

Asian Carp Brand Development, Limited Marketing Strategy & Implementation

Request for Proposals
Pre-Bid Meeting

February 19, 2020
2:00 PM CT



Illinois Department of Natural Resources (IDNR)
Southern Illinois University (SIU)
Tetra Tech, Inc.

A large school of fish, possibly silver snappers, are captured mid-jump in a shallow, sandy area. The fish are silvery with a hint of blue on their sides. The background is filled with dense, dark green vegetation. The entire scene is overlaid with a semi-transparent teal filter.

Welcome & Introductions

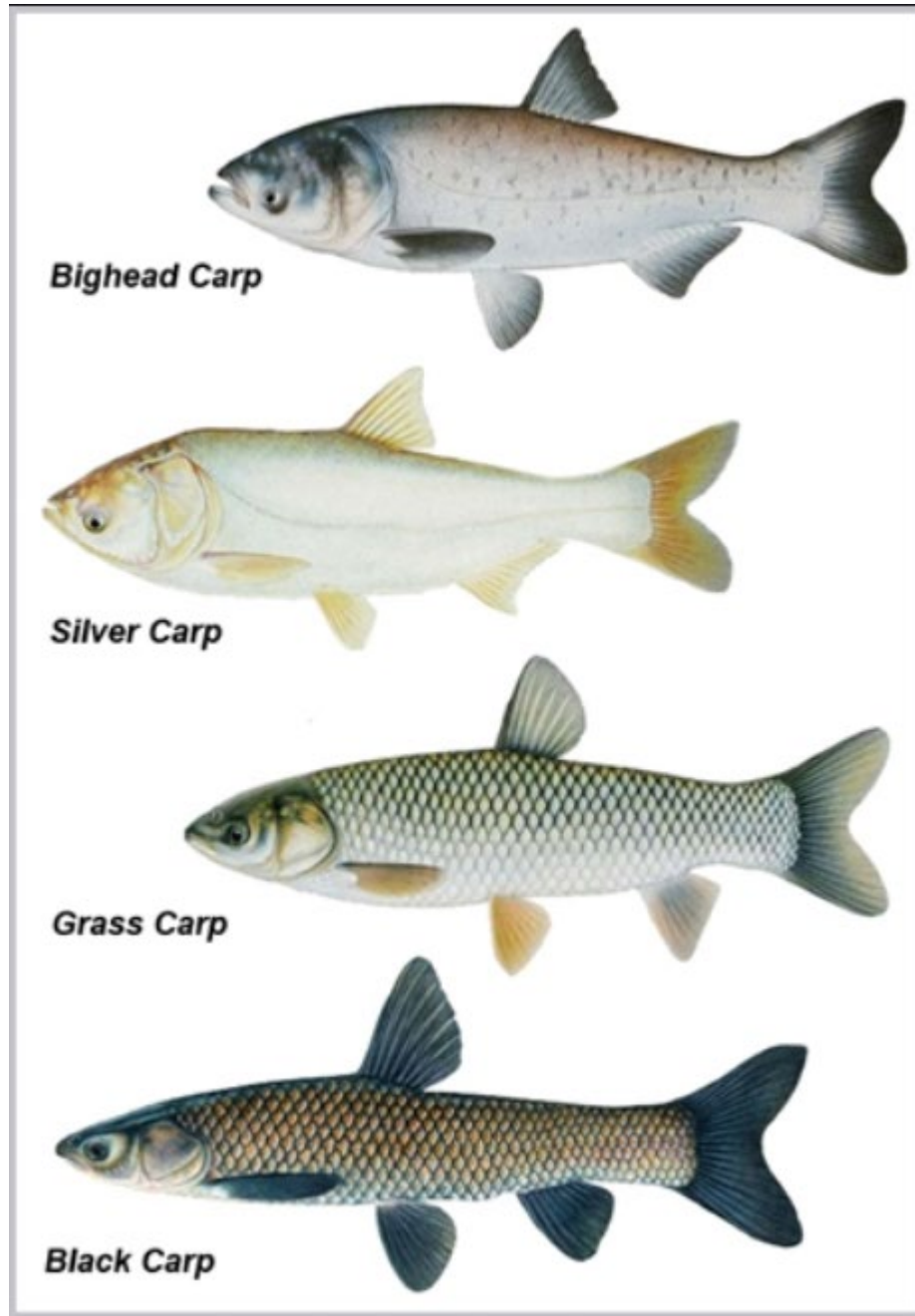
Partners for Progress



TETRA TECH



Asian Carp



Four Types of Fish = Asian Carp

- Bighead
- Silver – “the jumpers,” most abundant
- Grass
- Black – least abundant



Asian Carp Introduction to the US

- Imported in 1970s to control nutrients and algae blooms in southern US catfish farms.
- Vicinity to tributaries and likely flooding over time has led to their escape. Populations have developed in the Mississippi River and its tributaries.

Issues, Impacts



Environmental Impacts

- Invasive species consume plankton resources that are vital to all native fish/mussel populations in large rivers.



Economic Impacts

- Negatively impacts fishing, outdoor recreation industries across numerous states.

Overcoming Negative Perceptions

➤ Negative Perceptions

- “Trash fish”
- “Fishy” taste - confused with bottom feeder common carp
- Boney
- Invasive species
- Unhealthy

➤ Positive Attributes

- Mild tasting, tender, white flesh
- Considered a delicacy in some cultures.
- Health benefits – Omega 3s
- Low contaminant levels
- Locally sourced, fresh
- Sustainably sourced
- Contributing to invasive species management by consumption and use.

Issues, Impacts

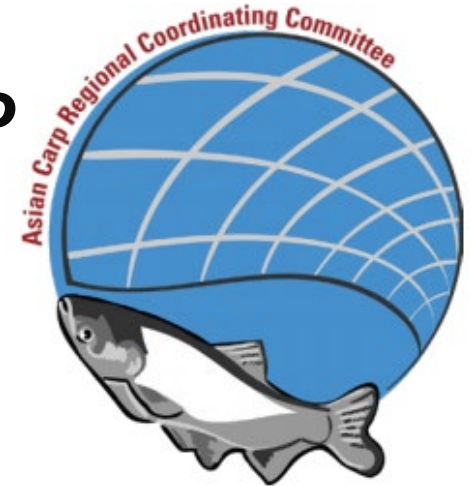


www.cantbeatemeatem.us

Need for Consistent, Positive Branding



Former ACRCC logo New logo



Eat Mo Carp
EiNvasive

PBS News Hour: “Midwest Battles to keep invasive Asian Carp out of the Great Lakes”

<https://www.youtube.com/watch?v=IIRXDDG6yB8>



PBS News Hour: “Invasive Asian Carp – an expensive menace, but a surprising entrée”

<https://www.youtube.com/watch?v=ZzGpIShDHw>



January 11, 2018



Illinois Department of Natural Resources
Asian Carp Business Process Analysis
Final Report and Action Plan

Business Process Analysis

https://www.ifishillinois.org/programs/CARPReport_news.html

- Innovative approaches are underway, including a need to create a more favorable image to advance greater commercialization and consumption.
- Brand development, marketing strategy, and implementation efforts are expected to be consistent with findings in this document.

Prepared By:



Asian Carp Brand Development Limited Marketing Strategy & Implementation

THE OPPORTUNITY



Bid Respondents

- Vendors registered to do business in State of Illinois
- Proven track record in development and successful launch of image brands and marketing strategies
- Preference for firms with aquaculture or related fisheries experience, but this is not essential
- Capacity to perform work with relevant samples developed specifically by proposed team members
- Awarded bidder will subconsult to Tetra Tech on time/materials basis

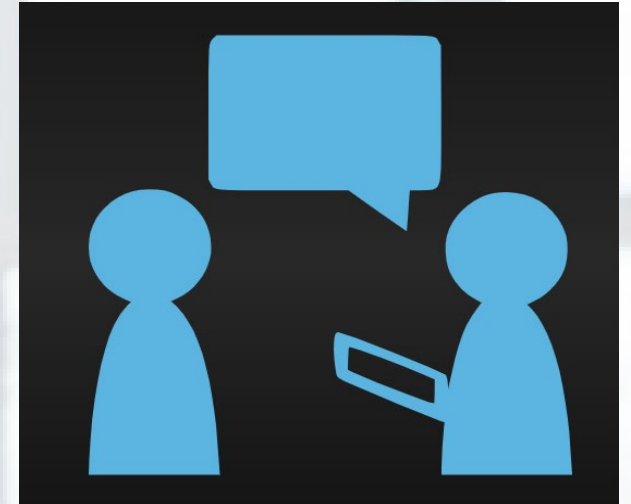
Focus of Deliverables

- New brand image to countermand negative perceptions
- Brand resonates with targeted audiences, including fishers, processors, and end-consumers
- Focus on products for human consumption
- Consider positive “renaming” of the fish
- Budget: Not to exceed \$120K (time/materials)
- Twice-monthly written report summaries to Tetra Tech

Research-Based Deliverables

Based on *Process Analysis Report* (see link provided) ...

- **Conduct min. one intercept survey**
 - Anticipated before concept development
- **Conduct min. two focus groups**
 - Participants suggested by AC Steering Cmt, Tetra Tech
 - To also include end-users to test brand concepts
 - Tetra Tech to handle logistics (invitations/space)
 - Selected firm responsible for recording, interpreting data gathered



Customintercept.com

Deliverables: Brand Concepts (2)

- **Draft brand concepts (2), including:**
 - Logo, tagline/naming
 - Justification
- **Present to Tetra Tech and AC Steering Committee**
 - Indicate if proposed brand's acceptance is attributable to geographic, cultural, other biases/preferences with eye toward broader applications
 - Refine final (based on Committee and Tt)
- **Style and Use Guide (digital, print uses)**
 - One-pager

Deliverables: Marketing Strategy

- **Budget-sensitive marketing strategy** with recommended geographic reach
- **ID multi-media-balanced options** (fee-based and leveraging existing and/or non-fee based resources)

MARKETING STRATEGY ELEMENTS

- Outlets, anticipated costs
- Delivery channels, anticipated costs
- Timeline

- Market penetration anticipated
- Metrics
- Recommendations for next marketing steps

Deliverables: Collateral

In support of brand launch, develop collateral to include minimally:

- **(I) Press Kit (print-ready and digital)**
 - templated press release announcing launch
 - one-pager that promotes Asian carp uses
 - FAQ
- **Social media content** (FB, Twitter/including hashtag, Instagram) – does not include uploading/acct development
- **Print-ready brochure** (content/visuals - also for digital upload)
- **Presentation banner(s) / kiosk(s)**

Bid Document Prep, Evaluation

DOCUMENT PREPARATION

- Follow instructions in bid document, including info on required appendices
- Don't just tell us – **SHOW** us!

EVALUATION WEIGHTING

- Firm Description, Relevant Experience, Project Samples – 30%
- Technical Proposal – 40%
- Proposed Project Team Organization – 10%
- Project Schedule – 10%
- Cost Proposal – 10%

Schedule

- QUESTIONS – Midnight CT, February 20, 2020 sent to gina.behnfeldt@tetrattech.com
- RESPONSES – February 27, 2020 posted to www.ifishillinois.org
- REQUEST ONE-DRIVE ACCESS – By noon CT, March 13, 2020
- SUBMITTAL DUE DATE (electronic & print) – by 4 PM CT, March 13, 2020
- INTERVIEWS – Week of April 6, 2020
- SELECTION – Week of April 13, 2020
- CONTRACT EXECUTION – Week of April 20, 2020
- PERFORMANCE PERIOD – Late April – Early November 2020 (6.5 months)
- Launch Event – Early November 2020

Questions Today?

👤 **Gina Behnfeldt, VP**
Economic Development Services
Tetra Tech, Inc.

✉ gina.behnfeldt@tetratech.com

☎ **215.702.4094**

Thank you.

