



Request for Proposal Advertising, Media Buying, & Brand Discovery

Company Overview

Established in 1999, Zappos.com has quickly become a leader in online apparel and footwear sales by striving to provide shoppers with the best possible service and selection. In 2008, the company's gross merchandise sales exceeded \$1 billion. Zappos.com currently stocks millions of products from over 1000 clothing and shoe brands. Zappos.com was recognized in 2009 by FORTUNE MAGAZINE as one of the "100 BEST COMPANIES TO WORK FOR", debuting as the highest-ranking newcomer to FORTUNE's 2009 list. More information about the company's customer service philosophy and unique company culture can be found at <http://about.zappos.com>.

Key Objectives / Scope of Work

Zappos.com is looking for a full-service agency (or set of specialized agencies) that will be able to focus on evolving our brand and growing our business. Zappos.com currently reaches about 3% of the U.S. population and clearly has the potential for growth. The objectives are twofold: 1) establish general brand awareness for Zappos.com as more than a shoe retailer and 2) generate campaigns that drive sales and new customer acquisition.

The Zappos.com brand is synonymous with great customer service and a unique corporate culture. Without losing sight of our objective to deliver happiness, we are looking for a fresh approach to executing our brand message.

With an expected budget of \$7 million for 2010, inclusive of the below categories, Zappos.com is looking for a high level strategy and integrated approach to meeting our key objectives. Proposals can be submitted for any or all of these categories:

Advertising

To include but not limited to: traditional mass advertising (print, TV, OOH, etc), online advertising (brand awareness, co-op partnership development), grassroots/word-of-mouth, social media.

Media Buying

To include but not limited to: traditional mass advertising (print, TV, OOH, etc), online advertising (brand awareness, co-op partnership development), grassroots/word-of-mouth, social media.

Brand Discovery

To include but not limited to: development of brand voice, market segments/persona development (non-web specific), research, brand positioning.

Proposal Requirements

Throughout the proposal, Zappos.com would like to see how the agency will support ongoing strategic planning and creative consultation as it relates to campaign creation, media negotiations, and metrics/monitoring. Proposals should demonstrate an integrated marketing approach to marrying innovative ideas through online and offline media channels.

All proposals must contain the following sections:

General Company Overview

- *Who Are You, Ooh-Ooh, Ooh-Ooh?* Please provide a company overview that outlines your key competencies and approach to brand-building and sales generation. Please include an overview on what sets you apart from other agencies.
- *Meet The Team!* Please list the experience and role of staff members who will work on this account. Please include titles, roles, responsibilities, and office location. Please identify the expectations for day-to-day interactions with the internal Zappos.com team.
- *Do More With Less!* Please provide billing and expense practices, including a rate card that outlines what is/isn't billable (e.g. travel, production, etc). Please also provide an alternative solution to the traditional agency compensation model, specifically based on a pay-for-performance model. Please note that Zappos.com does ask for full disclosure in markup fees in order to better understand the cost and value of an agency's services.
- *Don't Be Humble!* Please provide at least two professional references from like-clients. Please indicate if they are a reference specific to creative development, media buying, and/or brand discovery.

General Capabilities & Qualifications

- *Be Passionate & Determined.* Please provide a description of how the agency goes about the development of basic creative strategies. Please also include what can be expected during the on-boarding process of a new client engagement.
- *Behind The Scenes.* Please provide a description of the agency's use of marketing research in providing effective advertising and strategic recommendations. Identify specific cases in which marketing research was used in the development of advertising strategies and tactics.
- *Media Placement.* Please provide capabilities of the agency's media department (or partner) and practices used to ensure efficient and effective media placement. Please include experience relative to both brand awareness and direct response placements.
- *Create Fun & A Little Weirdness!* Please describe the capabilities of the agency's production department and practices used to minimize production costs and maximize efficiency of production. Please indicate any production that is outsourced.
- *Show Me The Money!* Please describe the methodology to justify creative and media investments and describe how an ROI is established and measured. What technologies have you developed and/or utilize in order to flawlessly execute and seamlessly track and report? Please provide a sample of a report or campaign analysis that Zappos.com would expect to see on an ongoing basis.
- *Pursue Growth & Learning.* Please describe how your agency stays at the forefront of technology and emerging media. Please explain how this knowledge and thought leadership is passed on to Zappos.com.

Solution and Approach on How to Meet Key Objective

- *Adventurous, Creative, Open-Minded!* Please include a thought starter proposal for ideas and high level strategy on how to execute the key objectives outlined above.
 - For advertising, please include executions for a brand-building campaign, a direct response campaign, and/or a brand response campaign. Zappos.com would like to see storyboards and mock ups! Please define the target audience.
 - For media buying, please include a sample media plan that outlines where and when media would run in 2010. Please include how the budget would be allocated to each media channel. Please define the target audience.
 - For brand discovery, please include a sample output and how that is used to drive decisions for both media and creative executions.
- *Open & Honest Communication.* What is your favorite campaign over the last 2 years, that was not created by your agency and why?
- *Show and Tell.* Please provide examples of at least one multi-platform campaign completed within the past 2 years, complete with case studies on how the client's problems were addressed. Please indicate if the campaign was brand building, direct response, or brand response. Please also include any relative examples specific to the following media: TV, radio, OOH, print, web/digital/new media.

Partnership Strength

- *Delivering WOW Through Service.* Please define what your company views as service and how you execute upon service.
- *Positive Team & Family Spirit.* One year from now, what would be the best measure of success for our relationship? Please provide this in the form of at least three, and not more than five, specific, obtainable criteria, activities, agreements or requirements that shall, subject to negotiation and mutual consent, become features of the awarded contract. These could potentially be the same criteria provided in the alternative agency compensation model.
- *Embrace & Drive Change.* As an agency, what's been your biggest 'learning' in the past 12 months and what did you take away from that experience? It can either be a win or a loss.
- *Conflicts?* Proposing agencies are asked to certify that they have no conflicts of interest in serving Zappos.com.

Available Resources and Materials for Review

- Zappos.com Culture Book
- Blogs.zappos.com
- Press center: <http://about.zappos.com/press-center>
- ABC Nightline: <http://abcnews.go.com/Business/story?id=5326827&page=1>
- Zappos.com MRI Customer Profile (NDA Required)
- Zappos.com MAI Brand Health Research (NDA Required)

Submission Guidelines

Please submit two (2) original copies to the below contacts. In addition, please provide electronic copies of the complete proposal in MS Word/Excel/PPT. Questions will be accepted through June 19th, 2009. Written proposals must be received by June 30th, 2009. Formal proposal presentations will be scheduled the week of July 13th, 2009. Agencies will have one and a half hours to present. If you would like to schedule a tour, please email tours@zappos.com.

The following times are available for presentations and are awarded on a first come, first serve basis. All agencies will be invited to present their proposal.

Monday, July 13th:

- 9-10:30
- 1-2:30
- 3-4:30

Thursday, July 16th:

- 11-12:30
- 2:30-4

Tuesday, July 14th:

- 9-10:30
- 11-12:30
- 3-4:30

Friday, July 17th:

- 9-10:30
- 11-12:30
- 1-2:30
- 3 – 4:30

Anticipated date of award: August 14, 2009.

Contact Person:

Name & Title: Michelle Thomas, Brand Marketing Manager
 Mailing Address: 2280 Corporate Circle Drive
 Henderson, NV 89074
 Email Address: mithomas@zappos.com
 Telephone: 702-943-7777 x7039

Additional Contact: Aaron Magness, Business Development & Marketing
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