



Toronto Zoo STAFF REPORT

To: Budget Advisory Committee
City of Toronto

From: Calvin J. White
General Manager & CEO

Subject: **ADVERTISING AGENCY SELECTION**

Date: 2001-02-19

Purpose:

To update the Budget Advisory Committee on the selection of a new advertising agency for the Zoo.

Recommendation:

It is recommended that this report on the selection of a new advertising agency for the Toronto Zoo be received for information.

Financial Implications:

There is no financial impact. The agency will provide their services pro bono.

Background:

In 1990, Toronto Zoo hired TBWA/Chiat Day as their agency of record. Except for the first year where a modest retainer was paid, Chiat Day has provided their services to the Zoo on a pro bono basis.

Each year, Chiat Day was assigned the task of developing the annual advertising campaign providing creative, media planning and buying. After ten years, the Zoo and Chiat Day mutually agreed in May to end the relationship. Chiat Day agreed to complete the final elements for the summer campaign. Since September, the Zoo has been without an advertising agency.

Comments/Discussion:

In late August 2000, two ads were run in Marketing Magazine announcing the search and requesting any interested advertising agencies to submit a letter of interest to the Zoo. An astounding total of eighty letters of interest were received. Each respondent received a package from the Zoo including a brief questionnaire, some samples of collateral and the Zoo Annual Report. The questionnaire was based on sample RFP's supplied by the City Purchasing Department and the Zoo.

A full twenty-four agencies submitted a response to the questionnaire. Each submission was reviewed by a staff panel and rated on the following criteria to arrive at a short list:

- Ability to take direction
- Relevant experience
- Creativity
- Desire to work with the Zoo
- Client List (how important would our account be)
- Media sponsorship capabilities
- Scope of services provided
- Examples of 'out of the box' thinking
- Staff resources
- Acceptance of pro bono client

Four agencies with the highest scores were shortlisted – Holmes & Lee, Roche Macauley, Vickers & Benson and Young & Rubicam. Each agency was invited to make a capabilities presentation to a panel consisting of Zoo staff and the Zoo Marketing Advisory Committee. Each agency was once again evaluated on key criteria and assigned a score. At the completion of the final presentation, the panel reviewed the scores and determined Roche Macauley to be the preferred choice for the Zoo's communication needs.

Roche Macauley is a full service agency offering a full spectrum of communications disciplines under one roof. They are smart, creative, hard working and produce results for their clients. Importantly, the agency is not large and will enable Toronto Zoo to have the best advertising strategy and creative benchstrength working on the business. Geoffrey Roche, Creative Director and majority shareholder, started the agency in 1991 and will be actively involved. Lowe Lintas & Partners Worldwide maintains a minority ownership. Prior to the formation of his own agency, Mr. Roche worked for some of the top agencies in Toronto, New York and San Francisco.

Roche Macauley's client list is small, select, and relevant to the needs of the Zoo's business. Clients include: Holt Renfrew, IKEA Germany, Mercedes Benz, Reebok as well as pro bono accounts M.O.R.E., Museum of Textiles, Kidney Foundation, and the Crescent School for Boys.

Conclusion:

The Toronto Zoo business deserves the top-notch talent of an advertising agency. The process of assessing each agency's strengths and capabilities to satisfy the Zoo's needs has been fair and equitable. The hiring of Roche Macauley as the new agency partner provides just that talent with fresh thinking, solid creative and strategic abilities and the energy necessary to assist the Zoo in meeting its short term and long term communication goals and objectives.

Calvin J. White
General Manager & CEO