




ICCA

promotions and  
communications  
committee

Proposal for marketing  
consultant





# ICCA Board

- August 2010
  - Approved hiring a consultant but wanted a formal proposal

# Purpose

- Brand CCA – define the value of CCA to the:
  - Individual
    - Certified
    - To become certified
  - Employer
  - Grower

# Scope

- ICCA provides the general tools that can be used and/or customized by local boards
- ICCA sets the image and brand
- Consultant working with the ICCA Committee and staff helps define the brand and the most effective tools



# ICCA Promo/Comm Committee

- Developed an RFP and sent it to 9 potential consultants
- 4 responded to the RFP with proposals
- The Committee selected WOW Marketing
  - Full proposal was posted to the web site

# WOW Marketing

- Iowa based, experienced with Agriculture and Ag Retail specifically
- Understood who CCAs are and what they do
- Proposal contained practical recommendations that are affordable

# WOW Marketing

- Items of high priority from the proposal
  - Base Interactive/Social Media
  - TRUE Branding Research/Evaluations
  - TRUE Branding Education/Integration for Local Boards
    - Total \$~32,750



# ICCA Budget

- Marketing line for 2011
  - \$50,000
  - \$~40,000 available for new plan (consultant)
    - If more is desired, it would need to come from reserves
  - \$~10,000 committed on going projects
    - Trade shows – Ag Connects, Ag Media, Farm Broadcasters
    - Salary survey



# Recommendation

- Motion: To contract with WOW marketing for 2011 to implement a CCA Program marketing plan.