

Request for Quotation

Tourism Cowichan Brand Refresh

4VI (formerly Tourism Vancouver Island) and Tourism Cowichan Society are inviting quotations from qualified creative agencies to develop a refreshed tourism brand for the Cowichan region and demonstrate how it can be effectively communicated by the organization.

The primary goal of this effort is to evolve the Cowichan destination brand to better reflect the unique characteristics of the region and better represent the interests of all stakeholders. The successful proponent will help identify clear differentiators in the Cowichan region and clearly communicate these within the refreshed brand.

The brand refresh will consist of a series of supporting deliverables including, but not limited to:

- A brand launch campaign
- A refreshed look and feel to the print guide
- A complete brand style guide
- A new consumer website (optional) Full RFQ can be reviewed [here](#).

About Cowichan

While the majority of the population of Cowichan reside along the east coast amongst lush farmland, stunning beaches and picturesque communities - this area covers the country between Port Renfrew and near Bamfield on the west coast, and Malahat and Nanaimo on the eastside of Vancouver Island. It includes the communities of Chemainus, Cobble Hill, Cowichan Bay, Cowichan Station, Crofton, Duncan, Genoa Bay, Glenora, Honeymoon Bay, Ladysmith, Lake Cowichan, Malahat, Maple Bay, Mesachie Lake, Mill Bay, Shawnigan Lake, Westholme, Yellow and Youbou.

Challenges Lead to Opportunities

There are a series of challenges to consider as a component of this brand refresh:

- Extremely diverse landscapes makes it difficult to market communities in the same way
- Limited product and resources to effectively and efficiently grow
- Slow awareness that anything exists off the highway
- Challenging to align stakeholders that have a diverse range of budgets and marketing

The accompanying Terms of Reference may be utilized in strictest confidence as reference materials to assist in preparing your quotation.

Administration Process

In order to effectively review the proposals and fairly select a vendor, the following process will be utilized:

- The responses to any questions by the proponents will be communicated to all proponents of this RFQ.
- Proposals will be delivered to 4VI no later than 4:00pm on August 10, 2022. Quotations received after this time will not be considered for this project.
- Proponents of this RFQ will be advised of the selection of a vendor no later than Friday, August 12, 2022.
- A contract for services will be negotiated with the successful vendor immediately following the selection process.

Selection Criteria

The contract for this project will be awarded based on several criteria of which effective use of budget is only one. Following are the criteria that will be considered in relation to the selection of a vendor:

- Proponent qualifications;
- Ability of the agency to complete this work;
- Recommendations for web & design innovation;
- Proposed price of providing the services required; and
- References

Technical Requirements

The technical requirements of this project are outlined in the Terms of Reference. Proponents will provide detailed information on their ability to successfully complete all requirements outlined in the Terms of Reference.

Additional Information

Proponents may wish to add any other additional information that they believe will provide support for their quotation.

Quotation Requirements

- Proposed approach for accomplishing this project;
- Recommendations for product roadmap (see Scope of Services);
- Qualifications and experience;
- Timelines/schedule including milestones;
- Budget, including costs or fee schedules for project areas identified. If there are areas that the proponent is not able to set firm prices on, this must be clearly noted in the quotation; and
- Proposed payment terms.

Confidentiality

All documents, information and materials belonging to Tourism Vancouver Island, which are obtained by the consultant for use in carrying out the project work, will be treated as confidential and will not be used or disclosed to any third parties for any purposes other than for the work to be done by the consultant. All materials, working papers, documents, reports, ideas, concepts, working knowledge, or techniques created or developed in performing the work to be done by the consultant or its employees, jointly by the consultant or its employees and Tourism Vancouver Island personnel, shall be the property of Tourism Vancouver Island.

Deadline

Please submit one copy of your proposal, no later than 4:00 pm Wednesday, August 10, 2022 via e-mail to:

Helga Lange
Manager, Marketing Operations
4VI
helga@tourismvi.ca

Terms Of Reference

Scope of Work

4VI on behalf of Tourism Cowichan Society wishes to develop a refreshed brand for the Cowichan region that includes a series of deliverables to contribute to a successful launch.

Research

The brand refresh must be grounded in a solid understanding of the motivations, interests and values that drive current and future travel to the region. 4VI will provide:

- 2022 Visitor Intercept Research Data (available mid-September)
- 2022 Perception Research by Maru/Blue (available early September)

As stakeholder representation is a vital part of the refreshed brand, a brand exercise with these stakeholders including a survey and brand workshop is required and 4VI can assist with the facilitation and delivery.

If additional research is required, please provide this as part of the quote.

Brand Audit

After gaining better understanding of what currently motivates travel to the region and what the tourists perceptions are, the successful agency will conduct a brand audit to determine:

- Performance of the brand
- Strengths, weaknesses, opportunities and threats
- Where Cowichan sits in the market relative to our competition

These insights should translate into strategies that will improve the brand

Brand Strategy

The provided and acquired research, as well as the further analysis should start form clear direction on future requirements for the brand. This could consist of:

- A clear definition of the brand character, promise and any key messages
- The best approach to communicating the new brand

Visual Identity Requirements

- The agency should plan to design and present three (3) unique creative directions for Cowichan as a destination.
- The selected direction should be supported with creative options for an overall 'look and feel' exhibited via mock-ups of ads, promotional items, website, etc. to clearly demonstrate how the brand will be presented
- Brand visual guidelines

Website (optional) - full RFQ can be reviewed [here](#)

4VI is an engaged, hands-on client that requires malleability in their site builds. We

need a system that allows the team to make adjustments on the fly, with little design or custom programming support. In the past, a series of pre-designed blocks within a page has allowed for this type of adjustability. We are open to suggestions and proposals on creating this dynamic environment.

This site is designed to cater to travellers and provide helpful travel information. A key component of this tactic is profiling the many tourism businesses in the area. Stakeholder listings must be integrated into the trip-planning journey, in an easy to search and filter view.

While the site should be visually enticing, it also needs to have strong content integration. We consistently produce content and require a system that can easily house both temporal and evergreen content.

Additional functionality requirements include:

- Blog functionality
- Newsletter integration for both stakeholder and consumer email lists (Mailchimp & HubSpot)
- CrowdRiff Gallery and AMP Stories integration (see VancouverIsland.Travel)
- Events calendar by submission and with approval process
- Interactive mapping of the region (e.g. main transportation routes/ferries, notable stops, parks, accommodations, & stakeholder listing integration)

Lastly, the site will also serve as a mini hub for stakeholder communication. We will require a small subsection for these pages. It can live in a sub folder and be linked from the footer.

Launch Campaign

By spring 2023 (Feb-March) as the tourism season begins to gain momentum, a launch campaign encouraging overnight stays to the region and supporting the brand refresh will need to be in-market. This campaign should continue through the summer and easily transition to incorporate fall type messaging.

The campaign, at a minimum, should consist of:

- Creative look and feel
- Ad creative
- Landing page
- Media placement recommendations

Please quote media spend separately based on your recommendations.

Estimated Budget

Proponents should include a detailed proposed budget breakdown for the project deliverables and phases within the scope of services. This project has a project budget of \$15,000-\$20,000, which must include all phases, scope deliverables and contingency.

Media spend does not have to be considered within this; any related third party fees required to execute the scope services should be noted and included in the proposed breakdown.

Timeline

August 10:	RFQ deadline
August 12:	RFQ selection
Early-mid September:	Conduct stakeholder brand session (assisted by 4VI)
No later than October 31:	Final Brand Creative Delivery
February:	Launch Brand Campaign
March 15:	Website Launch (if included)

About 4VI

4VI (formerly Tourism Vancouver Island) 4VI is a non-profit social enterprise that exists to ensure that tourism is a force for good on Vancouver Island- forever. As a Board and staff team comprised of proud Vancouver Island Region residents, we are committed to protecting our Island destination and the communities, cultures, businesses and natural environments that bring joy to residents and visitors alike. Our innovative and integrated tourism advisory services will advance the well-being of the Vancouver Island Region and surpluses will be invested into the 4VI Impact Fund.

In 2015 Destination BC developed a new BC brand, which puts BC's true nature at its core, and injects deeper meaning and emotional resonance in the tagline, Super, Natural British Columbia. All written and visual components of 4VI's projects will be developed to reflect the BC brand. Full details of the [BC Brand Guidelines](#) should be reviewed in detail.