**Tire Client RFP**

Greetings!

You have been selected to participate in the *2010* *Telecom Client Winter Window* Online RFP Process. **This process is completely confidential. Failure to keep the RFP private will result in elimination from the plan.**

Proposals should be submitted as follows (also see “submission requirements” below):

* Via Email *and* Hard Copy to the Media agency Telecom Client team (both SF and Seattle)

**RFPs are due no later than 10:00am PST on Wednesday, December 2nd**

The following elements should be submitted:

* RFP Worksheet completed in FULL
* Plan details, custom elements, and screenshots included in a PPT – please only submit fresh, custom ideas crafted for Telecom Client (no standard sales presentations, and no ideas previously presented to the team)

**WINTER WINDOW OVERVIEW**

**Background:**

In Q4 2009, Telecom Client launched their new “Even More” value plans. During the first half of 2010   
Telecom Client will continue promoting these plans as their value message.

**What is “Even More”?**

Even More & Even More Plus plans offer consumers a variety of wireless options at competitive prices. Consumers have the opportunity to choose a plan that fits their needs at a price they can afford. The plans also provide flexibility with unlimited and no contract options.

[http://www.Telecom Client.com/shop/plans/Cell-Phone-Plans-Overview.aspx?WT.ac=0346HOM04](http://www.t-mobile.com/shop/plans/Cell-Phone-Plans-Overview.aspx?WT.ac=0346HOM04)

Central Communicating Idea, “The Freedom of Choices”:

There are two distinct core pillars within “The Freedom of Choices” to promote “Even More”

1. Value+ (plus):

* Align with opportunities where consumers are in the value mindset or are looking for ways to save, keeping in mind Telecom Client’s brand image. Additionally, explore areas where Telecom Client can provide Value+ content to consumers to assist with their daily lives
  + - Mindset Media:
      * Reach consumers who are actively seeking bargains, value, and savings online
    - Family Value:
      * Provide cost efficient solutions to encourage family togetherness

2. Flexibility:

* Explore areas where consumers are provided with choice or forced to make decisions during their daily lives. Additionally, identify when consumers are in moments of inflexibility
  + - Right to Choose Media:
      * Give users the opportunity to “choose” online – whether it is choice in purchase decision, the social realm, or entertainment options. The goal is to provide value through flexibility.
    - Inflexible Moments:
      * Provide flexibility in moments where users would otherwise not have a choice (for instance not waiting for a download, not paying for music, not being interrupted during game play, etc)

**\*\*Ideas should focus on the central communicating idea of ‘The Freedom of Choices’ and should present new, fresh concepts that have never been done (esp by other advertisers in the mobile space)**

* + Showcase in environments relevant to our audience – focus on people, not things
  + Build upon ‘connecting people’
  + Reach our potential customers in organic ways that do not seem like advertising
  + Provide continuity and ownership of a property

**OBJECTIVE:**

* + Build awareness and consideration for the Even More plans
  + Drive activations of Telecom Client’s Even More plans
  + Remove barriers to switching by building consumer confidence in Telecom Client’s combination of coverage and price that meets consumers’ unique needs

**TARGET:**

**Demo:** Adults 18 – 49; Gender-balanced target; Families

**Flighting:** January 20th – March 23rd

**Geography:** National

**Budget:** $750,000 - $1MM

**Wireless Insights:**

* + - Families with cell phones that are dissatisfied with their current provider and interested in changing carriers, but very concerned not only about getting the best rates, but with the cost of activating multiple lines and buying new phones, and the general hassle of switching.
    - Uses cell phone to never miss a moment with friends and family; as well as entertainment

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CAMPAIGN MEASUREMENT**

This campaign will be served and measured via DoubleClick’s third-party DART tagging. **Please let us know if you do not accept DART tags.**

The Even More and Even More Plus campaign window engages consumers with the Telecom Client brand, making them aware of the wireless plan options that are available and helping them identify their best options. The flexibility of the new Even More and Even More Plus plans will compel prospects to visit the site, and explore the full Telecom Client content with greater depth.

While Media agency will be measuring the success of media placement that result in online sales, equal or greater emphasis will be placed on the early stages of the sales conversion funnel: aware of Telecom Client offerings, becoming personally interested, contemplating if the offering is correct for them, and determined to move forward with the Telecom Client brand.

This particular campaign emphasizes engagements that occur offsite (either on sites with custom programs that link to [www.Telecom Client.com](http://www.t-mobile.com_), or within the media placements themselves). For this reason, the analytics team will report on how the different placements drive initial and successive engagement conversions on two or more platforms.

This campaign emphasizes engagements that occur within custom programs or the media placements themselves. For this reason, we will report on how the different placements drive initial and successive engagement conversions on two or more platforms.

We will report on additional metrics that highlight the media placements’ ability to attract switchers from other wireless carriers, and drive cross-channel traffic.

**MediaVisor:** If you are recommended and ultimately approved for this program, you will be asked to submit your program into MediaVisor. You will be given only one day to make this submission so please be sure your team has updated usernames/passwords and is fully trained on the system. If you are not trained on MediaVisor, please contact Emily Matchneer for assistance at [**ematchneer@google.com**](mailto:ematchneer@google.com_) **or 415.736.5355.**

**CONTENT GUIDELINES**

As of Q4 2008, Telecom Client is requiring all media partners to sign the attached content guideline form ensuring that Telecom client’s ads do not appear within inappropriate content as defined in the attached. Failure to sign this document will result in exclusion from the media plan. *No exceptions or revisions will be made.*

Additionally, DoubleVerify will become a major partner in our 2010 campaigns. This tool will assist  
Telecom Client in enforcing their rigorous guidelines by providing 100% transparency into an otherwise blind campaign. All partners will be asked to absorb the cost of this content verification tool, as brand safety has become a huge priority. Failure to accept DoubleVerify will result in an exclusion from the media plan.

**FINANCIALS PROCESS**

If added to the media plan, you will be required to complete our monthly campaign actualization form indicating total impressions and net media spend for the month prior. These will be due on the 3rd of every

month, and are processed as invoices until hard copy invoices are received. Financial actualizations MUST match what will be invoiced, and publishers will be held to these monthly numbers.

**TERMS AND CONDITIONS**

As of Q4 2008, Media agency as an agency is no longer putting formal terms and conditions on all insertion orders. Instead, publishers will be asked at the launch of a campaign to sign Telecom Client’s master terms and conditions on behalf of Media agency. These master terms and conditions apply to the entire campaign (January through December 2010) and do not expire. If you have been on the DR campaign in the past we will have your signed copy on file and there will not be a need to re-sign. Failure to sign will result in exclusion from the media plan. Please see attached.

**SUBMISSION REQUIREMENTS**

* Submissions should be made via email by **Wednesday, December 2nd by 10:00am PST to Rebecca C. (please be sure to cc Lisa C.).**
* \*\*\*Subject line of the email should read: *YOUR SITE NAME: Telecom Client Winter Window 2010*
* Proposal workbook must be fully and accurately completed. This includes all required information, all formulas are correct; the document is formatted to print, etc. Signed master terms and conditions and content guideline form are required as well. No exceptions.
* **Creative Element Requirements:** Standard IAB ad sizes. Please label rich-media enabled units and list which type they can support (polites, floating, expandable, video).

***During this planning time, please kindly keep calls to a minimum. We will be sure to reach out to you with any questions regarding your submission. We appreciate your patience. Thank you!***