



REQUEST FOR PROPOSAL

BRAND IDENTITY AND MARKETING CAMPAIGN

GREATER MANCHESTER
CHAMBER OF COMMERCE



▶ PROJECT OVERVIEW

The Greater Manchester Chamber of Commerce (GMCC) is seeking proposals to develop a new brand identity and marketing campaign that represent the innovative, modern and exciting initiatives and growth taking place within the GMCC as an organization and the greater Manchester region. The GMCC seeks to evolve its brand identity to be an inclusive, innovative, creative and proactive leader while reinforcing the current positive brand perception of being a trustworthy, reliable and long-standing business organization. It is time to modernize the GMCC brand and ensure that the identity allows the organization to authentically market Greater Manchester as the place to be for employers, employees, residents and visitors.

▶ BACKGROUND OF THE GMCC

Incorporated in 1911, the GMCC is the largest business organization in the greater Manchester region, focusing its efforts primarily on Manchester and the surrounding communities of Auburn, Bedford, Candia, Derry, Goffstown, Hooksett, Litchfield, Londonderry, and Merrimack. It is the GMCC's mission to be the leading force in the improvement of the business environment, the economic health and the general vitality of the region. The GMCC provides members with networking opportunities, educational programs, and legislative advocacy and representation in front of local, state, and federal policy makers. The GMCC is currently updating its mission statement and creating a new vision statement.

▶ PROJECT TIMELINE

November 2018, Begin rebranding project for the GMCC

January 2019, Begin developing marketing campaign

February 2019, Preliminary branding concepts presented to GMCC Board of Directors

March 2019, GMCC branding finalized and built into plans for a launch at the Annual Dinner and Citizen of the Year Celebration on April 18, 2019

April 2019, Branding unveiled at Annual Dinner and Citizen of the Year Celebration

May 2019, Continued implementation of GMCC rebrand deliverables. Marketing campaign presented to the GMCC Board of Directors for review

June 2019, Marketing campaign finalized and implemented

▶ SCOPE OF WORK

PHASE 1 – CHAMBER REBRAND

November 2018 through April 2019, culminating in a reveal of the new brand at the GMCC's annual dinner

Objective

Internally as a staff and Board of Directors, the GMCC has revamped its messaging to better articulate the organization's purpose, mission and vision. It is now time to update the brand's look and feel to reposition the GMCC as a contemporary organization focused on building a vibrant and inclusive business community. The GMCC is looking for a brand partner to help accomplish this objective.

Deliverables

- ▶ Creative elements which include design concepts, logos, messages, taglines and other features to support a new brand. The selected logo design should be delivered with a style manual and guidelines for use and a capacity for use in the following:
 - Print and digital advertising
 - All elements of the website, social media and other interactive platforms
 - Media placement
 - Public Relations
 - Events
 - Templates
 - Signage
- ▶ A strategy for implementation so that no matter where or how someone encounters the GMCC, they see a consistent look and message on the following platforms:
 - Website
 - Social Media
 - Office space design integration
 - Print ad announcement
 - Event materials
 - Business materials (Letterhead, folders, business cards, etc.)
 - Templates (Print and digital marketing, presentations, etc.)
 - Swag (Apparel, gifts, pens, etc.)

PHASE 2 – MARKETING CAMPAIGN

January 2019 through May 2019 with a presentation at the GMCC May Board of Directors meeting

Objective

In alignment with the new GMCC brand, the marketing campaign should position the city of Manchester as a destination in New Hampshire and throughout New England. This campaign must convey a common message and image to audiences both within and outside the greater Manchester area to strengthen the overall perception of the region by developing promotional messaging around the business and cultural assets of the region as well as the quality of life.

The marketing campaign must:

- Align and integrate with new GMCC brand.
- Identify and promote what makes the greater Manchester community appealing in a regionally competitive environment to investors, businesses, retailers, visitors and residents.
- Promote a healthy economy; attract private investment; attract new residents and young professionals; retain key businesses and creative talent.
- Present a defined message to promote the greater Manchester community locally, statewide, nationally and internationally as a desirable place to live, work, play and do business, as well as the right location for development, redevelopment and investment.
- Be flexible and adaptable to meet the needs of community partners.
- Be authentic and resonate with the citizens, businesses and community groups in Greater Manchester to gain the broadest possible support.
- Be relevant to the community, but also reflect the desire to grow and progress as a community.

PHASE 3 – MARKETING CAMPAIGN

Marketing campaign finalized and launched/implemented: June 2019 – December 2019

▶ EVALUATION CRITERIA AND SELECTION PROCESS

Proposals submitted to the GMCC will be reviewed by the Member Communications Manager and the President and CEO of the GMCC. All proposals will be kept confidential.

The GMCC reserves the right to:

- Base its decisions solely on the written RFP submissions.
- Not accept any proposals and initiate a new RFP process.
- Terminate or modify the RFP at any time with notification to the participating firms.
- Award the contract to a brand partner that does not provide the lowest cost proposal.
- Extend the deadline for submissions to the RFP.

Factors that will be considered in evaluating the RFP response include:

- Brand partner must be a member in good standing with the GMCC. Non-members may join the GMCC prior to submitting a proposal and be eligible for consideration.
- Compliance with this RFP and demonstration of understanding of the project.

▶ PROPOSAL FORMAT AND SUBMISSION PROCESS

QUESTIONS CONCERNING THIS RFP SHALL BE DIRECTED TO:

Lauren Getts

Member Communications Manager
 Greater Manchester Chamber of Commerce
 54 Hanover Street
 Manchester, NH 03101
LaurenG@manchester-chamber.org

FORMAT FOR SUBMISSION

Proposals should be submitted via email to LaurenG@manchester-chamber.org, with MikeS@manchester-chamber.org cc'ed, in PDF format. Submissions must be received by the GMCC prior to November 9, 2018 at 5 p.m. It is the agency's responsibility to ensure the proposal is received by the GMCC by the specified date and time.

Proposals must include the following elements:

- ▶ **Creative pitch** – The proposal should begin with a creative, outside-of-the-box pitch that tells the GMCC what you love about Manchester. This piece does not have to be in PDF form. Explain why the team at your agency is interested in shaping a new image for the GMCC and the Manchester business community.
- ▶ **Knowledge capacity** – The proposal should address your overall ability to gather and effectively utilize research to assist the branding process. The proposal should include a list of any tasks that may be subcontracted. The ideal candidate will be able to either perform these tasks in-house or operate as the lead contractor and subcontract the individual work items to create a final, comprehensive product.

- ▶ **Proposed action plan, time frame and expectations** – The proposal should include an overview of your approach to developing a new brand for the GMCC, including a detailed summary of the work to be completed, list of deliverables you agree to provide, timeframe for completing each phase, anticipated costs of project management, any terms and conditions you require, and any additional information you feel is important for the GMCC to consider in evaluating your proposal.

The proposal should also include an overview of how the new GMCC brand could be implemented into a marketing campaign for Manchester and surrounding region.

- ▶ **Client references** – Proposal should include professional references for similar work which has been performed by your agency. Project profile of other brands the agency has developed are highly recommended.

▶ TERMS OF ENGAGEMENT

This RFP is not an offer, obligation, or agreement to award work to any individual, organization or firm. Once a brand partner is selected, a non-exclusive agreement will be negotiated for the duration of the project.

▶ PROJECT BUDGET AND PAYMENT TERMS

While budget is an important consideration, it will not be the sole deciding factor in awarding this project. Additionally, brand partners must be interested in considering trading a portion of service for membership benefits. The agreed upon final payment will be made upon services rendered.

▶ OWNERSHIP RIGHTS

Proposals will be received and held in confidence by the GMCC. All documents, including proposals, submitted become the property of the GMCC.