don't have a traditional "product" that can be measured by sales leads, sales closed, shelf space, or customer satisfaction surveys. Please note that we will work with the agency to determine the best key performance indicators to adequately measure program awareness. We are not chasing a high quantity of applicants, as much as a high quality of applicants who will actually succeed in operating a new gTLD registry business.

## ***SCOPE OF SERVICES***

The objective of this RFP is to retain an advertising agency to develop, implement and measure the success of a global advertising and awareness campaign for ICANN to introduce new gTLDs. ICANN has a limited advertising budget of \$750,000.

The selected agency shall provide services including:

- Develop and implement an advertising/promotions program that will achieve the Objectives (above)
- Prepare creative materials that are consistent in look and feel across all media
- Identify and recommend the optimum use of advertising media to maximize the impact of a limited budget
- Place advertising in selected market advertising media that includes but is not limited to:
  - Online ads
  - Newspapers/Magazines (including but not exclusive to the Wall Street Journal, Financial Times, & other major business oriented publications)
  - Influential blogs and other heavily followed social media channels
- While we are excluding paid TV advertising we are asking for responses to include a separate addendum that shows what the additional cost would be should funds become available. We are also asking for advice on pro bono placement.
- Track and report on success/impact of campaign using evaluation metrics outlined above
- Provide other services as necessary to accomplish the Objectives (above)

Please note that the agency need not prioritize “earned media” efforts, which are coordinated by ICANN internally.

## ***SCHEDULE***

The following dates are for informational and planning purposes. ICANN reserves the right to change any of the dates. Any changes will be posted to the designated wiki page under “Updates”. Proposers are responsible for keeping informed of any changes in the schedule.

Wiki Page: <https://community.icann.org/display/newgtladvertising/Home>

### Event Date

05 July 2011 - RFP Issued

11 July 2011 - Last Date for Inquiries

13 July 2011 - Responses to Inquiries (posted to wiki)

18 July 2011 - Proposals Due

29 July 2011 - Selection

## ***CONTRACT PERIOD***

Contract starts 1 August 2011 and runs for 12 months.

# PROPOSAL REQUIREMENTS

Proposers shall submit the following information.

- The name, address, telephone number, e-mail address and fax number of the Agency and the name, title, address, telephone number, e-mail address and fax number of the Agency representative.
- Responses to requests and questions in Agency Background and Plan, Agency Requirements and Project Costs sections as follows.

## *Agency Background and Plan*

### Organizational chart

- An organizational chart that shows all agency staff who will be involved with the contract awarded from this RFP. Include a bio of each individual listed.

### Current clients

- Company name, address, telephone number and contact name of the agency's three (3) current major clients, including the length of the relationship with each client and detailed description of the services the agency provides to the client.

### Overall plan to meet objectives of RFP

- A high-level description of how the agency intends to meet the Objectives (above) of this RFP and the means and methods to be used in meeting those Objectives.

## *Agency Requirements*

### Integrated Marketing

1. Can the agency provide an integrated approach to traditional advertising?
2. Please provide basic media buying commission structure.
3. Does the agency have skilled staff in-house for both online and offline media planning and buying? Outside of the US? What countries/regions? In what languages?
4. Does the agency have skilled staff in-house for search engine optimization?
5. Will the agency plan and place offline media on a fee-basis instead of commission?
6. Does the agency have experience in planning, creating and executing integrated global online/offline marketing & advertising campaigns that include the coordinated integration of the following channels/mediums throughout the world? Please provide examples.
  - Broadcast TV and radio
  - Online videos

- Podcasts
- Print (newspaper & magazine - space advertising and inserts)
- Airport or other bill board media
- Interactive CD/DVD
- Social networking: Twitter and Facebook
- Blogs (reaching influencers and stakeholders with blogs)
- Search engine optimization
- Pay-per-click
- RSS
- Event promotion for live events in 5 regions
- Event coordination, registration and tracking for live events in 5 regions

### Tracking and Reporting

1. Can the agency provide advanced reporting and analytics beyond basic visitor tracking? If so, what type of reporting is available?
2. Does the agency provide in-house consultants that can continually evaluate the performance and return on investment (ROI) of print, broadcast, live event, and on line elements of the campaign and provide speedy recommendations for changes to maximize ROI?
3. Does the agency have experience with messaging and creative for large scale, global integrated communications plans? Please provide examples.

### Creative Services & Interactive Media

4. Can the agency provide photo/video/audio production services?
5. Does the agency have in-house production capabilities including:
  - Still photography
  - Video production
  - Audio/podcast production
  - TV and Radio Broadcast production
  - Web animation/Flash production
    - If the agency does not have qualified in-house production capabilities, will these services be provided at net cost to us (no mark-up of vendor costs)?
6. Does the agency offer web and print content development assistance?
7. How much experience has the agency had in content development for client websites, landing pages, microsites and e-newsletters?

## ***Agency Costs***

### Professional service hours

State the total number of professional service hours expected to be spent providing the services under the contract required to achieve the Objectives of this RFP.

- State hourly professional services cost.
- State the total cost of the professional service:

### **Non-Professional service hours**

State the total number of non-professional service hours expected to be spent in the provision of the services under the contract required to achieve the Objectives of this RFP.

- State hourly non-professional services cost.
- State the total cost of the non-professional service;

### **Commission based fees**

If using a commission basis for media purchasing, state the commission, expressed as a percentage of the cost to be charged by the Proposer on paid advertising placed by the Proposer in and on newspapers, periodicals, television, radio and billboards.

### **Materials cost**

State the amount to be charged, expressed as a percentage of the cost, for materials purchased for this campaign by the agency for items such as artwork, design, stock photos, photography, printing, transcriptions, and radio/TV talent.

## ***Evaluation Criteria***

Vendor responses to the RFP will be scored by a committee based on the following criteria:

- Grasp of the program. Vendor's understanding of and insight into the potential benefits of the new gTLD program
- Connection with the audience. Vendor's understanding of and insight into how to reach the desired audiences
- Street-savvy. Apparent real-world effectiveness of proposed strategies and tactics
- Strong creative. Appeal of past campaign samples and/or proposed creative for this campaign.
- Experience. Quality of past experience executing on integrated advertising strategies for a global campaign
- Global reach in all media. Ability to reach non-US audiences
- Relative importance of ICANN as a client. Shown in the quality and clarity of the response materials.
- Value. Given our limited budget and broad scope, the winning responder will maximize "bang for the buck."