



### **CA GROWN Blogger Videos**

CA GROWN food blogger Susan Phillips has created an extensive library of popular [recipes](#) using California specialty crops since 2014. The Buy California Marketing Agreement (BCMA) would bring the most popular recipes to life by creating short cooking videos for use on the CA GROWN website, Facebook, Instagram, and Twitter. According to the American Marketing Association, by the year 2019 video content will be the driving factor behind 85% of search traffic in the U.S., making video content an ever-increasing important way for BCMA to reach consumers with their message to purchase more California specialty crops.

A series of 5-10 short form videos (:60s, :30s, or :15s) will be developed focusing on seasonal ingredients from all over the state. BCMA staff and blogger Susan Phillips will consult and provide food styling assistance for professionally produced videos.

Budget: \$20,000

### **Responsibilities/Deliverables**

- Selected videographer will work with Susan Phillips and BCMA consultants to select recipes and theme for videos
- Selected contractor will provide video files of less than one minute for each video produced

### **Requirements**

Contractor must have demonstrated success with creating short “how to” style videos for social media/digital platforms

### **Submitting a proposal**

Proposals should be no more than two pages and include video production experience and capabilities, links to samples of work, and at least two references. Include expected number of videos that your company can produce with given budget of \$20,000.

### **Questions**

Contact: Adrienne Young at (559) 618-0154 or Nick Matteis at (916) 441-5302

Email: [adrienne@poppysocialmedia.com](mailto:adrienne@poppysocialmedia.com)

or Nick Matteis at (916) 441-5302

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### **Submission**

Please submit proposals by 12:00 PM PST Wednesday, May16 to Adrienne Young at [adrienne@poppysocialmedia.com](mailto:adrienne@poppysocialmedia.com) and Nick Matteis at [nmatteis@agamsi.com](mailto:nmatteis@agamsi.com)