

05-11-2009  
Current Media LLC  
Jordan Kretchmer, VP of Brand  
**Advertising agency search - RFP**

## **ABOUT CURRENT MEDIA**

With over 400 employees worldwide, Current Media is comprised of Current TV - an international cable and satellite TV network reaching 60 million homes in the US, UK, and Italy - and Current.com, a social news and information site with over 7 million unique users every month.

Current is a cross-platform media company that engages its young adult audience to create media that informs, enriches and inspires. Current connects young adults with what's going on in their world through its unique blend of citizen journalism and participatory original programming, offering content that's authentic, often surprising and always compelling.

By connecting its vibrant online community to critically acclaimed and breakthrough TV programming, Current has built the television network for the Internet generation.

Current was launched in 2004 by Al Gore and Joel Hyatt and is the fastest growing cable TV network of all time. The network's innovations have been recognized with two Emmy's, two Webby Awards, and hundreds of industry top honors.

Our target demo crosses the X-generation and the Millennial generations, and is uniquely: connected, open-minded, optimistic, motivated to change the world and genuine.

## **EXAMPLES OF OUR CONTENT**

### **Weekly Shows**

<http://current.com/SuperNews>  
<http://current.com/vanguard>  
<http://current.com/infomania>

### **Cross-Platform Format Shows**

We are developing new cross-platform shows that bridge the gap between passive viewership and participation. The first of these is the Rotten Tomatoes Show, in partnership with the famous website. The show uses content like webcam reviews and 3-word text message reviews from viewers to make the first ever crowdsourced movie review show. <http://current.com/movies>

### **Special event/custom programming**

These programs are usually aligned with major world events, such as the recent monumental election. Hack the Debate was the first ever, live participatory television event where the viewers' voice was the only voice. See the link below for a clip of that event.

[http://current.com/items/89344298\\_hack-the-debate.htm](http://current.com/items/89344298_hack-the-debate.htm)

### **WHO WE'RE LOOKING FOR**

We are searching for a partner to help us formulate a brand/ad strategy that communicates who Current is through compelling, inspiring, and even controversial advertising messages. The ideal relationship for us is based on collaboration, dialogue, and a reciprocal excitement for the potential that Current has to attract a mass audience.

This will be an opportunity for an agency to push boundaries creatively. The Current brand ranges from intelligent but scrappy humor, to sincere and passionate storytelling. Our agency needs to help us find the tie that binds these two together, and create a voice for simply communicating that singular and powerful message to our audience.

### **TIMELINE**

**05/11** - RFP distributed to all agencies

**05/14 – 05/22** - Phone call Q&A with agencies that request it

**05/29** - RFP's due back by 7:00pm PST

**Mid June** - Next round agencies selected (5-7 total)

**End of June** - In-person meetings at remaining agencies

**Beginning of July** - 3 final agencies selected

**Mid July** - Final meeting with each agency at Current Headquarters in SF

**Mid July** - Agency selected

## **SELECTION CRITERIA**

**There will not be a formal pitch for our business. Agencies will be selected to move on from this round based on the following: RFP response, quality of discussion during the Q&A session, and past creative work. In the final two phases, agencies will be chosen based on in-person chemistry meetings, discussions, and past creative.**

## **FEE STRUCTURE**

Since there is no formal pitch, we will kick the relationship off with a \$100,000, 2-3 month engagement, with one selected agency. The purpose of this engagement will be to execute on the assignment listed below. Research and any production costs associated with the assignment are not a part of the \$100K agency fee, and will be approved and paid for by Current.

At the end of this engagement, if the relationship is working well and we mutually decide to continue the relationship, there will be a 20% bonus paid, and a longer-term agency fee contract will be negotiated.

## **THE ASSIGNMENT**

Once an agency is chosen, the assignment for the 2-3 month period will be to help us communicate who Current is and what we do in a simple and compelling way.

This should include:

- Core target analysis and recommendations
- Brand identity exploration
- Consumer campaign creative directions / ideas (TV, Online, Social, Print)
- Creative testing/research and analysis

## **AGENCY RESPONSE**

**Agency response to be filled out and returned to Jordan Kretchmer, VP of Brand, no later than May 29<sup>th</sup> at 7:00pm.**

### **Questions about us**

What about Current intrigues you, and what about it do you think will intrigue a mass audience?

What do you perceive are Current's challenges?

Which is more important for Current in the long-term, innovation or storytelling?

What makes Current different than other TV networks?

If you could change one thing about Current right now, what would it be?

Do you feel like our programming and website deliver on the promise that our name suggests? (ie. When you hear the word "Current," does what you see when you tune-in deliver on what your expectations are?)

### **Questions about you**

How would you staff our initial 2-3 month project based on the elements listed?

At the time of this RFP, how many people does your agency employ at the office or offices that will be working on our business?

What were your agency's annual billings in 2008?

Please include examples of work that you've done recently that you feel are most relevant to Current, and why.

What are your in-house production capabilities? (video, digital, etc) And please provide examples of each.

Have you ever executed an identity design? If so, please share examples.

We estimated the initial engagement at 2-3 months, what is your estimate of how long it will take to deliver on the assignment?

Anything else you'd like to say?