

SALT VISIT LAKE

JULY 6, 2020



BRAND REFRESH & AGENCY OF RECORD - CREATIVE SERVICES

Request for Proposal

On behalf of Visit Salt Lake

INTRODUCTION

Organization Overview

Visit Salt Lake is a private, nonprofit corporation responsible for the promotion of Salt Lake as a convention and travel destination. In partnership with Salt Lake County, Visit Salt Lake improves the area's economy by attracting and providing support to conventions, leisure travelers and visitors. The organization has a strong commitment to sustainability and stewardship of the area's natural environment.

Salt Lake is the capital city and economic center for the state of Utah. It is a gateway for national park visitation to the north and the south as well as a basecamp for skiers throughout the winter months. Salt Lake is where mountains meet metropolitan. The towering Wasatch Mountains embrace the Salt Lake Valley and provide a dramatic backdrop to the vibrant, active urban environment.

More than 650 businesses and individuals are members of Visit Salt Lake and support us in our mission to promote the area. Active, involved membership is a key to our success and a wide range of activities and services are provided to members in exchange for their support.

Purpose

This Request for Proposal is to seek and retain a qualified agency for the review and development of brand architecture for Salt Lake as a destination and how it can be owned and effectively communicated by Visit Salt Lake.

The primary goal of this effort is to evolve the Salt Lake destination brand to reflect the growing globalization and transformation of the city, and also develop an identity for the organization within the umbrella of the destination brand.

Additionally, we are looking for new creative direction in our visual identity reflecting the changes brought about by this brand architecture development.

Salt Lake has never truly identified a clear differentiator or a consumable "elevator pitch." This is the goal.



CHALLENGES LEAD TO OPPORTUNITIES

There are three major branding challenges Visit Salt Lake faces today: Brand architecture, growth and inclusion, and identification and perception.

1. Brand Architecture

We currently have well-defined brand values for Visit Salt Lake but would like something similar for the destination, as well. The organization brand should fall under the destination brand, but beyond that, what does the brand blueprint look like when considering sub-brands, audiences, messaging and presentation?

We'd like to move in a direction of presenting the destination of Salt Lake to our leisure visitor audience (B2C) and presenting the services of Visit Salt Lake to our meeting planner, trade and partner audiences (B2B). In addition, it is critical the larger Salt Lake community and stakeholders perceive the brand as relevant to their efforts (e.g. economic development). These approaches should be backed by brand perceptions and best practices, as well as direction on when and how to use each approach (destination vs organization). We have our assumptions but would like our branding refresh to be data-driven.

2. Growth and Inclusion

Visit Salt Lake represents a large, diverse footprint to include all of Salt Lake County. In addition, the destination is in a state of growth, including the new SLC International Airport and the Hyatt Regency Convention Center Hotel, coming online in 2020 and 2022, respectively. It is also quite possible that Salt Lake could host the 2034 Winter Olympic Games.

We'll need a consumer brand platform—from visual identity to messaging—that is flexible enough to be adapted for global, diverse audiences but still clearly presents our differentiated brand in a manner aligned with our core identity.

3. Identification and Perception

While Visit Salt Lake doesn't wish to change our look and feel yearly with whatever is trendy, our current look and feel is somewhat dated and may not be the best reflection of the inventive and vibrant nature of Salt Lake. We are mountains, makers and the convergence of Mormons and miners. We are the Crossroads of the West: a combination of grit and grace. We are a little salty and unrefined. We are the "best place to do business" according to a number of national publications.

The brand refresh would provide an opportunity to contemporize the Salt Lake identity and enable it to be relevant to current and future audiences. In addition to the new design being flexible enough to accommodate global adaptations, it will also need to work with a variety of formats and presentations, from print to web to mobile and beyond.

SCOPE OF WORK

In helping solve the above challenges, the selected agency will complete four parts of work in this branding refresh—research, brand audit, brand development and visual identity.

1. Research

Brand development needs to be grounded in a clear understanding of the motivations, interests and values that will drive future travel to Salt Lake. Independent research—on top of audience and usage studies completed in recent years by way of Blueprint Salt Lake—will help inform the selected agency’s direction. Additional methodology should be clearly outlined with a clear explanation of how the insights developed will support the proposed Salt Lake destination and organization brand(s). Supplier may request access to additional contracted research during question period. Visit Salt Lake will supply research and summaries upon request. (Blueprint Salt Lake, Evidenz Meeting Planner Survey, Ski Utah Winter Survey, etc.)

We wish for the resulting brand to accurately reflect Salt Lake and to clearly answer, **“What differentiates Salt Lake?” and “What differentiates the marketing and sales support efforts of Visit Salt Lake?” If prompted to give a 15 second "elevator pitch," what would we say?**

2. Brand Audit

After researching what drives travel to and perceptions of Salt Lake, the agency will conduct a brand audit to determine the following:

- Performance of the brand
- Strengths, weaknesses, opportunities and threats
- Place in the market relative to competition

This audit should result in the agency offering recommendations on strategies to improve the brand.

3. Brand Strategy

The research and brand audit should give a clear direction on where to take the brand, including (but not limited to) the following:

- Recommendations on how, when and why to present our brand
- A brand blueprint for internal purposes clarifying the recommendation. This includes elements of the brand guidelines such as brand character, promise, messages and an overall essence of the brand.

4. Visual Identity

One component of the brand we already know is that Salt Lake is due for a serious change in visual identity. Based on insights gained from the previous three stages of this project, the agency will:

- Design and present three (3) unique creative options for a new brand theme for Salt Lake as a destination, to include a clear differentiator that resonates across all markets (leisure and meetings/conventions)
- Design and present creative options for a new overall “look and feel.” This should be exhibited in mockups of print ads, popup banners, web banners and trade show booths. This should include various iterations based on market sectors, including:
 - Develop written short and long-form narratives/'elevator pitches'
 - Develop 15-second, 30-second and 1-minute brand mantra videos for commercial use. Cost includes all production costs and image rights
 - Demonstrate how new design will work across a sample of global variations and across different technologies (web, mobile, app)
 - Develop brand book and digital content playbook for use across various Industry sectors
 - Develop brand visual guidelines

TIMELINE

Monday, July 6, 2020: RFP Released

Monday, July 17, 2020 (5 p.m. MST): Written questions due to Eric Thompson, Vice President of Marketing, ethompson@visitsaltlake.com. **Please no phone calls.**

Wednesday, July 22, 2020: Visit Salt Lake responds to questions via email

Friday, July 31, 2020 (5 p.m. MST): Notice of Intent to Bid due

Wednesday, August 12, 2020 (5 p.m. MST): Agency proposal due

Week of August 17-21, 2020: Proposal evaluation by Scoring Committee

Week of August 24-28, 2020: Notification and scheduling of finalist interviews

September 9-10, 2020: Presentations at Visit Salt Lake office or via Zoom

Friday, September 11, 2020: Contract awarded

Winning agency MUST be available to present all three concepts at Visit Salt Lake's Annual Marketing Retreat on Friday, September 18, 2020. Physical or Zoom presentations will be accommodated.



PROPOSAL REQUIREMENTS

Proposals must address each item listed in the Scope of Work with details on techniques and methods to be used to accomplish each requirement.

Notice of Intent to Bid.

Firms with an interest in submitting a proposal must **submit a Notice of Intent to Bid by Friday, July 31, 2020 (5 p.m. MST)**. The notice must be submitted to Eric Thompson, Vice President of Marketing, at ethompson@visitsaltlake.com. The Notice of Intent to Bid is non-binding; however, it ensures only those firms who submit the Notice of Intent to Propose will receive further notices regarding the Request for Proposal. Proposals will be accepted only from applicants who submit a timely Notice of Intent to Bid.

PROPOSAL STRUCTURE

To expedite the proposal evaluation process, each respondent must organize its proposal into the following sections. Please include a detailed Table of Contents arranged in the order outlined below. Proposals that do not follow the specified format may be deemed unresponsive and disqualified from the process. In addition, failure on the part of the firm to provide the required documentation may be cause for rejection of the proposal. In the event of any conflict between any of the documents, resolution shall be at Visit Salt Lake's sole discretion.

- Executive Summary

Please include a letter of interest and narrative summary about what qualifies your firm for this project.

- General Information

Please include the following:

Company's history, locations of the office(s) that will be involved in working on this contract (please note the address from which the primary work will be performed), number of total employees and contractors, description of your company's primary services, company's global reach, and current and past client list.

- Potential Conflict(s) of Interest

Please list all tourism-related clients for whom you have performed similar work during the past 24 months. Please include a brief description of the type of activities and services provided.

- Company Management & Staff

Please include the following information: Manager for this scope of work, Individuals who will be conducting the day-to-day work

- For all individuals assigned to this account, please provide:

Current resumes/biographies demonstrating qualifications related to this RFP, length of time with your company (please identify if anyone assigned to this project is a contract employee)

- Scope of Work

Please include the following related to fulfilling the scope of work:

Methodology to be used in solving challenges presented in this RFP

Strategy and timeline for accomplishing the various tasks needed to complete this project

Deliverables to be provided throughout the project timeline

Measurements of success for this project

Case studies - Please provide a minimum of three (3) case studies with demonstrated results relevant to Visit Salt Lake (scale, industry and/or similarity)

- Creative

Design and present three (3) unique creative options for a new brand theme for Salt Lake County as a destination, to include a clear differentiator that resonates across all markets (leisure and meetings/conventions), including creative mock-ups and narrative/elevator pitch for each.

- Budget

Please provide a complete breakdown of the budget for this scope of work, (e.g. research, brand audit, visual identity, etc.). Costs for developing proposals are the responsibility of the Proposer and will not be reimbursed by Visit Salt Lake. All Proposers agree that budget costs submitted with their proposal are valid for 180 days from the date Visit Salt Lake receives the proposal. Visit Salt Lake's annual all-in marketing budget is approximately \$1 million. While we are not putting a price point on this execution, ample funds will need to be reserved for creative execution.

PROPOSAL DELIVERY

Please submit your proposal via email to Eric Thompson, Vice President of Marketing, at ethompson@visitsaltlake.com by the deadline noted in the timeline section of this RFP with the subject line "Visit Salt Lake Destination Branding Services RFP."

PROPOSAL EVALUATION

Visit Salt Lake will evaluate all written proposals to select the finalists. At any point during this time, Visit Salt Lake may seek clarification from the Proposer regarding any information in their proposal. Final scores for each Proposer will reflect a consensus of those evaluating the proposal. Any attempt by a firm to contact staff, members or other stakeholders of Visit Salt Lake outside of the RFP process to gain knowledge or an advantage for their organization will be disqualified from the proposal process.

The top finalists chosen by Visit Salt Lake will be asked to present in-person or via Zoom. All Proposers and key team members should ensure they are available for the presentation during the dates outlined in the timeline in this RFP.

Upon completing the selection process under this RFP, Visit Salt Lake will notify the selected Proposer and other Proposers who were not selected. Visit Salt Lake's deliberations are confidential. While we understand that non-selected Proposers may wish to know the reasons for not being selected, Visit Salt Lake is unable to respond to any subsequent questions and/or requests for information regarding selection status.

Questions?

All Proposers needing clarification on any portions of this RFP must submit questions via email to Eric Thompson, Vice President of Marketing, at ethompson@visitsaltlake.com by the date and time outlined in the Timeline section of this RFP. **Phone calls not accepted.**

