

# THE MARKETING CONSULTANTS GROUP

Creators and Executive Producers of THE REALLY BIG IDEA™ Every Eye, Every Ear™  
Multi-Media Marketing Public Relations Campaign and International Tour™

## RFP (Request For Proposal)

**Request For Preliminary Proposal** – From concept to creation, production and management of all offline and online graphics, video, print, web, public relations, sponsorship development, online distribution and syndication, development of theme, positioning and all collateral materials for year-long national multi-media marketing campaign for our international world-class non-profit.

## THE REALLY BIG IDEA™ Every Eye, Every Ear™

Comprehensive Multi-Media Marketing, Public Relations Campaign And International Tour™



Above is a representation of the side of the Salvation Army Video Lightsign\* Lightship with 30' X 70' full color video screen (Every Eye, Every Ear).



Above is a representation of the bottom side of the Salvation Army Video Lightsign\* Lightship.



Above is a representation of one side of the Salvation Army Video Lightsign\* Lightship.

**Who:** The Marketing Consultants Group – Worldwide Publishers LTD is lead sponsor and executive producer for this campaign and will provide all strategic marketing services, advertising, sponsorship development, public relations development, supervision and campaign management for our benefactor.

The selected agenc(ies) and public relations firms will handle all design, creative, management and supervision of this campaign and report directly to Ron Schmidt, CEO, The Marketing Consultants Group.

**What:** Year-long integrated online and offline multi-media marketing and public relations campaign and tour for a world class international non-profit with worldwide brand identity.

**Where:** This campaign and national tour will be based in the North America and will eventually lead to similar campaigns in foreign continents, the Far East, Africa and South America.

**When:** “Official” campaign launch date October 2012 - September 2013, on tour throughout North America for a period of one year.

**Why:** Objective of the campaign is to tell the “untold story” of this international non-profit, that they assist approximately 30,000,000 folks a year in varying social service categories, and that it’s urgent to raise funds via corporate sponsorships, public and private contributions for the ongoing work.

**How:** Utilize a combination of our video airship, online viral video media, traditional media coverage and on ground public relations staff, volunteers, and supporters.

The selected agenc(ies) and public relations firms will be responsible for concept design, beta testing, implementation, supervision and management of the following online and offline marketing, advertenting and public relations campaign tour for the below listed preliminary and long term projects:

## **Graphic Design**

### **1. AIRSHIP GRAPHICS – AIRSHIP OUTER SHELL, INTERIOR AND GONDOLA**

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2. AIRSHIP GRAPHICS – FLIGHT PERSONNEL, CAMPAIGN STAFF UNIFORMS, SUPPORT VEHICLES
3. AIRSHIP VIDEO GRAPHICS – STATIC AND OR ANIMATED DAYTIME GRAPHIC MESSAGES
4. AIRSHIP VIDEO GRAPHICS – DAY TIME - NIGHT TIME ANIMATED TEXT MESSAGING

## **Video**

1. THE REALLY BIG IDEA™ Every Eye, Every Ear™ DOCUMENTARY VIDEO (70-90 Minutes – Audience - Public)
2. THE SALVATION ARMY’s “UNTOLD STORY” (3-5 Minute Mini-Infomercial Video – Audience – Public, Businesses, Corporate Executives)
3. THE SALVATION ARMY’s “UNTOLD CORPORATE STORY” (3-5 Minute Mini Infomercial Like Video – Target Audience – Local Business And Corporate America)
4. THE REALLY BIG IDEA™ Every Eye, Every Ear™ Campaign (3-5 Minute Mini-Infomercial Video – Audience – public, media)
5. THE REALLY BIG IDEA™ Every Eye, Every Ear™ Campaign (3-5 Minute Mini-Infomercial Video – Audience – businesses, corporate executives)
6. AIRSHIP PROMOTIONAL VIDEO (3-5 Minutes Mini-Infomercial Video – Audience – Public, Media, Businesses, Groups, Corporate Executives)
7. AIRSHIP SPONSORSHIP VIDEO (3-5 Minute Mini-Infomercial Video – Audience – Businesses, Groups, Corporate Executives)

## **Audio**

1. AUDIO SITE – Incoming From The Public (Transparent Airship Staff, Marketing Staff, Public Relations Staff, Support Staff, Volunteers, Media)
2. AUDIO SITE – Outgoing To The Public, Volunteers

## **Public Relations**

1. PRESS RELEASES – Downloadable Online and Offline
2. MEDIA KITS – Downloadable Online and Offline
3. PRE-FLIGHT, EVENT, AND AFTER FLIGHT PUBLIC RELATIONS REGIONAL COVERAGE

## **Online**

1. ONLINE MARKETING CAMPAIGNS - Airship website and blog, Campaign website and blog, social networking sites, social bookmarking site, video distribution sites, news blogs

## **Copy**

1. AIRSHIP MARKETING CAMPAIGN SPONSORSHIP LETTERS (Series of 5)
2. AIRSHIP PROMOTIONAL HANDOUT (2 Page Glossy Front and Back - Downloadable)

## **Sponsorships**

1. SPONSORSHIPS – Online - Develop as many online sponsorship opportunities and possible for all online airship and marketing campaign web sites and blogs, videos and email communications.
2. SPONSORSHIPS – Offline - Develop as many offline sponsorship opportunities on a national, regional and local basis as possible.

## **Promotional Items**

1. Design logos for the airship and campaign and select fast-moving promotional items to be sold online at all campaign web sites with all profits benefiting our client.

For additional information and a more detailed overview of the campaign, please contact me directly.

Regards,

Ron Schmidt  
CEO, The Marketing Consultants Group 888-574-8257 Ext.77

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