



**Pacific Northwest Canned Pear Service  
REQUEST FOR PROPOSALS – Creative Agency  
May 4, 2020**

**BACKGROUND**

The Pacific Northwest Canned Pear Service (PNCPS) is seeking a Creative Marketing Agency to support the PNCPS marketing program and work closely with the Promotion Director.

The Creative Marketing Agency will:

- Provide strategic counsel which furthers PNCPS marketing objectives
- Collaborate as needed with PNCPS foodservice consultant and social media agency
- Provide updates to eatcannedpears.com website
- Create content for quarterly newsletter and social media needs
- Create strategic design for PNCPS projects, as needed, such as advertising, video, merchandising materials, contests
- Provide support for tradeshow, as needed
- Research and execute special projects

**TARGET AUDIENCE AND OBJECTIVE**

The target audience for PNCPS marketing and promotion activities is K-12 schools, healthcare, college/university, military, and contract management companies, and registered dietitians working in these segments.

Our marketing program objective is to raise awareness and create demand for Pacific Northwest canned pears in targeted foodservice segments.

**REQUEST FOR PROPOSAL**

Please provide the following information:

- What sets you apart
- Experience creating programs for agriculture marketing organizations
- Strategic approach to creative results and digital marketing success
- Work history, including samples
- Current clients with scope of work
- Financial: hourly rate, travel rate, expense policy
- Any conflict of interest
- Two references

**EVALUATION CRITERIA**

Proposals will be evaluated using the following criteria:

- Experience creating digital communication programs for agriculture marketing organizations – 30 points
- Proven success working with small budgets – 30 points

**CONTRACT LENGTH**

The contract will be assigned from July 1, 2020, through June 30, 2021, to coincide with the PNCPS fiscal year.

**BUDGET**

Approximately \$40,000 to \$45,000 in fees, plus expenses.

**TIMING & HOW TO SUBMIT PROPOSAL**

Please direct any questions and email your proposal by June 5, 2020, to:

[susan@eatcannedpears.com](mailto:susan@eatcannedpears.com)

Susan Renke

Promotion Director

Pacific Northwest Canned Pear Service

707-346-5056

Please submit all questions in writing by email.

Proposals will be evaluated beginning June 5, 2020, and the winner notified by June 15, 2020.

**About Pacific Northwest Canned Pears Service**

In 1954, Bartlett pear growers and processors in Oregon, Washington, and California created the Pacific Coast Canned Pear Service for the purpose of promoting market development for the consumption of canned Bartlett pears in the U.S. The commitment to fund marketing programs continued, and in 1996, the Pacific Northwest Canned Pear Service (PNCPS) was formed to promote Bartlett pears grown and processed in Oregon and Washington.

After generations of nurturing their orchards, today more than 1,400 family farms across Washington and Oregon provide pears to local processors and fund the PNCPS marketing programs.

The administrative operations of PNCPS are managed by the Washington State Fruit Commission. <https://www.wastatefruit.com/>

PNCPS is one of many USDA Agricultural Marketing Service (AMS) research and promotion oversight programs funded through assessments per ton on fruit delivered to local processors. AMS programs establish a framework for farmers to pool resources to develop new markets, strengthen existing markets, and conduct research and promotion activities.

For more information visit [eatcannedpears.com](http://eatcannedpears.com).