

# Request for Proposal

Date: October 20, 2016  
Organization: [California Fig Advisory Board](#) (CFAB)  
Solicitation: Consultant or Agency to Assist with Strategic Branding of California Figs  
Activity: Strategic Branding, Asset Development, Website Redesign, Social Media Platform

The California Fig Industry is seeking proposals from qualified partners (consultant or agency) to assist with strategic branding, asset development, website redesign and social media platform. The selected partner will work with the CFAB marketing team to develop the following:

- Develop strategic brand, including, but not limited to:
  - Brand guidelines (voice, tone, look and feel of California Figs)
  - Website redesign
  - Asset development
  - Social media strategy

The California Fig Industry has four priority markets – consumer, trade (ingredient), export and industry. All four audiences should be considered as part of the proposal. Selected consultant or agency will work closely with the California Fig Advisory Board CEO and California Fig Industry marketing consultant on overall process. Both representatives will provide inputs and insights throughout the process.

## **SUBMISSIONS:**

Contractor will provide a statement of qualifications, a detailed proposal of implementation and strategies with proposed cost per line item.

Proposals should be submitted electronically to the California Fig Advisory Board: [kstockli@californiafigs.com](mailto:kstockli@californiafigs.com). Open date for this solicitation is: Thursday, October 20, 2016 and submissions must be received by Thursday, October 27, 2016. The successful contractor(s) will be notified of selection within ten days of the closing date.

This solicitation is open to all individuals without regard to race, religious creed, color national origin, ancestry, physical disability, mental disability, medical condition, genetic information, marital status, sex, gender, gender identity, gender expression, age, sexual orientation, or military and veteran status.