



# REQUEST FOR PROPOSAL

*(Name redacted for privacy)* – President of Toys”R”Us Marketing  
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Prepared for:

*(Contact info redacted for privacy)*

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## 1.0 INTRODUCTION

Toys"R"Us, Inc. is one of the world's leading toy and juvenile products retailer, offering a differentiated shopping experience through its family of brands. The company is committed to serving its communities as a caring and reputable neighbor through programs dedicated to keeping kids safe and helping them in times of need.

## 1.1 PURPOSE

Toys"R"Us is issuing a Request for Proposal from four advertisement agencies, for the creation of targeted advertisements for our new pop-up shop which will be located in New York City within Times Square. The pop-up shop will serve customers in time for the holiday season of 2017 and will close shortly after. We intend to generate as much foot traffic instore as possible.

## 1.2 BACKGROUND

In 2001, Toys"R"Us created a new 160,000-square-foot flagship store in Times Square. Inside the massive New York City location was a sprawling selection of toys, video games, clothing, and more. Additionally, it included a life size T-Rex from Jurassic Park, a 4,000-square-foot Barbie House, and an indoor Ferris Wheel.

Though many years were profitable, the company ultimately concluded in 2015 that the flagship location was no longer financially viable. This left many of our dedicated shoppers disappointed that such an iconic store had left the community. The recent restructuring of the company showed that if

executed properly, a pop-up location in Times Square over the holidays would prove to be financially beneficial.

### 1.3 CONFIDENTIALITY

The information provided in this RFP, and any other material provided by Toys”R”Us is confidential and must remain private. All information in this RFP is exclusive to you and your use for determining and preparing your response. If you or your company are no longer interested in responding to this RFP, we ask that you destroy and delete any copies responsibly, and to let us know by writing or email that you will not be participating. This document can only be duplicated for the purposes of your team, and they must abide by all rules and regulations within this RFP.

### 1.4 PROPOSAL CHANGES AND BINDING VENDOR PROCESS

Toys”R”Us reserves the right to negotiate any or all proposal terms and conditions, and to cancel, amend or resubmit this RFP in part or entirety at any time. The information in this RFP is only for giving necessary details and information in order to receive a proposal from its selected vendors. Toys”R”Us reserves the right to select multiple candidates and negotiate contracts among them. Toys”R”Us reserves the right to deny any of the submitted proposals for any reason or no reason at all, and to cease negotiations to any vendors responding to the RFP. Toys”R”Us reserves the right to negotiate with other vendors who did not receive this RFP.

## 1.5 DISQUALIFICATION

Toys”R”Us reserves the right to disqualify any vendor regardless of reason, or for falsifying information within the proposal, misleading statements, or any behavior found to be detrimental. Disqualification may occur at any time during the process.

## 2.0 SCOPE OVERVIEW

Vendor shall, in a timely and responsive manner, provide ten different television ads and ten different digital marketing ads for the tri-state area with an emphasis on the type of store Toys”R”Us is going to have in place, online order pickup, layaway, product interaction, shop-in-shop concepts, and electronics selection. Vendor shall define and confirm the needs of each target audience for designated advertisement.

### 2.1 PROJECT DETAILS

The overall goal of the project is to reach the largest amount of people possible within the area to notify them that Toys”R”Us will be back in Times Square for the 2017 holidays, and also to generate and increase foot traffic instore. The ideal advertisement will convey this message in a manner of excitement, curiosity, and engaging customers to visit the location.

Each advertisement shall include the following:

#### ▪ LOCATION AND HOURS

Vendor will accentuate where the new location is, as previous customers might think it’s where the former store used to be located. Vendor will ensure hours of operation are clearly indicated. Date that the location officially opens must be visible.

#### ▪ PRODUCT INTERACTION

Vendor needs to put a strong emphasis on product interaction. The entire second floor of this location will be dedicated to products out of the box for customers to experience. The ideal ad will include footage of young children playing and interacting with toys, and it will promote the message of being able to experience almost any product hands-on inside the store.

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#### ▪ SHOP-IN-SHOP CONCEPTS

Each ad will need to showcase the new shop-in-shop concepts. These concepts include small sections of the store that are fully dedicated to certain product lines. The product lines to be featured are Marvel, Star Wars, Nerf, and Mattel. Vendor will display footage of these small sections of the stores, and they will include information about special product lineups only available at this location.

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#### ▪ ELECTRONICS SELECTION

Vendor must highlight the new electronics section and emphasize the Nintendo Switch and Fuji Instax cameras. We would like to see the ads displaying young children and young teenagers playing the Switch in store, as well as customers trying out the Fuji Instax cameras. These are the two main products to highlight in electronics for the ads.

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#### ▪ ONLINE ORDERING/LAYAWAY

Ads will also feature information on how easy it is to pick up online orders instore and options for layaway. The ad should feature these last, and it should show the convenience of picking up online orders on the go, and affordable options for layaway by visiting instore.

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#### ▪ DISTRIBUTION OF THE ADVERTISEMENTS

Upon completion, advertisements will need to be distributed during peak times of television viewing, and proportionately distributed among digital

marketing online, and distributed through the major platforms of social media.

### 3.0 SCHEDULE OF EVENTS AND DEADLINES

Event	Date
RFP sent to Vendors	04/24/17
Written or email confirmation from Vendors with intention to submit proposal	04/28/17
Questions from Vendors about the project due	05/05/17
Responses to Vendors due	05/12/17
Proposal Submission Deadline	05/25/17
Target date for review of proposals	06/02/17
Vendor proposal presentation and demo ad	07/14/17
Final Vendor decision	07/21/17
Commencement of start of work	07/24/17
Completion of work deadline	09/15/17

## 3.1 CONTACTS

Please submit all inquiries to the following:

<b>Position</b>	President of Toys”R”Us Marketing
<b>Name</b>	<i>Contact info redacted for privacy</i>
<b>Mailing Address</b>	<i>Contact info redacted for privacy</i>
<b>Email</b>	<i>Contact info redacted for privacy</i>
<b>Phone</b>	<i>Contact info redacted for privacy</i>
<b>Fax</b>	<i>Contact info redacted for privacy</i>

<b>Position</b>	Vice President of Toys”R”Us Marketing
<b>Name</b>	<i>Contact info redacted or privacy</i>
<b>Mailing Address</b>	<i>Contact info redacted or privacy</i>
<b>Email</b>	<i>Contact info redacted for privacy</i>
<b>Phone</b>	<i>Contact info redacted for privacy</i>
<b>Fax</b>	<i>Contact info redacted for privacy</i>



## 3.2 SELECTION CRITERIA

Any selection to be made pursuant to this RFP will be based upon the proposal with appropriate consideration given to operational, technical, cost, and management requirements. Evaluation of offers will be based upon the Vendor's responsiveness to the RFP and the total price quoted for all items covered by the RFP. Proposals must address all items identified in the Request.

### ■ WRITTEN PROPOSAL CRITERIA

All written proposals must address the following:

- Completeness of proposal
- Experience with purpose of Request
- Ability to meet required guidelines given
- Total cost of project's entirety
- A history of quality and service you've rendered
- Adapting to changes within project
- Why we should choose you

### ■ VENDOR EXPERIENTIAL AND BUSINESS CRITERIA

Additionally, the Request must expound upon the Vendor's company. We expect the following to be addressed:

- The type of areas your company has engaged
- If company is a corporation, show state and date of incorporation
- Any litigation, governmental, or regulatory action within the past five years that is pending or threatened against your organization that might affect your ability to provide services needed for the project

- If there has been, explain the situation, what type of action has been taken, and what were the results.
- The success record of Vendor's company in the past five years.
- Vendor's experience in type of project.
- The company's perception of being reputable.

## 4.0 BUDGET

Toys"R"Us estimates instore sales for this location to be between 1.2-3.5 million dollars. We currently use 9.5% of our instore sales for advertising purposes across all locations. There is no minimum that the vendor must budget for, but it shall not exceed \$32,500 for all twenty ads vendor creates.

## 4.1 PRICING

All prices quoted by the Vendor must be detailed with exact cost including tax and overall expense. Toys"R"Us will use a Fixed Price basis within Vendor contract for all necessary elements of supplies. Toys"R"Us expects vendor to quote a fixed price for the following:

- Planning and Writing
- Travel expenses
- Per diem expenses according to vendor company policy
- Implementation and creation services
- Filming and equipment services
- Commercial airing slot pricing
- Digital marketing display pricing
- Total labor fees
- Production fees

Ensure that all probabilities and unexpected expenses you might incur are identified when generating prices.

## 5.0 QUESTIONS, CONCERNS, AND ROADBLOCKS

As a vendor, we understand you may encounter difficult situations in your responses to this RFP, and we would like to outline answers and solutions to what we feel may be common issues when approaching this project.

### ■ AD EFFECTIVENESS IN CHANGING MARKET

One of the main challenges for the vendor will be to illustrate the excitement and experience of shopping in our location versus shopping online. Toys”R”Us believes that showcasing the highlights and features of shopping in our pop-up shop for a limited time will be enough to generate instore traffic and create a desirable effect for customers to choose to shop instore. If the advantages of experiencing products hands on, help and assistance from associates, and three floors of sprawling product selections are emphasized enough, then we believe the advertisement will stand out as a reputable and effective piece of the vendor’s portfolio.

### ■ ADVERTISING INSTORE PICKUP FOR ONLINE ORDERS

Another challenge for the vendor will be to show that customers can shop online and pick up their orders instore versus having it conveniently delivered to their homes. Vendor should illustrate that picking up orders in store will be shipped faster versus being shipped to customer’s address. Additionally, vendor should highlight parents can

pick up the order from store to avoid package being delivered to home address where children could open it before the holiday arrives.

#### ■ CUSTOMERS COMPARING NEW STORE TO PREVIOUS

We understand that customers might be disappointed to find out that the new pop-up location will be drastically smaller in size with less selection than our previous 160,000-square-foot location that closed two years prior. Vendor will need to compensate with creative techniques, and the experiences listed above to deter customers from perceiving this location with lowered expectations.

#### ■ FILMING IN AN INCOMPLETE LOCATION

The location is expected to be completed by late September, but we will allow crews to film inside while construction is ongoing. If you become the selected vendor, please notify us of what sections you would need to look completed, and we will expedite the construction process on those areas.

Any other questions or concerns can be directed to the above contact listed in section 3.1.

## CONCLUSION

Toys”R”Us would like to conclude this RFP by saying we eagerly await your responses, and that we greatly appreciate your willingness to participate. We aim to work with the best vendor who will suit our needs in this project. We wish you all the very best of luck in being awarded this contract, and we look forward to your reply.

**(name redacted for info privacy)** – President of Toys”R”Us Marketing