
CASE STUDY #8: PROPOSAL MANAGEMENT/DEVELOPMENT

CLIENT: Creative Communications Agency / Advertising

LOCATION: Virginia

TIMELINE: 2014

Challenge: Develop and submit competitive proposal from marketing and creative agency for marketing services to State of Virginia Tourism Corporation.

Project: Understand solicitation requirements; research and vet potential media planning/buying partner(s); provide counsel, support and management of the proposal content – technical and pricing volumes. Ensure final submission file is compliant and competitive.

Results: Agency was a top finalist for consideration for award. However, the Tourism Corporation decided to maintain its current agency relationship.