

CONTRACT OPPORTUNITY ANNOUNCEMENT

Contract Type:

- Professional Service Contract
- Construction Contract
- Service Contract
- Material Requirement
- Other

Opportunity Summary:

Contract Opportunity Title: Marketing & Advertising Request for Information

Request For: Information

Estimated Contract Value: N/A

Work Location: PG&E Service Territory

Response Due Date: RFI responses are due by October 30th, 3:00 PM PT

NAICS Code / Size Standard 541820/ \$19M

Opportunity Description:

Background:

Pacific Gas and Electric Company (www.pge.com), a subsidiary of PG&E Corporation, is one of the largest combined natural gas and electric energy companies in the United States. Based in Oakland with more than 23,000 employees, the company is the primary natural gas and electric service provider for Northern and Central California. The company's 70,000-square-mile service area stretches from Eureka to the north to Bakersfield in the south and from the Pacific Ocean in the west to the Sierra Nevada in the east. PG&E delivers some of the nation's cleanest energy to 16 million people.

Pacific Gas and Electric Company (PG&E) was incorporated in California in 1905. Our customers include over 20,000 schools, 3,000 hospitals, 20,000 high-tech companies, and 700 military facilities. PG&E provides electricity to over 4.9 million customers and natural gas to over 3.9 million customers.

PG&E is committed to enhancing its supply base to include contractors who can contribute to PG&E's corporate values, including diversity, safety, environmental stewardship, and corporate integrity. The RFP evaluation process is intended to provide opportunities for successful firms to expand their business with PG&E, new firms to establish business with PG&E, and for PG&E to realize reductions in costs, both internal and external, while experiencing enhanced commitment to corporate values. This will be an exciting opportunity for PG&E and its suppliers – both current and new – to reshape the way we work together and to improve PG&E's operations.

Contract Opportunity Description:

NOTE: This COA is intended as a general request to learn more about supplier service offerings, features, and potential capacity. This is an RFI and may NOT result in an RFP

PG&E is in the exploratory phase preparing for marketing and advertising programs in 2025 and beyond. PG&E is seeking to engage agencies that can provide a breadth of services to support these efforts. These services include, but are not limited to, the following:

- **Account management:** Manage overall service levels, and ensure efforts are tightly coordinated and integrated across all channels and media and other agencies if relevant.
- **Strategic planning** (driving awareness, engagement, participation, and retention): Design integrated campaigns according to Company-provided business objectives and robust customer insight. Recommend market and comparative research to help steer the Company's overall marketing efforts, coordinating with PG&E's internal Customer Insights and Experience team. Where applicable, conduct rapid pilots to increase effectiveness and time to market.
- **Multicultural marketing:** Comprehensive account management, planning, creative, and media support for identified diversity segments. Agency role may include translation or transcreation of general market campaigns, joint development with general market teams, or sole responsibility for campaign design and development.
- **Full service creative and production for traditional, digital, and social media:** Creative design and production across traditional, digital, and social media channels. In the case of printed materials, the agency team is expected to develop the materials in mechanical form and is expected to coordinate print production efforts with PG&E's vendor managed network of preferred print suppliers for printing. All print and digital/video assets will need to meet Americans with Disability Act (ADA) requirements. PG&E adheres to the WCAG 2.1AA standard.
- **Direct Marketing:** Design, execution, and tracking of direct mail/ database marketing campaigns (note printing and mailing is typically performed by the Company's network of preferred providers). Experience with marketing automation platforms and requirements.
- **Collateral development:** Strategic development of converting print collateral to digital and operational design to distribute said collateral. Design and development of sales collateral for use by the Company's direct and in-direct sales resources, including alliance and channel partners. Print production will be coordinated with PG&E's vendor-managed network of preferred print suppliers.
- **Digital communications:** Design and execution of SEM programs, website development, email, and affiliate digital advertising campaigns (design, development, and placement). Demonstrated experience with short-form digital video development and production.
- **Engagement marketing (promotions) for residential consumers and business customers:** End-to-end design, execution and monitoring of engagement marketing programs that are well integrated with the Company's brand advertising and product marketing campaigns.
- **Performance analytics:** Design, implement, and operate a performance analytics program in conjunction with PG&E's marketing function to help the Company measure, benchmark, and optimize the performance of its marketing investment. Familiarity with the LEAN Operating System is a plus.

Supply Chain Responsibility Considerations:

The selected supplier is expected to align with PG&E's Supply Chain Responsibility policies and procedures. The supplier will be asked to provide a detailed description of their internal, specific supply chain responsibility program and practices related to supplier diversity, environmental sustainability, and ethical business conduct.

Conduct Requirements:

Suppliers, as well as their employees, subcontractors, and sub-suppliers, must adhere to the principles and standards outlined in our Supplier Code of Conduct as they provide goods and services to PG&E. Review Code and understand its obligations here:

<http://www.pgecorp.com/corp/about-us/compliance-ethics/program/third-party-code-conduct.page>

How to Respond:

Suppliers interested in participating in this request for information must:

- Review and complete survey here: [Marketing & Advertising RFI](#).
 - Provide an answer to every question. If a question does not apply to your organization, designate with N/A.
 - For all questions, limit answers to 100 words.
 - Do not include any external links (besides organization website) or confidential information.
 - Review responses before submitting. Once submitted, answers cannot be changed.
 - **Submit the completed survey by October 30th, at 3:00 PM PT.**
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