

Request for Proposal

For



Contents

| | |
|--|---|
| Confidentiality..... | 3 |
| General Information..... | 3 |
| Corporation Information..... | 3 |
| Introduction and purpose of the RFP..... | 3 |
| RFP Procedure..... | 4 |
| How to deliver the answer..... | 4 |
| Contacts..... | 4 |
| Timeframe..... | 4 |
| Form to fill in as answer to RFP..... | 5 |
| Additional Questions/Tasks..... | 6 |

Confidentiality

All information included in this Request for Proposal (RFP) is confidential and only for the recipient knowledge. No information included in this document or in discussions connected to it may be disclosed to any other party.

General Information

Corporate Information

Edo Japan (Edo) was founded in 1979 in Calgary, AB, Canada. Edo is a leader in the quick service restaurant industry bringing the freshness of Japanese inspired Teppan-style stir fry cuisine to shopping centre food courts and Power Centers across Canada. The Edo concept of healthy Japanese inspired cuisine has proven popular to Franchisees looking for a profitable and sustainable business opportunity.

Over the past 24 months, Edo has launched new menu items, my edo app, delivery and a new store design focused on development not only in Western Canada but moving East into Manitoba and Ontario. Edo's overall strategy to be become more relevant to our primary target customers, Millennials. Edo also targets secondary customers of Gen Z (18 – 24 years) and Gen X (40 – 50 years). Edo currently has 139 restaurants in operation and will open 6 more before the end of 2019. BC – 21, AB – 100, SK – 12, MB – 1, ON – 4, QC – 1. Edo Japan consists of 5 corporate restaurants and 134 franchised restaurants.

More information can be found on www.edojapan.com

Introduction and purpose of the RFP

Edo is looking for an expert media agency partner to assist us to effectively engage our primary and secondary target customers, remain top of mind, and drive traffic/transactions to increase sales. Our ideal partner will provide the following services:

- Forward thinking innovative strategic media agency
- Data and analytics driven; campaigns created with measurable results
- Media strategy for baseline & promo campaigns (brand, product or promotional focus)
- Media Buy (traditional, digital, social media)
- Strong experience and proven ability to create and launch innovative digital media campaigns
- Ability to optimize during a buy/shift strategy
- Present analytics & results
- Provide recommendations based on results
- Experience working with mobile apps is an asset

The launch of the my edo app in April of 2019 has propelled Edo into reviewing and reevaluating the most effective way to engage with our target markets. Edo is in search of an agency that views our online presence holistically, whether it be the my edo app, delivery, website, social media, digital etc. The chosen agency will have a strong skillset and proven ability to integrate traditional and digital media.

Edo works with several agencies who are experts in their field. Our partner agencies are expected to effectively work together for the greater good of Edo. Our successful candidate will not only possess the qualifications of an expert media agency but will also be deemed a good fit for Edo and our current partners.

Our projected media and marketing budget is available upon request.

RFP procedure

To answer this RFP please complete the attached form.

Contact person listed below is available for assistance in case that is needed.

The answers to this RFP will be evaluated by the Edo Japan Marketing team.

How to deliver the answer

Send the attached form by email to jody@edojapan.com.

Contacts

For questions regarding this RFP, you are welcome to contact:

| | |
|--|--|
| Jody Janz | Kathy Campitelli |
| Sr. Marketing Manager | VP Marketing |
| 403.215.8805 | 403.215.8816 |
| jody@edojapan.com | kathy@edojapan.com |

Timeframe

This is the timeframe for the RFP

11/15/2019 – Last date for questions

11/22/2019 – Deadline for submission to Edo Japan

12/9/2019 – 12/13/2019 – Interviews with short list of agencies

12/18/2019 – Award agency

Form to fill in as answer to the RFP

| Question | Answer |
|---|--------|
| Company name | |
| Company address | |
| Company web page | |
| Main products/services | |
| Hourly rate | |
| Ownership structure with ownership status in percentage | |
| Structure of mother corporation, joint ventures, subsidiaries, partnerships or other relevant relations | |
| Number of years in the market | |
| Company location(s)/headquarters. | |
| List of clients (name only) that your agency is current the AOR for. | |
| Are you aware of any conflicts of interest (eg. Are you working with any of our competitors) | |
| #Employees | |
| Name and Title of contact person responsible for answering this RFP | |
| Telephone | |
| Email | |

Additional Questions/Tasks

1. Please provide three success stories/case studies, that highlight how you have helped clients achieve their objectives. Please include at least one case study that showcases a multi-media campaign and at least one case study that showcases a digital heavy (or exclusive) campaign.
2. Please provide an explanation of why your agency might be a good fit for our company along with a summary of similar clients/accounts.
3. Please provide a short biography for each member of the proposed account team.
4. Please include two references and any other pertinent information.