

Request for Proposal

Vancouver Island North Tourism (VINT) Brand Refresh

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

The primary goal of this effort is to evolve the Northern Vancouver Island 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 VINT 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 complete brand style guide
- A refreshed consumer website/reskin (optional) full RFP can be reviewed [here](#)

About VINT

In 2008, the North Vancouver Island Regional Tourism Plan was developed through the Tourism BC Community Tourism Foundations program in consultation with the Regional District of Mount Waddington, various stakeholders, and a Tourism Working Group.

It was determined that a regional approach was most appropriate for Vancouver Island North given the geographic location of tourism products and tourism-based communities spread throughout the region, how visitors perceive, travel, and search for information about the region, and the close clustering of communities offering tourism services.

Vancouver Island North Tourism (VINT) is considered a Community Destination Management Organization and acts as:

- The official source of travel information for the VIN region
- An unbiased resource for visitors
- A one-stop-shop for visitors to aid in trip planning.
- A coordinator of regional tourism promotion
- A support to economic development through tourism

VINT has made great progress toward building awareness of the region as a tourism destination. By pooling resources and working collectively, we have had a larger impact.

Goals

- To increase tourism revenues to the Vancouver Island North region
- To increase the awareness of the impact of tourism in the Vancouver Island North region, and manage the impact through sustainable messaging
- To improve tourism product quality to a level that meets consumer demand, including developing means of delivering product to all (accessible tourism)
- To increase the awareness of Vancouver Island North's natural and cultural assets, including indigenous-led sharing of living culture and First-People's history
- To be a financially sustainable and unified organization

Since 2009 the regional brand has been building, growing awareness and desirability for Vancouver Island North as a travel destination. An annual visitor guide, maps, website, social media channels, image bank, brochure and trail app have been created. Each year, the Vancouver Island North Tourism Advisory Committee develops an annual marketing plan that identifies the print, online, broadcast, and research tactics that will be implemented as part of the strategic business plan for the project.

While the majority of the population of Northern Vancouver Island north reside in the communities of Port McNeill and Port Hardy, the region encompasses the entirety of Mount Waddington Regional District which includes the communities of Alert Bay, Coal Harbour, Holberg, Port Alice, Port Hardy, Port McNeill, Quatsino, Sointula and Telegraph Cove.

Challenges Lead to Opportunities

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

- Inclusivity - It is important that the VINT brand acknowledges our indigenous communities
- Sustainability - Sustainability has become one of our main priorities, and we need to integrate this focus into the core of the VINT Brand
- Limited product and resources to effectively and efficiently grow
- Challenging to align stakeholders that have a diverse range of budgets and marketing
- A desire amongst stakeholders to see a new brand, as the current brand has been in existence since 2009 and may no longer reflect the identity of the communities.

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 RFP.
- Proposals will be delivered to 4VI no later than 4:00pm on August 31, 2022. Quotations received after this time will not be considered for this project.
- Proponents of this RFP will be advised of the selection of a vendor no later than September 6, 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 4VI, 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 4VI personnel, shall be the property of 4VI.

Deadline

Please submit one copy of your proposal, no later than 4:00 pm, August 31, 2022 via e-mail to:

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

Terms Of Reference

Scope of Work

4VI on behalf of Vancouver Island North Tourism wishes to develop a refreshed brand for the Northern Vancouver Island 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 Perception Research by Maru/Blue (available early September)

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

A brand sub committee, representing key stakeholder and community partner, has been formed and will provide guiding input throughout the project. A branding workshop with the subcommittee will be required to ensure adequate representation.

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 VINT 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 VINT 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

Launch Campaign

By spring 2023 (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 placements

Please quote media spend separately based on your recommendations.

Estimated Budget

Proponents should include a detailed proposed budget breakdown for the project deliverables within the scope of services. This project has a project budget of \$10,000-\$15,000, 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 30:	RFP submission deadline
September 6:	RFP selection notification
Late September:	Conduct stakeholder brand session (assisted by 4VI)
No later than October 31:	Brand Creative options Delivery
November 15:	Final brand creative
March:	Launch Brand Campaign
March 15:	Website Launch (if included)

About Tourism Vancouver Island

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.

4VI is contracted by Destination British Columbia to deliver programs on its behalf. 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 Tourism Vancouver Island's projects will be developed to reflect the BC brand. Full details of the [BC Brand Guidelines](#) should be reviewed in detail.