# Automotive Digital Upfront

# CLIENT: Automotive

# DUE DATE FOR RFP SUBMISSION: 9/3/2018

[Agency] is approaching the digital media market for 2018 on behalf of our automotive client. Our goal is to demonstrate industry leadership through online advertising innovation. We want you to help us do that! This is a great opportunity to provide our automotive client with the strongest digital media placements that achieve brand objectives while also getting our client team excited about the endemic auto research space.

The proposals submitted will be assessed based on **(in priority order):**

1. Innovation across digital platforms
2. First to Market Opportunities
3. Strategic Fit
4. Unique and/or Exclusive Opportunities
5. Audience and Content
6. Cost/Value
7. Historical Performance
8. Cross-brand Opportunities
9. Management/Service
10. Flexibility

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The RFP below outlines the Automotive client’s overall parameters as well as Brand details.

**Project Descriptions:**

In the past few years, our automotive client has reasserted itself through compelling advertising and a strong line of vehicles. As a result, the brand is strong and rising. In 2018, our Automotive client will continue to further enhance that reputation and become THE LEADER IN LUXURY AUTO DIGITAL MARKETING.

This goal will be achieved by a strong and deliberate focus on innovation, successfully launching two models (B7 & B6), gaining market share (Conquesting) and building awareness among prospects and current/lapsed owners (Auto Research). Please tailor your proposal by the following tactics **(in priority order):**

1. **Innovation**: In 2018, our Automotive client will surpass the efforts of their competition by demonstrating technology innovation in all advertising communications. To achieve this goal we need creative approaches to drive awareness, consideration and sales beyond standard banners and sponsorships. This objective is to develop unique opportunities never been done before within the endemic space that strengthens brand presence and meets our Automotive client’s KPIs. We are looking to innovate the way the endemic category does business and want to take key site partners along for the ride.
2. **B7 & B6 Launches**: In April/May of 2018, our automotive client will launch the completely new B7 model. The A7 will be positioned as the power of pure attraction with its revolutionary design, exterior styling and power/pickup. In Sept/Oct of 2018, the completely revamped B6 will be released. The new B6 will become the leader in C-segment with revolutionary aluminum technology and 3.0 supercharged/4.2 V8 models. For both of these launches, we are interested in upper funnel, high impact tactics that aid in building awareness. We need to maintain our momentum in moving branding metrics.
3. **Auto Research**: Ensure that our Automotive client is relevant and accessible when consumers are researching luxury automotive purchases. We want to move prospects through the purchase funnel and protect potential car shoppers from being conquested by competitors. To achieve this, we are interested in purchasing 100% share of voice (SOV) on all of the client’s make/model pages within your site. Please break out your proposal by model in the event that not all models can be afforded. Additionally, we are looking for creative approaches to drive awareness, consideration and sales beyond standard banners and sponsorships. We want to give luxury auto intenders a different experience than searchers who are looking outside C/D makes and models. Our Automotive client is the brand that can bring that to the luxury car shoppers. Your site will benefit from the innovative ideas we create together. We are expecting extensive collaboration and involvement with key senior leadership from your site.
4. **Conquesting**: The goal of conquesting in 2018 is to capture market share from key competitors of the newly launching B7 & B6 models. For this tactic, our Automotive client is interested in employing cutting edge tactics that will enable them to reach the consumer aggressively and subliminally. Examples include:
5. Secure make/model pages of competitive set
6. Upper funnel awareness tools that reach consumers that have not decided on vehicle make
7. Utilize cookie profiles to reach individuals who have shown interest in competitive make/models
8. Insert vehicle content not originally chosen by user into comparison set
9. Any newly developed conquesting tactics utilizing new technology (i.e. Experian)

The chart below outlines our Automotive client’s Objectives and Success Measures/KPIs with the associated tactics.

|  |  |  |  |
| --- | --- | --- | --- |
| **Project** | **Objective** | **Success Measure/KPI** | **Thought Starters** |
| **Innovation** | Demonstrate Technology Innovation in marketing communications that reflect our technologically advanced manufacturing positioning | * First Ever * New Technology and/or platform/device * Creative approach * Conversion Rate * Buzz/Press Worthy | * Display/Video Unique * Luxury Ownership * Mobile/Tablet Devices * High Impact * Data Matching * Cross Platform * Other never been done before concepts |
| **B7/B6 Launches** | Successfully Launch 2 Models | * Site Traffic / Activities * SOV * Brand Study Lift * Conversion Rate | * Display Banners * Video * Luxury Sponsorships * Ownership Sections |
| **Auto Research** | Build Awareness of Prospects & Current/Lapsed Owners | * Brand/Product Awareness * Site Traffic * Registration/Lead * Conversion Rate * Proprietary Data * SOV * Lower funnel activities | * Display Banners * Video * Links |
| **Conquesting** | Gain Market Share | * Site Traffic / Activities * Registration/Lead * Conversion Rate * Cross Shopping * Proprietary Data * Lower funnel activities | * Display Banners * Video * Comparison Tools * Contextual / Behavioral Targeting * Data Matching |

**Our Automotive client’s Requirements (Priority Order)**

We want to ensure that the partnership proposals include the following:

1. Opportunity to offer our Automotive client “first evers” and “unique opportunities” (e.g. First Auto to do X, new ad models, etc.)
2. Brand Integration with key pages/channels
3. Reduction in CPMs from 2017 to show value and savings for client
4. Added Value (including impressions/research studies)
5. Creative Flexibility based on client’s Guidelines
6. Competitive Separation (brand level)
7. Inclusion of custom research
8. Creative assistance/mock-ups for custom offerings
9. Coverage of ad serving rich media fees, if applicable

**Media and Creative Considerations:**

* Targeting: US Only, Contextual, Demographic, Psychographic, Behavioral, etc.
* Placements: Above the fold placements, high trafficked channels, homepage roadblocks, high SOV, etc.
* Custom Sponsorships: Inclusion of Distributed Content, Content Integration, Sweepstakes, Editorial Destinations, Creation of new navigation experiences, New ad formats not previously used on Auto Research Sites, etc.,
* Email/Newsletters: Inclusion of Custom Newsletter Series, Sponsorships, Media Ownerships, etc.
* Creative focus: Heavy emphasis to larger ad sizes and in-stream video
* Desired ad units: IAB Standard pixel sizes
  + Rectangles
  + Leaderboards
  + Skyscrapers
  + Fixed Panel
  + XXL Box (468 wide x 648)
  + Pushdown (970 wide x 418 ~opens to display the ad and then rolls up to the top of the page)
* As we expect our creative executions to be highly engaging and interactive, we require at least 50K file size for initial loads of all creative. Please let us know your ability to accommodate in your RFP response.

**Technologies:**

* Flash and/or Rich Media (Motif or PointRoll~ Expandable, Interact within, Video, etc.)
* Video (e.g. Pre/Mid Rolls w/companions - :15, :30, :60, etc.)

**Tactic Summaries**

Below outlines the objective, targets, flighting and proposed budget amount per tactic

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Tactic** | **Objective** | **Target** | **Flight** | **Budget** |
| Innovation | Demonstrate Technology Innovation | • Adults 25-54 $150K+ HHI who intend on purchasing a new luxury vehicle | 1/1/2018 – 12/31/18 | Please submit all innovative concepts without budget limitation |
| B7 Launch | Build awareness of the All-New A7 | • Adults 25-54 $150K+ HHI who intend on purchasing a new luxury vehicle in the C Segment • Management, Business, Financial Occupations  • Passionate about Design and Technology | 4/1/2018 – 5/31/18 | $250K |
| B6 Launch | Build awareness of the new A6 | • Adults 25-54 $150K+ HHI who intend on purchasing a new luxury vehicle in the C Segment • Management, Business, Financial Occupations | 9/1/2018 – 10/31/18 | $250K |
| Auto Research | • Drive qualified traffic & leads to audiusa.com • Popularize client brand by driving gains in:  o Awareness  o Consideration  o Image • Increase conversion | • Adults 25-54 $150K+ HHI who intend on purchasing a new luxury vehicle • Impassioned, Influential, Innovative | 1/1/2018 – 12/31/18 | Please submit all available inventory for new client Make/Models |
| B7 Conquest-ing | Gain market share among competitive set | • Adults intending on purchasing a new luxury vehicle from the below competitive set:  o Mercedes CLS  o BMW 5-Series  o Jaguar XF | 4/1/2018 – 5/31/18 | $300K |
| B6 Conquest-ing | Gain market share among competitive set | • Adults intending on purchasing a new luxury vehicle from the below competitive set  o Mercedes E-Class  o BMW 5 – Series  o Infiniti M  o Jaguar XF | 9/1/2018 – 10/31/18 | $300k |

Please be sure to fill out our Excel spreadsheet thoroughly and send screenshots with brief notes about special placements and other considerations. When submitting your proposals, please consider [Agency] and client’s online spending and marketplace conditions as we are seeking CPM reductions year-over-year (YOY) as well as increased proposal value for our Automotive client.

Please feel free to contact us below with any questions. We will do our best to be readily available.

**Primary Contacts**

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Thanks so much for participating in the 2018 Automotive client’s Digital RFP process. We are really excited about seeing your innovative ideas!