

Request for Proposal Media Buying Americas (US, Canada & Mexico)



Ascensia Diabetes Care Holding AG
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1 Preamble

1.1 Disclaimer

The contents and information provided in this Request for Proposal are meant to provide general information to interested parties. The terms set forth within this Request for Proposal do not constitute any contract between Ascensia and Successful Respondent. Moreover, Ascensia accepts no responsibility for any omissions or deletions relating to this Request for Proposal.

1.2 Confidentiality Agreement

All information within this document shall be kept confidential.

1.3 Exclusion from Competitors for Staff - Dedicated Staff preferred

Respondent shall confirm that all staff which is proposed to work for Ascensia will not perform any activities for any competitor in the segment of Medical Devices Manufacturers within the indication diabetes mellitus . Dedicated staff is preferred but not mandatory.

2 Introduction

2.1 Ascensia

Ascensia Diabetes Care is a global company dedicated to improving the health and lives of people with diabetes. The company was established in 2016, when the Bayer Diabetes Care Division was acquired from Bayer Health Care by



Panasonic Healthcare Holdings. Ascensia Diabetes Care is known for its world-renowned CONTOUR™ range of blood glucose monitoring systems, and the company is committed to adding more innovative and life changing products to the portfolio.

2.2 Requesting Parties

Ascensia Diabetes Care US
Ascensia Diabetes Care Canada
Ascensia Diabetes Care Mexico

2.3 Duration of the Agreement

Ascensia will sign an Agreement for 2 years. The company has no ambitions to restart the Request for Proposal in 2020 unless it is forced to.

3 Scope of Services: overview

We seek a company who can provide a good mix of traditional and more progressive media strategy. The provider should also be able to provide insights on Trade, HCP, Pharmacists, Educators, Nurses.... and Consumer media preference, including types of creative, recommended call-to-actions and recommend most impactful media per patient demographic and channel.



Below follows an overview of the requested service:

The Agency shall support ADC US, Canada and Mexico in order to

- Develop Media Strategy including media plans, recommendations, media buying, reporting and project management through a very close collaboration and partnership with Ascensia Diabetes Care.
 - Consumer and Professionals (HCP, Pharmacists, Nurses, Educators...) Planning
 - Develop and present media objectives and strategy decks
 - Competitive overview (ongoing and on-demand competitive review of all media channels)
 - Communication goals, strategy and identify the communication platform for activation
 - Develop and present media plan recommendation
 - Comprehensive strategic and tactical on-line media plans
 - Recommendations about media channels specific and relevant to ADC Business
 - Partner selection and aggressive cost negotiation (TV, online video, mobile, social...)
 - Search - SEM and SEO
 - Keyword and Ad copy development
 - Search budget and bid management
 - Search campaign management
 - On-site optimization
 - Content gap analysis
 - Conversation rate optimization
 - Reporting
 - Account Management
 - Coordinate and attend meetings/calls
 - Media Reporting (monthly) including but not limited to impressions, clicks, videos views, cost per click...
 - Work open book meaning that third party costs should be made available to ADC (EG: fees paid by the agency to TV, publishers, social media providers...)



- Gain Contour Next One/Contour Plus One meter requests and placements through Paid AD Campaigns
- Gain assisted conversions from paid ads when not leading to direct conversions
- Initiate engagement on social posts, leading to brand/product awareness
- Raise overall awareness of the Contour Next One/ and Contour Plus One in US Canada and Mexico.
- Increase awareness of Ascensia Diabetes Care. This will be measured by engagement on all social posts. Such as reaction/likes, share/retweets, comment/replies, page likes/follows and link clicks. Along with overall increase in traffic across the sites
- Carry out paid digital activities to ensure there is a base level visibility in US Canada and Mexico to enable ADC to be a leading diabetes care provider.

The yearly Media spends are estimated to USD \$3,500,000

4 Schedule, Form and Manner of Submission

4.1 Acknowledgement

We would appreciate your confirmation of the receipt of this RFP by returning an e-mail to

- frederic.lourdin@ascensia.com

as well as of your consent to submit the proposal by November 30th 2018.

4.2 Schedule

In order to guarantee a fair selection process, Ascensia will evaluate every single response according to the below described schedule.

Schedule

Start RFP	Email	November 9th, 2018
Questions & Answers	Telephone and Email	until November 23rd, 2018
Submission	Email	November 30th, 2018 EOD
Supplier's notification for presentation	Email	During the week of December 17th at the latest
Suppliers proposal presentation	Face to face meeting at Ascensia Diabetes US Office (Parsippany - NJ)	From Jan 15th to Jan 17th 2019
Final Decision		February 2019
Start		April 2019

Ascensia's project team will be happy answer questions by email until November 23rd, 2018. Questions regarding this Request for Proposal must be sent electronically to

- Frederic Lourdin frederic.lourdin@ascensia.com

Questions will be reviewed by the project team

- Head Trade and Consumer Commercial US
- Head US Commercial Marketing
- Head Americas Brand Management
- Head Global Digital Brand
- Marketing and Trade Associate Latam
- Market Manager Direct to Consumer Canada
- Senior Marketing Manager Customer Relationship Web & Social Media US
- Global Procurement



Please put 'RFP Media buying 2018' in the subject line of Emails. The deadline for submitting questions is November 23rd, 2018 end of business day.

4.3 Components of the Proposal

The proposal shall be separated into 3 parts.

Part I: Company Background and Team Experience

First part may include:

- ✓ Team Size and Composition
- ✓ Past clients
- ✓ Years in Industry

Part II: Technical Ability and Service Support

Second part may include:

- ✓ IT support background
- ✓ Reporting capabilities (types of reporting, frequency)
- ✓ Emergencies

Part III: Financial Offer

Respondents shall provide the prices as follow:

- ✓ Management fees (percentage of the total Media costs)
- ✓ Estimated number of dedicated or shared FTE and hourly rates in USD
- ✓ ADC is also open to any other pricing model

Respondents are free to provide the estimate of any other cost that they consider relevant for this project.

To help you to better structure your proposal, we highly encourage you to fill in the questionnaire attached to this RFP



4.4 Free of Cost

Proposals must be free of cost. Ascensia will not remunerate Respondent for entering this Request for Proposal or any relating activity. E. g. optional visits at Respondent's site or an optional presentation of Respondent must be free of charge.

4.5 Selection Criteria

Ascensia believes in people. Therefore proposals will be evaluated by a Selection Committee using the following criteria. The criteria are listed alphabetically not by importance.

- ✓ Understanding of ADC's business in US, Canada & Mexico with the ability to make relevant and impactful media recommendations
- ✓ Company background
- ✓ Ability to serve
- ✓ Approach and/or innovative ideas
- ✓ Price
- ✓ Social and cultural fit between the companies
- ✓ Understanding of the project

4.6 Currency

Pricing shall be in USD.