



Cover Letter

April 15, 2024

Virginia Veron Cruz
Procurement Lead Buyer
Procurement Department
Docomo Pacific, Inc.

Via email: procurement@docomopacific.com

Subject: **Response for RFP 2024-BR001**

Hafa Adai Ms. Cruz,

Please find enclosed Big Fish Creative (BFC) response to RFP 2024-BR00 Consumer Business Unit Marketing Campaign.

As demonstrated herein by our credentials and examples of similar work, we bring a proven approach to support meaningful integration of the customer perspective with Docomo Pacific and the scope of work requested within the RFP.

We will achieve this by leveraging our experience living and working within our community, understanding of data driven engagement strategies and effective marketing expertise. In addition, our work within the telecommunication and entertainment industry brings us confidence that the strategies we develop together will prove effective for revenue growth and brand awareness to start. With relentless focus on success, we assure you that we will deliver high quality, on target and well organized services that drive results.

Owned and managed on Guam, Big Fish Creative specializes in creative brand strategy and advertising. Established in 1999 and celebrating 24 years in business, the Big Fish team is focused on results driven creative solutions that inspire our clients and our community to think bigger to inspire change.

Our team of 10 permanent, full-time creative minds, we bring a wealth of expertise and heart in strategic planning, brand management, integrated marketing, and creative design and production. At the onset of each opportunity, our team collaborates to confirm our collective commitment. We agreed servicing your company within Guam and Micronesia aligns with our vision to become regional thought leaders by 2026.

It's noteworthy to mention we manage a diverse portfolio of local and regional brands in top industries in the public and private sectors including: A.B. Won Pat International Airport, Bank of Guam, Guam Power Authority, and Palau National Communications Corporation to name a few. We'd be happy to provide endorsements or references as needed.

On behalf of our team, Si Yu'os Ma'ase for the opportunity to present our proposal.

We look forward to sharing our vision with you.

Senseramente,

A handwritten signature in black ink, appearing to be "S. Guevara".

Sharlene D. Guevara
Operations Manager