



BERMUDA
**REGULATORY
AUTHORITY**

Marketing Selection Process Rationale

Final Decision

Matter: RFP 01- 2014
Date: 21 March 2014

Purpose

In the interests of transparency, the Board thought it prudent to provide an overview of the selection process carried out by the RA concerning its marketing consulting firm. The purpose of this document is to do just that. It considers the criteria upon which the various candidates were judged as well as the overarching rationale for the selection of the successful candidate.

Marketing Selection Process

On January 22nd, the Regulatory Authority ('the RA') issued a Request for Proposal for Marketing and Consumer Webpage Proposal ('the RFP'). The RFP was designed to attract proposals from companies with experience in marketing and Public Relations (PR) that could help the RA in its effort to increase public awareness and knowledge of its roles and responsibilities and to spark interest while facilitating public dialogue between the public and the RA on its consultations and proposals.

By February 7th, the RA had received a total of 8 responses to the RFP from the following companies:

1. Adeche
2. Aardvark
3. Advantage
4. Bermuda Yellow Pages
5. emedia
6. Mangrove
7. Saatchi&Saatchi
8. TMC
9. Troncossi

After a review the first round of submissions, the RA provided each of the 8 respondents with a Cellphone Unlocking case study which included the RA's Cellphone unlocking consultation, decision and determination. The respondents were asked to develop a marketing and PR strategy that would increase public knowledge of the RA's role, engage consumers in the consultation/implementation process, and increase the level of public engagement with the Cellphone Unlocking consultation.

Along with the case study, companies received a request for further budget information, as well as an invitation to present their proposals to selected RA staff. During the presentation, companies would be given an opportunity to highlight the advantages of working with their firm. This information was sent to all respondents on February 18th, and proposals were presented on the 25th and 26th of February ('the Proposal Deadline').

Before the Proposal Deadline, Troncossi, Mangrove, and Advantage withdrew from the application process leaving 6 respondents still active.

Quality of Performance

During the presentations, RA staff members rated each company using a rubric based on the criteria below.

- Knowledge of the RA purpose, work and function
- Demonstration of content knowledge and understanding of the RA in the proposal
- Likelihood of working well with the RA team

- Demonstration of a knowledge of PR in public institutions
- Demonstration of a willingness to take the lead for the Marketing/PR initiative
- Recommendations are clear and realistic
- Proposal is in line with the RA image and focus
- Proposal falls within the RA budget
- Proposal demonstrates pricing flexibility
- Proposal outlines an accurate time period for the implementation of the RA initiative

The enclosed rubric allowed the RA staff members to rate the candidates on a scale of 1 to 4, with 4 being the highest a company could receive and 1 being the lowest a company could receive concerning any given criteria.

There were 10 different criteria used for the ranking. The total scores for each presenting company submitted by each RA staff member were allocated and an average score for each firm was calculated by dividing the total scores by the number of RA staff members present at any given presentation. The following shows the final order and score for each company:

1 st : Saatchi&Saatchi–38	4 th : BYP – 30.63
2 nd : TMC – 36	5 th : Aardvark – 24.5
3 rd : Adeche - 30.75	6 th : emedia – 22.25

Budget

A comparative analysis of each company’s budget proposal was done using budget information submitted as per the RA’s request. Companies were required to submit a budget breakdown based on the following categories:

Branding and Design	Website Design, Development/Hosting
Templates/Printed Material	Article writing and placement
Radio Spots	Research/tracking
Digital Signatures	Public relations
Direct Mail/email blasts	Management of Ad Campaign/Budget
Social Media Management	

Estimates were made when companies provided information for an hourly rate instead of a yearly fee. For example, for ‘Management of Ad Campaigns and Budget’, it was estimated that the RA would use 10 hours per month for 12 months.

It should be noted that each firm indicated that prices submitted in the budget breakdown were flexible and subject to change based on the initiatives that the RA plans to execute. The following ranks the budgets of the firms from highest cost to lowest cost in descending order.

1. Adeche
2. Aardvark
3. Saatchi & Saatchi
4. TMC
5. emedia
6. BYP

Final Decision

After a review of the quality of performance and the budget breakdown of each firm, the RA staff selected Saatchi & Saatchi for the marketing initiative. The main basis for this decision stemmed from the company's thorough knowledge of the marketing and PR process, their willingness to take the lead and guide the RA through the implementation of our initiatives, as well as their years of experience, clientele, and connections that the RA could benefit from.

Although their budget breakdown not the lowest it remained within the remit of the RA's marketing budget for the relevant period and the RA staff felt that it was the best value-for-money offer and the one that best suited the RA's needs.

Saatchi & Saatchi's previous body of work and the professionalism that the company maintained throughout our selection process demonstrates Saatchi & Saatchi would be an excellent partner to work with for all of our marketing and PR initiatives.