

RFP for Marketing and Consumer Webpage Proposal

The Regulatory Authority (RA) is exploring the implementation of a Marketing Program that will be used to raise the consumer awareness of the RA's role and responsibilities. The RA is seeking a creative and innovative entity to develop a marketing concept that will appeal to and engage with the Bermuda public and industry stakeholders, while conveying its regulatory message.

In addition, the RA plans to issue a number of Consumer Protection public consultations with industry and customers alike. This initiative requires an advertising campaign that encourages full participation from all interested parties and is clearly communicated to reach its target audience. This proposal should be flexible so that it can be partially maintained by the RA and be able to change in relation to the various projects that will be arising.

As this will be a busy year with the Consumer Protection Consultation, the RA would be looking to progress immediately and would need a company that can grasp our needs and quickly launch into marketing plan with an easy transition.

1. Marketing Requirements

- a. Branding that incorporates the RA logo
- b. Design camera ready print ad templates
- c. Graphic Design Web Ads and Banners
- d. Design Consumer web page
- e. Create and expand upon existing Social Media outlets
- f. Create radio spots
- g. Develop Digital signage, flash media and animated gif files
- h. Design Print Media - Flyers, pamphlets, Fact Sheets, Evaluation cards

2. General Requirements

- a. Before awarding any contract the RA reserves the right to require the vendor to submit such evidence of qualifications as it may deem appropriate. This evidence may be concerning financial, technical and other qualifications as well as the relevant experience and skills of the vendor.
- b. The RA reserves the right to enter into discussions or to negotiate with a vendor as it sees fit, or with another vendor or vendors concurrently. In no event will the RA be required to enter into discussions or negotiations on similar or other terms or offer any modified terms to any other vendor prior to entering into a binding contract. The RA shall incur no liability to any vendor as a result of these discussions, negotiations or modifications.
- c. At any time prior to the close of this RFP, the RA may alter, amend, delete or add to, in whole or in part, any terms or provisions of this RFP. The RA may modify, amend or revise any provision of this RFP or issue addendum at any time. The RA will publish any such modification or amendment, revision or addenda on the RA web site.



- d. The RA will not be obliged to accept the lowest price or any of the proposals submitted. Each vendor acknowledges and agrees that the RA will have no liability or obligation to any vendor, except to the party, if any, awarded a contract by the RA in its sole discretion and the RA shall be fully and forever released and discharged of all liability and obligation in connection with this Request for Proposal (RFP).

3. Submission of proposals

- a. The RA is committed supporting locally owned and run businesses and the Bermudian economy. Applicants must be a legitimate local business that currently operates in Bermuda.
- b. Vendors should provide an explanation of ownership, licensure, and resale expectations of the intellectual property from the vendor's perspective.
- c. Local resources must be used to produce all marketing concepts and design media unless prior approval from the RA is sought.
- d. Hosting of any web pages produced under this RFP must be located in Bermuda unless prior approval from the RA is sought.
- e. Vendors will be required to provide full disclosure of any other telecommunication carriers that are or may be your clients.
- f. Vendors are required to provide full disclosure of any and all conflicts of interest with the Regulatory Authority or its employees known to them with their application.
- g. All proposals should be submitted with 4 hard copies and one soft copy in PDF and Word format.
- h. Submissions should be sent to the RA at the below contact information in c/o CEO Mr. Philip Micallef and by email to info@rab.bm by **Friday, February 7, 2014 at 5:00pm**. Receipt of submission will be given.
- i. All proposals will be posted on the RA website for transparency. In the event the proposal includes, what is in the opinion of the vendor, "confidential information" a redacted version should be submitted in addition to the full proposal together with an explanation as to why the vendor requests certain aspects of its proposal not to be published to third parties. The RA will determine, in its sole discretion, whether a matter is confidential.

The Chief Executive Officer is the principal point of contact at the Regulatory Authority for interested persons during this consultation. He may be contacted by email at pmicallef@rab.bm or by mail to:

Philip Micallef - Chief Executive
Regulatory Authority
3rd Floor Cumberland House
1 Victoria Street HM12

