

**Clarisonic DMI Agency 2020**

Request for Proposal

**Issue Date: December 20th 2019**

**Closing Date and Time: January 9th 2020 3:00PM ET**

**In-person Presentation: TBD**

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# Cover Letter

Dear Agency,

RE: Request for Proposal for Clarisonic DMI Creative Agency

L’Oréal USA is currently reviewing agencies for content production and creative services for the Clarisonic brand of L'Oréal. This Request for Proposal (RFP) is one method by which similarities and differences may be systematically identified between all participating agencies.

You are invited to submit a response to this RFP. We look forward to receiving the full contents of your response prior to the closing date and time provided on the cover page of this RFP document.

Yours sincerely,

Marketing Services Sourcing

L’Oréal USA

# STATEMENT OF CONFIDENTIALITY

The Request for Proposal and all related discussions between L’Oréal USA and the participating agency may include confidential information and is subject to the terms and conditions of the Non-Disclosure Agreement or Master Services Agreement executed between the parties.

For the avoidance of doubt, all recipients must treat this RFP as confidential. This obligation does not apply to information that is in the public domain. If the participating agency does not agree with these provisions, the agency must immediately delete/dispose of all materials and files associated with this RFP.

The participating agency agrees that all information communicated by L’Oréal USA shall be received for the sole and exclusive purpose of enabling the potential supplier to submit a response to the RFP. This information contained in the RFP and the RFP itself are proprietary in nature and shall not under any circumstances be disclosed, in whole or in part, to any third parties without the prior written approval of L’Oréal USA. All responses to the RFP will become property of L’Oréal USA and will be used for L’Oréal USA business purposes.

**CLARISONIC**

1. **BRAND BACKGROUND**

In 2001, 5 innovative thinkers set out to solve a common, but colossal problem: clogged pores. They did more than just succeed. They invented a new way to care for skin.

Today, Clarisonic represents more than a decade of research and development, delivering a scientifically proven sonic cleansing experience that helps improve skin in just 60 seconds. Since launch, Clarisonic has sold 15 million patented devices and counting. From a single device in 2004, we have expanded to devices for every skin care need around the world.

Every device, brush head and skincare product developed is created to achieve our mission: To transform how people feel about their skin. And therefore, themselves.

**2.1 BUSINESS ENVIRONMENT**

Clarisonic is the #1 beauty-tech device brand in the world as the first device brand ever to enter into the luxury skincare market over a decade ago, thus successfully creating a new beauty-tech category.

Since then, the beauty tech landscape has become crowded with a variety of new competitors, particularly in Asia, present within the cleansing & anti-aging device categories, which Clarisonic currently plays.

Competitors have successfully been able to grow market share by appealing to consumers using a variety of branding methods from high-tech/futuristic to playful & modern.

Key Competitors:

-Foreo

-NuFace

-Refa

-BeautyBio

-LightStim

**2.2 BRAND TONE OF VOICE**

Looking out to 2020, Clarisonic is looking to redefine the brand look & feel to further elevate & reinforce its high-end beauty tech positioning while also appealing to new entrants into the larger device category. Our aim is to be the foremost authority on Beauty tech Skincare – Engineered for Beauty. Confident in our product, efficacy and technology, yet extremely approachable and customizable to meet all skincare needs.

1. **PROJECT SCOPE**



We see the agency working with the DMI Brand Marketing Team in six Key Areas:

* Product Launches
* Seasonal Campaigns
* Packaging
* Photography
* App Content
* Meeting Preparation

Product Launches & Seasonal Campaigns:

* Driven by the DMI Brand Marketing Team with the majority of content created by outside agencies and delivered to you with a Creative Brief for asset creation.
* Simple photography may be needed by the agency, primarily packaging shots for e-commerce PDP pages.

Seasonal Campaigns:

* The Brand Marketing Team may require agency concepts and asset creation for some seasonal campaigns, such as Mother’s Day, Father’s Day, etc.

Packaging:

* Driven by the DMI Brand Marketing Team with the majority of content created by outside agencies. Assets and Creative Brief will be delivered to agency for artwork and copy layout in dielines.
* Agency may be required to provide different renderings and layouts for leadership review prior to actual mechanical artwork deliverables.
* Some photography may be needed by the agency for front of pack device artwork.

Photography:

* In house studio photography may be needed for the following:
  + Product box packaging – table height front of pack, back of pack & angled, what’s in the box laydowns, with and without product all for digital use and launch books.
  + Front of package photography may be needed for devices, brush head, applicators and sister brand products to use in packaging artwork.
  + Simple photography for social organic assets may be required for larger launches.

App Content:

* DMI Brand Marketing will brief in all requests for updating existing assets (resizing still imagery or editing video) for the App. This only occurs when new products are launching or replacing an existing product.

Meeting Preparation:

* At key moments throughout the year, Brand Marketing will require support mocking up assets that are not yet ready for launch. These assets will support larger decks to review with Sr Leadership, other countries, etc.

ADDITIONAL INFORMATION

* DMI Brand Marketing will provide most retouched / ready-for-use assets (stills and video) for creation of Homepage Banners, PDP Pages, Paid, Display & Social Media, Organic Social, Model & Product Guidelines, etc. Refer to attached deck for specifics.
* Ideally, agency would be able to be on site for project kick off and

Creative Brief review, as well as, all creative asset review rounds.

* Agency will be responsible for uploading all final assets to designated server for use based on pre-determined organizational and file naming system.
* Templates to be provided to agency by current Creative Team, as well as, all existing creative assets for use in future and for reference going forward. Creative Team will be available as resource until mid-March 2020.
* Agency will manage all model rights and / or video expiration.
* Request an account rep/project manager for bi-weekly meeting with Brand Marketing Team to review status of all projects in queue and use of tracking system to be determined by agency. Currently Creative Team uses Base Camp as tracking tool. This should be accessible by Brand Marketing Team.
* Technical Skills required:
  + Adobe CC – all programs
  + UX / UI + Digital Prototyping
  + E-Commerce + Responsive Web
  + HTML + CSS
  + Premiere Pro
  + After Effects
  + Product Photography
  + Sketch
  + InVision
* In the attached documents, timelines are provided for Brand Marketing to deliver the Creative Brief, as well as, final release of those assets. There are typically 2 – 3 rounds of review from start to finish.
  + High Priority Projects targeting 8 – 12 weeks start to finish
  + Medium Priority Projects targeting 8 weeks start to finish
  + Low Priority Projects targeting 6 weeks start to finish

1. **PROPOSAL GUIDELINES**

The focus of the RFP is to receive agency proposals to support the Clarisonic DMI Brand Marketing team with creation of all 2020 brand initiatives including launch and seasonal assets that are primarily digital-first in nature. In addition, we will need creative skills from the agency for creation of these assets but, also in creation of some smaller seasonal campaigns. The attached calendar lays out the scope of projects needed for 2020, start and finish date, as well as, number of estimated assets per project. It is broken out by quarter for planning purposes. Please note, timelines may shift based on product development. Any adjustments will be communicated in a timely manner for review.

Please be sure to include the following in your proposal:

To be provided by Sourcing Team.

1. **RFP Questionnaire**

**Company Background**

**Business Information**

1. Provide an overview of the company’s philosophy, core values and approach to work.
2. Refer to RFP response form excel sheet– overview & services

**Experience**

1. Describe your experience in providing services similar to those requested in this RFP. Each description must contain the client name and address, and a contact name with title and telephone number.

\*L’Oreal reserves the right to contact any client listed

**Overall Solution**

1. Provide a plan to support the Clarisonic DMI Brand Marketing team with creation of all 2020 brand initiatives including launch and seasonal assets that are primarily digital-first in nature.
   1. Need creative skills from the agency for creation of these assets but, also in creation of some smaller seasonal campaigns.
   2. Agency will manage all model rights and / or video expiration.
2. Identify techniques, procedures and concepts, which enhance operations, considering the desired attributes as mentioned in the project scope

**PROJECT & RELATIONSHIP MANAGEMENT**

1. Provide a detailed timeline for the transition, as well as a description of the resources and support Clarisonic DMI Team
2. Provide your proposed feedback and reporting model to ensure smooth communication and engagement with both employees and Clarisonic DMI leadership
3. Provide a staffing management plan expected to support the Clarisonic DMI Team. In the plan, please include:
   1. Organization chart of Clarisonic account management team with roles and responsibilities and resumes; distinguish between on-site and off-site staff
4. Provide sample profiles for the staff to be contracted to Clarisonic.

**REPORTING & INVOICING**

1. How will invoicing be managed? Please provide frequency of cost breakdown and itemized lines to be included.
2. COMPANY INFORMATION

This section provides agency with information on L’Oréal USA and L’Oreal Paris.

# L’OREAL INFORMATION

L’Oréal SA, the world's leading Beauty Company, was founded in France in 1907. L’Oréal USA is L’Oréal SA’s largest subsidiary.

L'Oréal USA manages a portfolio of more than over 30 plus iconic beauty brands, including Carol’s Daughter, Clarisonic, Essie, Garnier, Giorgio Armani Beauty, Kérastase, Kiehl’s, Lancôme, L’Oréal Paris, Matrix, Maybelline New York, NYX, Redken, Urban Decay and Yves Saint Laurent Beauté. In addition to its corporate headquarters in New York City, L'Oréal USA has research, manufacturing and distribution facilities across 13 other states including Arkansas, California, Florida, Kentucky, New Jersey, Ohio, Texas and Washington with a workforce of more than 10,000 employees. For more information, visit [www.LorealUSA.com](http://www.LorealUSA.com).

1. RFP INSTRUCTIONS

Agency must adhere to the conditions below when participating in the RFP process.

* All communication must be directed to the L’Oréal Sourcing Points of Contact.
* All questions pertaining to this RFP must be submitted to the L’Oréal Point of Contact by the due date outlined in the table below.
* RFP response must be submitted electronically to the L’Oréal Point of Contact by the due date and time outlined in the table below. Any responses submitted after the identified due date and time will not be eligible for consideration. Any extension granted will be extended to all participating agencies.
  + RFP Response must include the Excel Response Form, Ethical Commitment Letter, any other requested documentation as outlined in the RFP or Response Form, and any supplemental documents agency wishes to submit in conjunction with RFP Response. Note that supplemental documents will not be considered in lieu of the Excel Response Form and will only be considered in conjunction with responses captured in the Excel Response Form.
* Agency must be ready to present its proposal in person at L’Oréal’s Hudson Yards NYC office or other office as specified based on the below schedule. More details about the presentation will be shared by Dec 30th.
* Agency must be ready to receive Clarisonic for a site visit at a schedule to be determined.

The schedule for this RFP is as follows:

|  |  |  |
| --- | --- | --- |
| **Activity** | **Responsibility** | **Due Date** |
| RFP distribution via email | L’Oréal | 12/20/2019 |
| Agencies to send intent to Respond via email | Agency | 12/26/2019 |
| Questions about the brief due from agencies via email | Agency | 12/26/2019 |
| Supplemental information provided to via email | L’Oréal | 1/3/2019 |
| Agency RFP Response due via email | Agency | 1/9/2020 |
| Agency Presentations (approx. 1 hour in length) | Agency | TBD |

\*The above dates are subject to change.

**Incurred Costs**

L’Oréal USA shall not, in any way, be responsible for any costs incurred by agency in preparing, reproducing, distributing, and presenting the RFP Response, including any associated travel costs with presenting in L’Oréal’s offices.

1. POINT OF CONTACT FOR QUESTIONS

Candidates must submit the RFP electronically. Hard-copy responses are not required. Your Information must be submitted directly to the RFP requestors below upon request. L’Oréal USA is asking participating agencies not to contact anyone from L’Oréal USA outside the identified Points of Contact regarding this RFP in order to maintain a fair process of evaluation. Failure to follow these instructions may result in disqualification.

The Point(s) of Contact for this RFP is listed below:

1. **Alana Alves**

Senior Manager, Marketing Services Sourcing

[alana.alves@loreal.com](mailto:alana.alves@loreal.com)

1. **Emma Park**

Senior Buyer, Marketing Services Sourcing

[emma.park@loreal.com](mailto:emma.park@loreal.com)

1. L’ORÉAL USA EVALUATION PROCESS

Agencies will be evaluated based on their overall response to the RFP including the following criteria:

* ***General Business Experience:***Agencies will be measured on their ability to demonstrate a solid record of successful engagements where all success criteria were met (e.g., timeframe, budget, value, milestones).
* ***Procurement Contracting:*** The agency’s understanding and adherence to L’Oréal’s terms & conditions, contracting, and legal requirements (including confidentiality).
* ***Cost*:** Agency should make every effort to present the best and final offer in the RFP Response Form. The cost of all individual components and roles within the scope of work should be itemized and understood. All associated pricing should include sales tax and any ancillary fees in the cost.
* ***Innovative Solutions****:* Agency should have the ability to make creative recommendations and be proactive rather than reactive as L’Oréal looks to partner with a trusted advisor.
* ***Understanding L’Oréal’s Business and our Implementation Process:*** Clear understanding of L’Oréal’s business requirements and objectives, as evidenced by the agency’s ability to propose either an approach or particular solution(s) to meet the objectives presented in the RFP, and to follow L’Oréal’s implementation process.
* ***Compliance***: Demonstrated practices in governance, risk and regulatory compliance procedures.
* ***Economic Dependence:*** L’Oréal USA requires that the annual spend with an agency must not exceed 30% of agency’s total revenue.
* ***SBWA & Solidarity Sourcing:*** L’Oréal USA considers Environmental and Social Responsibility as one of the pillars of our corporation. L’Oréal is seeking to genuinely encourage partner companies to implement socially responsible management programs. Agency should demonstrate its engagement in this area by providing examples and proposals in its RFP Response. The L’Oréal Group embraces its commitment to environmental and social responsibility in a program called Sharing Beauty with All (SBWA), for more information please refer to the following link: http://www.loreal.com/csr-commitments/sharing-beauty-with-all.aspx

L’Oréal’s Program for “Solidarity Sourcing” has the aim of encouraging partner companies to implement:

* Employment opportunities for the long-term unemployed and mature workers;
* Policies in favor of diversity and employment opportunities for persons from disadvantaged groups (e.g., migrant workers, ethnic minorities)
* Opportunities for the employment of the disabled, particularly by means of inclusive and accessible work environments.

Note that the list above of areas L’Oréal USA will consider when evaluating RFP Responses does not represent an exhaustive list, nor does it imply order or weighting of criteria.



## Documentation

Important to note that, the business award for this project is contingent upon the agency’s agreement to the following L’Oréal USA document: Non-Disclosure Agreement, General Terms of Purchase, 3rd Party Security & Data Assessment Form, L'Oréal's Ethical Commitment Letter, and is subject to the terms and conditions of the Master Services Agreement executed between the parties.

All necessary documentation including, but not limited to the Excel Response Form, Ethical Commitment Letter, ASGS (AGREEMENT ON THE SUPPLY OF GOODS AND SERVICES), 3rd Party Security & Data Assessment Form must be returned to the L’Oréal USA Points of Contact electronically via email prior to the due date and time of this RFP as indicated on the project timeline on Section 5.

If you already have signed the ASGS and L'Oréal's Ethical Commitment Letter with L’Oreal USA, you are not required to submit the signed files again. Your L’Oreal point of contact for this project will inform you inform if you are exempt from signing and submitting these forms.

Please use the embed documents below as the templates to submit the required documentation. *Please double click on icon to open file.*



These documents are part of your RFP Response and are due on 1/9/2020.

## Vendor Questions Form

If you have any questions related to this project brief, please use the following excel form in order to submit your questions related to this RFP. The questions should be submitted via email or as indicated by your point of contact. Please check the schedule table in order to submit your question within the deadline of this RFP. Please double click on icon to open file.



## RFP Response Form

The following form is a mandatory part of your response to this RFP. The form contains pricing table required by L’Oreal in order to assess the agency’s pricing and to determine if the agencies meet the criteria to be selected. Please submit the file including your answers prior to the deadline listed on the schedule table for this RFP. Please double click on icon to open file*.*

**

Naming convention: File should be returned and saved with “Agency *Name*\_Clarisonic Creative RFP”.

## Agency Presentation

Please be sure to address the following in your in-person presentation:

1. Agency company information:

* Company background/history
* Overview of services and capabilities
* Examples of previous work, highlight similar projects and creative skills
* Client List
* Management or key personnel bios
* Contact information

2. Agency proposed proposal including:

* Transition plan and Timeline
* Answers to RFP questionnaire
* Outline of technical and creative approach
* Ways of Working with the brand and other stakeholders
* Staff plan based on provided budget. Please present a proposed org chart
* List of proposed resources that will work on this project, incl. a short summary of their previous experience
* Other details such as: Technical requirements and scalability

3. Proposed Fee:

* Resource/Staffing Tables based on FTE model
* Breakdown of Costs by Category/Deliverable

4. References:

* Provide client references
* List awards/accolades and special certifications

1. AWARD PROCESS

L’Oréal intends to award the business to the agency with the best total value based on quality, service, and cost. L’Oréal reserves the right to change agencies if an agency is unable to meet expectations. The lowest cost agency will not necessarily be awarded the business. L’Oréal reserves the right to reject any and all proposals, including best and final offers, and to seek additional proposals if required.

Should L’Oréal decide to accept an agency’s proposal, the agency is obligated to sign a contract in accordance with its bid cost with the same terms and conditions as the RFP, or agreed upon exception(s). L’Oréal intends to award the entire scope of work through the RFP process; however, L’Oréal reserves the right to award all, a subset, or none of the requirements via the RFP process or to conduct another event for the requirements at its sole discretion. There is no contract or legally binding obligation between the parties until and unless both parties sign a final definitive, written contract. Any other mode of agreement (e.g. oral or email confirmation of bid acceptance, or the signing of a bid document by either or both parties) shall not bind either party.

# END OF DOCUMENT