



Request for Proposal (RFP) for Brand Refresh

Issue Date:

June 10th, 2024

Submission Deadline:

June 28th, 2024, 4:00 pm ADST

Client Contact/Project Manager:

Dee Enright, JEBBCA strategies, dee@jebbca.com

All enquiries related to this Request for Proposal, including notification of intent to submit, any requests for information and clarification, are to be directed, in writing, to the above person. Information obtained from any other source is not official and should not be relied upon. Enquiries and any responses will be recorded and may be distributed to all Proponents who have sent an intent to submit at Meetings and Conventions PEI's option.

Contract Term: The selected proponent may be requested to enter into a contract with Meetings and Conventions PEI for the provision of the deliverables. The work is expected to be concluded by October 31, 2024.

Proposal Format and Instructions to Proponent:

All proposals are to be in English only, must use the proposal format outlined below, and must be signed by an authorized representative of the Proponent. Submissions will only be accepted electronically via e-mail.

Email submissions are to be made to the following addresses: swhite@peimc.com and copied to dee@jebbca.com.

The proponent bears the full risk and responsibility for the timely delivery of its proposal and shall take this risk into account when submitting a proposal early or closer to the Submission Deadline. If there is a dispute or discrepancy over the time and date a proposal was submitted via email, then the date and time of the email submission shall be deemed to be the date and time indicated on the project manager's computer.

The proponent bears the full risk and responsibility for the format, usability, accessibility, compatibility, completeness and readability of its electronic proposal. Proponents should ensure that its electronic proposal is delivered in a common usable, current, and updated format such as Microsoft Office Word, Excel, or Adobe PDF. Meetings and Conventions PEI shall not be liable for the format, usability, accessibility, compatibility, completeness, and readability of a proponent’s electronic proposal. If an electronic proposal is inaccessible, incompatible, incomplete, or unreadable, Meetings and Conventions PEI reserves the right to reject the proposal and has no further obligation to evaluate the proposal or to obtain or install additional software or equipment to access, use or read the proposal.

Withdrawal of Submissions: Proposals may be withdrawn by submitting a written withdrawal request, executed by the proponent, to the same addresses to which the proposal was submitted prior to the proposal closing time.

Proposals submitted after the Submission Deadline will be rejected. By submitting a clear written notice, the proponent may withdraw its response at any time during this Request for Proposal process prior to the submission deadline. Meetings and Conventions PEI is under no obligation to return withdrawn proposals.

Project Timelines:

Issue Date of RFP	June 10, 2024
Notification of Intent to Submit	June 19, 2024
Deadline for Questions	June 21, 2024
Submission Deadline	June 28, 2024, 4:00 pm ADST
Notice of Shortlist for Interview (if required)	July 10, 2024
Shortlist Interviews (if required)	Week of July 15, 2024
Selection	July 19, 2024
Project Launch	Week of July 22, 2024
Project Completion and delivery of final files	October 25, 2024

Project Budget:

The total budget for the project is **\$18,000 plus HST**. Submissions that exceed the project budget will not be considered.

Introduction

Established in 1984 Meetings and Conventions PEI is a province-wide destination marketing organization responsible for marketing and selling Prince Edward Island as a business event destination. Our goal is to grow and extend the shoulder season and create year-round business for our partners across PEI.

We do this by identifying opportunities with meeting planners, corporations and organizations across Canada, US and internationally. We work in partnership with Destination Canada's Business Events team.

Our team of experienced meeting planners, industry professionals and marketing experts identify, advise and support planners looking to host their next event on Prince Edward Island. Our member services team ensure member products and services are highlighted and shared with our clients with the goal of creating incremental revenues and economic growth on our island.

The estimated impact of business events on PEI in 2023 was \$23.5M, 5400 jobs, and over 20,583 delegates visiting the island. The delegates spend on average four times that of a leisure traveller.

The purpose of this RFP is to develop a refreshed public facing brand that is reflective of the goals, personality and purpose of the organization and resonates with our members and key audiences.

Background

Meetings and Conventions PEI (M&CPEI) recently completed a review of its processes, strategies, and actions. Included in this was a review of the efficacy and resonance of the current brand. Interviews and engagement sessions were held with stakeholders, partners, and planners. The findings of that review serve as the catalyst for this rebrand.

The current marketing and brand focus on a welcoming and casual destination featuring the assets and characteristics of the leisure brand for PEI. This includes a starfish emblem, and a subtle blue, green and yellow palette. The name is Meetings and Conventions Prince Edward Island, the tagline is "Gather Island Style," and the current social handle across platforms is @meetinpei.

During the review, feedback indicated the current name Meetings & Conventions Prince Edward Island was not an ideal client-facing brand. It was found to be too long, cumbersome and was confused often with Tourism PEI. In addition, there was question as to its ability to resonate with the new generation of planners and may lack breadth in its offerings.

The current tagline “Gather Island Style” also required explanation thus reducing its impact. Some respondents stated it felt outdated, folksy and would not appeal to business clients.

Feedback on the visual elements included a need to change from the starfish icon to something more relevant and unique to PEI. Respondents also felt the colour palette should be adapted to better reflect the shoulder seasons and a year-round destination.

With a focus on innovation, sustainability, and the centres of excellence on PEI there is a need to ensure the brand reflects this.

Project Goals

The goals in embarking on a renewed brand identity are to:

- Create a contemporary and distinctive brand identity that reflects a year-round business event destination focused on sustainability and excellence.
- Ensure the name is concise and memorable.
- Enhance brand recognition and recall.
- Align the new identity with the industry trends, standards, and best practices.

Scope of Work

In completing the brand identity refresh the successful proponent will be expected to complete a **brand audit** including a review of the stakeholder engagement and feedback received during the strategic review, as well as complete a comprehensive review of the current brand and market position.

We are looking for the development of **an updated brand strategy** that better reflects and aligns with our organizational goals, priorities, and offerings. The proponent will need to develop and propose a **new name and tagline** and create a **full visual identity** including logo, colour palette, typography, and other brand elements. A comprehensive **Brand Guideline** that includes the revision of existing programs, digital assets and channels and a high-level **implementation plan**.

Deliverables

The following is an outline of deliverables:

- Minimum of three options for name and visual identity with one to be chosen and developed.
- New brand name and tagline (if applicable)
- Visual identity assets (logo, color palette, typography, etc.)

- Design of key marketing materials including a Trade Show Booth and owned digital assets and social channels. Final list to be discussed with successful proponent.
- Develop visual identity for the new local ambassador program Bridge the Connection (program logo and key visuals)
- Refresh in alignment with new brand for existing programs including Big Fish in a Small Pond, Come Early Stay Late, Show your Badge, RFP Templates and others identified by the organization.
- Comprehensive brand guidelines document
- Implementation and roll-out plan

Proposal Requirements

To provide consistency in responses and ensure each proposal receives full consideration, the following format and sequence should be followed. All pages should consecutively numbered. Completed proposals should not be more than 15 pages in overall length, including relevant samples of previous work.

Title Page: Identifying the RFP and signed by representative of proponent.

Table of Contents: Include page numbers.

Summary: A short (one page) summary of key features of the proposal outlining the proponent's suitability and strengths.

Company Profile: Overview of the agency, including relevant experience and expertise.

Project Approach: Detailed approach and methodology for developing the new brand.

Work Plan: Outline of the proposed work plan, including key tasks, timelines, dates, and deliverables including key dates and requirements for client participation.

Team Composition: Information on the team members who will be involved in the project, including their roles and qualifications.

Timeline: Proposed timeline for the project, from inception to completion.

Budget: Detailed budget proposal, including all costs associated with the project.

Portfolio: Examples of similar projects completed by the agency, identifying proposed team members involvement and project references.

Proposal Evaluation Process:

Proposals that meet all mandatory requirements by the submission deadline will be evaluated first on the weighted criteria below. Proponents that do not meet any minimum score identified within the weighted criteria below will not be evaluated further.

Rated Category Criteria	Weighting (Points)	Minimum Threshold
Experience and Qualifications	300	200
Approach and Methodology	200	150
Creativity and Innovation	200	150
Budget and Value	100	75
Project Management and Timeline	200	150
Total Points	1000	725

Experience and Qualifications: Demonstrated experience in branding and rebranding, particularly in the tourism or meetings and conventions industry. Assigned team members direct experience and role.

Approach and Methodology: Companies approach to the overall rebrand, clearly defined stages and methodology to achieve the outlined goals and objectives. Client participation and role.

Creativity and Innovation: Ability to deliver a distinctive and memorable brand identity and supporting suite.

Budget and Value: Maximum budget is \$18,000 plus HST. Cost-effectiveness added value and value for money.

Project Management and Timeline: Process and methodology used to meet the proposed timeline, client communications and budget control and reporting.