

# MEDIA BUYING BRIEF

## REQUEST FOR PROPOSAL

### RIVIAN R2 LAUNCH CAMPAIGN

Q1-Q2 2026 Integrated Marketing Campaign

**Client:** Rivian Automotive, LLC

**Agency:** Horizon Media (Agency of Record)

**Campaign:** Rivian R2 Model Year Launch

**RFP Issue Date:** January 24, 2026

**Response Due:** February 15, 2026

**Campaign Period:** March 1 - June 30, 2026

**Document Version:** 1.0 - FINAL

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## 1. EXECUTIVE SUMMARY

Rivian Automotive is launching the highly anticipated R2 - our next-generation all-electric SUV designed to bring adventure-ready capability to a broader audience. This RFP seeks qualified media partners to execute an integrated marketing campaign spanning Connected TV (CTV), Performance Digital, and Mobile App channels.

The campaign will drive brand awareness for the R2 launch while generating qualified leads through information requests and deposit reservations. Additionally, we aim to drive downloads and engagement of the Rivian mobile app among prospective and current customers.

Campaign Component	Monthly Budget	4-Month Total	Primary KPI
CTV Brand Awareness	\$875,000	\$3,500,000	Reach & Frequency
Performance (Web/Display)	\$200,000	\$800,000	Conversions
Mobile App Install	\$100,000	\$400,000	Installs & Engagement
<b>TOTAL</b>	<b>\$1,175,000</b>	<b>\$4,700,000</b>	-

## 2. CAMPAIGN OBJECTIVES

### 2.1 Primary Objectives

- **Brand Awareness:** Achieve 5 million unique reach with 3x weekly frequency among target audience during campaign flight
- **Lead Generation:** Drive qualified conversions (information requests and \$100 deposit reservations) at optimal cost-per-acquisition
- **App Engagement:** Increase Rivian mobile app installs and drive deep-link engagement to R2 content

### 2.2 Key Performance Indicators

Channel	Primary KPI	Target	Secondary KPIs
CTV	Unique Reach	5,000,000	Frequency 3x/week, VCR >90%
Performance	Conversions	Maximize within budget	CPA, ROAS, CTR
Mobile App	Installs	Maximize within budget	CPI, Post-Install Events

## 3. TARGET AUDIENCE

### 3.1 Core Audience Profile

The Rivian R2 targets environmentally-conscious, adventure-seeking consumers who value innovation, sustainability, and premium experiences. Our ideal customer represents the next wave of EV adopters - beyond early adopters but still forward-thinking.

Attribute	Primary Audience	Secondary Audience
Age	30-54	25-65
HHI	\$125,000+	\$100,000+
Education	College+	Some College+
Home Ownership	Homeowners preferred	All
Geography	Tier 1 & 2 DMAs	National

### 3.2 Psychographic & Behavioral Targeting

- **Interests:** Outdoor recreation, camping, hiking, skiing, sustainable living, technology, electric vehicles, adventure travel
- **In-Market:** New vehicle intenders, electric vehicle shoppers, luxury SUV/crossover considerers, automotive research
- **Life Events:** New home buyers, growing families, lifestyle upgraders
- **Behaviors:** Premium streaming subscribers, smart home device owners, eco-conscious purchase history
- **Competitive Conquest:** Tesla Model Y, Ford Mustang Mach-E, BMW iX, Mercedes EQS SUV, Volvo EX90 owners/intenders

### 3.3 Hypothetical Customer Profile: "Adventure Alex"

**Alex Chen, 38, Denver, CO** - A product manager at a tech company earning \$175,000/year. Alex and their partner own a home in a suburb with easy access to hiking trails and ski resorts. They currently drive a Tesla Model Y but are looking for more rugged capability for their outdoor adventures. Alex is an avid camper, skier, and mountain biker who values sustainability and wants a vehicle that can handle dirt roads, tow their camping trailer, and still serve as a comfortable daily driver. They stream content on HBO Max and Peacock, use Strava and AllTrails apps, and research purchases extensively online before visiting dealerships. Alex has already signed up for Rivian news updates and is comparing the R2 to the Ford F-150 Lightning and the upcoming Scout vehicles.

## 4. CTV BRAND AWARENESS CAMPAIGN

### 4.1 Campaign Overview

Parameter	Specification
Objective	Brand Awareness - Reach & Frequency
Budget	\$875,000/month (\$3,500,000 total)
Flight Dates	March 1 - June 30, 2026
Target Reach	5,000,000 unique households
Target Frequency	Average 3x per week
Target CPM	\$15.00 average
Format	:30 and :15 video (non-skippable preferred)

### 4.2 Priority Publishers

We seek premium CTV inventory from the following publishers. Please provide availability and pricing for each:

Publisher	Priority	Content Focus	Estimated Monthly Impressions
HBO Max / Max	Tier 1	Premium drama, documentaries	15,000,000
Peacock / NBCUniversal	Tier 1	Sports, news, entertainment	20,000,000
Paramount+	Tier 1	Sports, original series	12,000,000
Hulu	Tier 1	Next-day TV, originals	18,000,000
Disney+	Tier 2	Family, adventure content	10,000,000
YouTube TV	Tier 2	Live TV, sports	8,000,000

### 4.3 CTV Requirements

- Household-level frequency capping across all publishers
- Brand safety: GARM-compliant inventory only
- Viewability: 100% in-view, video starts on load
- Fraud protection: IVT rate < 1%
- Measurement: Cross-platform reach/frequency reporting (Nielsen, Comscore, or equivalent)
- Reporting: Weekly delivery reports with publisher and content breakdowns

## 5. PERFORMANCE CAMPAIGN

### 5.1 Campaign Overview

Parameter	Specification
Objective	Conversion Optimization
Budget	\$200,000/month (\$800,000 total)
Flight Dates	March 1 - June 30, 2026
Optimization Goal	Maximize conversions within budget
Conversion Events	1) Email signup for R2 info, 2) \$100 deposit reservation

### 5.2 Formats & Placements

Format	Sizes/Specs	Budget Allocation	Placement
Desktop Video	:15, :30 pre-roll	40%	ComScore Top 200 publishers
Mobile Web Video	:15, :30 pre-roll/outstream	30%	ComScore Top 200 publishers
Display Banners	300x250, 728x90, 320x50	15%	Premium news, lifestyle sites
Native Ads	In-feed, content rec	15%	Premium native networks

### 5.3 Performance Requirements

- Conversion tracking: Server-side pixel implementation required
- Attribution: Last-touch attribution with 30-day lookback
- Viewability: 70%+ for display, 100% for video
- Brand safety: GARM-compliant, no UGC placements
- Fraud: IVT < 2% (MRC-accredited verification required)
- Reporting: Daily automated reporting with conversion data

## 6. MOBILE APP INSTALL CAMPAIGN

### 6.1 Campaign Overview

Parameter	Specification
Objective	App Installs & Post-Install Engagement
Budget	\$100,000/month (\$400,000 total)
Flight Dates	March 1 - June 30, 2026
Target App	Rivian Mobile App (iOS & Android)
Primary Goal	New installs + deep link to R2 content
Secondary Goal	Re-engagement of existing Rivian owners

### 6.2 Campaign Split

Segment	Budget %	Goal	Deep Link Destination
New User Acquisition	60%	App installs	R2 reservation page in-app
Existing Owner Re-engagement	20%	App opens	R2 feature comparison
Prospective Customer Retargeting	20%	App installs	R2 configurator in-app

### 6.3 Mobile App Requirements

- MMP Integration: AppsFlyer (primary) - all events must flow through AppsFlyer
- SKAdNetwork compliance for iOS 14.5+ attribution
- Deep linking: Branch.io integration for deferred deep links
- Fraud prevention: Must support AppsFlyer Protect360
- Post-install events: Track app opens, R2 page views, reservation starts
- Target CPI: \$3.00-5.00 range (varies by platform and audience)

## 7. TECHNICAL & INTEGRATION REQUIREMENTS

### 7.1 OpenDirect & Programmatic Standards

This campaign will leverage IAB Tech Lab OpenDirect standards for automated media buying. Partners should be prepared to support:

- **OpenDirect 2.1:** Direct orders and line item management via API
- **Deal IDs:** Preferred Deals (PD) and Private Marketplace (PMP) activation
- **DSP Integration:** Amazon DSP, The Trade Desk, DV360 deal ID support
- **AdCOM:** IAB AdCOM 1.0 compliant creative and placement specifications
- **OpenRTB:** OpenRTB 2.6 for programmatic transaction data

### 7.2 Creative Specifications

Format	Dimensions	Max File Size	Specs
CTV Video	1920x1080	100MB	:15/:30, H.264, 25fps+
Pre-roll Video	1920x1080	50MB	:15/:30, VAST 4.0
Display - LB	728x90	150KB	HTML5, GIF, JPG
Display - MPU	300x250	150KB	HTML5, GIF, JPG
Mobile Banner	320x50	100KB	HTML5, GIF, JPG
Native	Various	1MB	1200x627 hero image

## 8. PROPOSAL REQUIREMENTS

### 8.1 Submission Guidelines

- Submit proposals by **February 15, 2026**
- Proposals should be submitted in PDF format via email to media@horizon-media.com
- Include separate sections for each campaign component (CTV, Performance, Mobile App)
- Pricing should be provided as both rate card and negotiated rates
- Include case studies demonstrating automotive or EV category experience

### 8.2 Required Proposal Elements

- Executive summary and strategic approach
- Detailed media plan with reach/frequency projections
- Pricing matrix by publisher, format, and targeting
- Audience targeting methodology and data sources
- Measurement and attribution approach
- Brand safety and fraud prevention capabilities
- OpenDirect and programmatic integration capabilities
- Deal ID and DSP activation support details
- Team structure and account management model
- Timeline for campaign launch readiness

### 8.3 Evaluation Criteria

Criterion	Weight
Pricing competitiveness	25%
Audience reach and targeting capabilities	25%
Publisher quality and brand safety	20%
Measurement and reporting capabilities	15%
Technical integration (OpenDirect, Deal IDs)	10%
Team experience and account service	5%

--- END OF RFP ---

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