First Horizon 2023 Brand Campaign-- RFP

SECTION 1: INTRODUCTION

**Mindgruve Information:**

Established in 2001, we’re a global, independent digital agency comprised of strategists, creatives, media experts, data scientists and engineers driven by one common purpose — accelerate business growth through marketing and digital transformation. Our process is simple, iterative and agile. We work in small teams solving big challenges in open collaboration with our clients. We dive deep into the business, ideate, build, launch and learn.

SECTION 2: CLIENT / PROJECT INFORMATION

**Client Information:**

First Horizon

Website: https://www.firsthorizon.com/

**Client background:**

First Horizon Corporation offers capital market services, regional banking and wealth management through our First Horizon family of companies.

First Horizon Bank is committed to making the banking experience the best it can be with innovative, convenient services and helpful, knowledgeable people. From a person’s first checking account to the loan they need to build a home or business, First Horizon is committed to helping at every stage of financial life.

With a network of approximately 417 bank locations across the Southeast, FH makes it easy to help take good care of your money. Their products and services include:

* Checking Accounts
* Savings Accounts & Cds
* Loans, Including Personal Loans, Auto Loans, Mortgages And Home Equity Line Of Credit
* Credit Cards
* Online And Mobile Banking
* Private Client Services
* Small Business Banking
* Commercial Banking
* Specialty Banking

Additionally, with 30 trust officers, 86 financial advisors, 10 financial planning professionals, and $32 billion in assets under administration, First Horizon Advisors’ mission is to provide access to a range of resources that can help build the financial future you deserve.

Every product, every service, and every person in their organization is dedicated to helping people maximize their financial potential and reach their investment goals. Whether someone needs advice and guidance with investments, trusts, financial planning, or more, their advisors have the expertise to provide peace of mind and clear direction.

**Marketing Objectives:**

* Campaign Objectives:

1. Capture and drive interest in First Horizon brand and offerings
2. Build brand awareness, consideration and affinity
3. Communicate brand benefits
4. Create leads for lines of business
5. Capture data on converting users and customers to inform future campaigns
6. Creating custom content to engage consumers with endemic partners

**Success Metrics (KPIs):**

***Branding***:

* Awareness Lift; Aided and Unaided
* Brand Affinity Metrics; Consideration and Favorability
* Reach, Frequency, Impressions, Engagement (CTR, site visits, new visitors, avg. time spent on site, low bounce rate, pages/session), Share of Voice
* Video Completion Rate (At least 70% VCRs for pre-roll video and 90% VCRs for CTV video)
* IAS Measured Viewability (62% display minimum; 65% video minimum)

***Acquisition***:

* Website visits and interactions
* Leads (for new clients), Cost Per Lead ($200-$450 CPL Range), Conversion Rate

*Digital/Native Partner Note*: Since the goals are very different for each, please include a variety of tactics and we will work with you to segment out by brand vs. acquisition.

**Geography:**

* Please leverage DMA targeting to align with First Horizon Bank branch locations. Please see the table below listing out the Brand campaign’s target DMAs. All media should be targeted within these DMAs.
* Please structure your proposals to serve impressions proportionate to each DMA’s size.

|  |
| --- |
| **Media Markets (DMA)** |
| Nashville |
| Raleigh / Durham / Chapel Hill / Fayetteville |
| Miami / Ft Lauderdale |
| W Palm Beach |
| Houston |
| Atlanta |
| Orlando |
| Dallas |
| Tampa Bay / St Petersburg / Sarasota-Bradenton |
| Jacksonville / N Florida |
| Birmingham |
| Charlotte |
| Greenville / Spartanburg / Asheville |
| Ft Myers / Naples |
| Charleston |
| Columbia |
| Memphis |
| Chattanooga |
| New Orleans |
| Knoxville |
| Lafayette |
| Baton Rouge |
| Greensboro / Winston-Salem |

**Target Audiences:**

First Horizon has four key target audiences: affluent retail consumers, affluent private client & wealth, commercial banking, and business banking audiences. We would like to target the four audiences with equal weight, but are open to audience skew recommendations and rationale.

**Target Audience: Retail/Consumer**

* Target clients are consumers with >$150m in investable assets (emerging affluent) and small businesses with <$5mm in annual sales

**Target Audience: Private Client & Wealth**

* Target clients are affluent consumers (especially principals of our Commercial and Business Banking clients) with >$1mm in investable assets, best opportunity is between $2mm-$10mm

**Target Audience: Commercial Banking**

* Target clients are enterprises of $25mm-$500mm in annual sales, with a sweet spot of $50mm-$150mm across the footprint
* Key segments include Market & Investor CRE, Manufacturing, Professional Services, Wholesale Trade, Healthcare

**Target Audience: Business Banking**

* Target clients are enterprises below $25mm in annual sales, with a target of $5mm-$15mm across the footprint
* Key segments include Manufacturing, Professional Services, Wholesale Trade, Healthcare (significant presence of low-cost deposits)

**Flighting:**

* January 2, 2023 to December 31, 2023
* We would like to distribute media volume evenly across each month, but are open to slightly increasing volume in April and May (Tax return and refund season) and slightly decreasing volume in November and December (Holiday season).
* Note that we are planning for the full year now, we will consider plan optimizations and adjustments based on performance during the campaign.

**Budget:**

* Please find proposal budget levels specified within your RFP email
* Please provide scalable opportunities and a few options so we can customize your plan based on our objectives
* We need to implement monthly spend goals/caps for this campaign due to client billing processes and the extended 12 month flight
  + Consider the monthly budget you are able to clear factoring in the campaign’s audience and DMA targeting parameters.

**Possible Ad Units:**

* HTML5 banners in IAB sizes
* Video :15 & :30 Spots
* Rich Media if you can build for us
* Native images and copy
* :15, :30 Audio Spots
* Custom Content (if applicable)

**Considerations:**

In your responses to the RFP, carefully examine the following:

* What strategies, tactics, and audience targeting has been successful on previous First Horizon campaigns and/or with other financial services advertisers?
* How can your campaign optimize to top performing tactics?
* What is truly unique and engaging about your platform?
* How can you uniquely support First Horizon’s positioning?
* Consider campaign measurement and reporting capabilities (i.e. can we implement conversion pixels, can you offer added value brand studies, etc.)
* Sponsorships, custom content opportunities, and first to market opportunities

**Evaluation:**

All RFP responses will ultimately be evaluated on both industry-accepted metrics (such as: target audience composition, ad units, site/network reach & frequency, rates & targeted placements) but ALSO on the innovativeness of the ideas themselves (ad units, targeting, new advertising opportunities) as well as added value.

(*Note: All digital ad-serving will be done via 3rd party ad server, Doubleclick Campaign Manager. The agency is responsible for all ad-serving fees and will be billed on 3rd party delivery, unless otherwise agreed upon.)*

**Deliverables:**

Please include the following key information with your proposal:

* In order to expedite negotiations, please submit your most aggressive rate structure in the initial proposal
* Please include minimums per month or campaign
* Ad specs
* Research on target audience as available
* Screenshots of placements
* Any added value components including Brand Studies
* Contact information for Acct Manager and/or Ad Ops Manager that will be handling our account
* Reporting and 3rd party tracking, tagging, and conversion pixel capabilities

**Please submit all proposals electronically to:**

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Proposal is due Tuesday, October 11, 2022**.** If you have any questions or need further clarification, please feel free to contact us. We look forward to receiving your proposal and potentially working with you on this effort!

Thank you!

Mindgruve Media Team