



## Branding RFP – Questions & Answers

February 26, 2024

Agency Questions	Visit Tucson Answers
<p>1. Could you please provide insights into the strengths and weaknesses of your current brand?</p>	<p>We feel that our current brand is strong overall and represents our destination well. However, it has been over a decade since we launched our current brand, and it is time for something new. In particular, we want something that does a better job of positioning Tucson as a unique and diverse cultural destination, while still emphasizing the natural beauty of the Sonoran Desert.</p>
<p>2. What is the long-term vision for the rebranding initiative?</p>	<p>Our long-term vision is to have a brand that serves us for another 5-10 years and can evolve as our destination evolves. We hope this brand will be embraced by locals as well as visitors and continue to position Tucson as a unique and exciting travel destination.</p>
<p>3. In terms of collaboration, how frequently do you foresee meetings and progress reports with the selected agency partner?</p>	<p>Throughout the process we would like to engage in regularly scheduled meetings to check-in and discuss the project. We do not currently have a schedule in mind and will collaborate with our chosen partner to determine what works best.</p>
<p>4. Are there specified durations for the video project, and could you elaborate on where the final video content will be utilized?</p>	<p>We envision one 2–3-minute video that we can use to present the brand during the launch phases of the project. It may also be used in any on-going presentations that require us to communicate the brand essence in a visual and entertaining way. The video will likely be embedded on the brand page of our site and will be posted to social media as part of the launch. However, we do not anticipate any broader distribution of this piece.</p>
<p>5. Regarding the content strategy, will Visit Tucson be responsible for its execution, or is it expected to be carried out by the chosen agency partner? If the latter, is there an allocated budget for the execution phase?</p>	<p>Visit Tucson will execute on the content strategy. The goal here is to set a foundation for content that aligns with the new brand. Since content marketing is key to our overall marketing strategy it makes sense for us to ensure that we are considering content strategy as part of the overall branding project.</p>
<p>6. Do you currently utilize any insights partners within your tech stack? If so, which ones (such as Datafy, Symphony, Zartico, etc.) and can you share those recent reports?</p>	<p>We have access to research and insights from a number of partners, including geo-location data and survey data, and we can ultimately provide this reporting to the selected agency partner. However, as part of the scope and budget of this project we expect new insights and data to be collected and utilized.</p>

<p>7. When was the last time you conducted resident sentiment studies for your brand or destination? If recent, can you share those reports?</p>	<p>We have conducted a resident sentiment survey within the past six months. Results of this survey will be provided to the selected agency partner.</p>
<p>8. When was the last time you conducted consumer sentiment studies for your brand or destination? If recent, can you share those reports?</p>	<p>We have access to recent 3<sup>rd</sup>-party consumer survey data, but we have not conducted any research specific to consumer sentiment in several years. Available data will be provided to the selected agency partner.</p>
<p>9. What are the top core values you look for in an agency partner?</p>	<p>Core values that we look for in an agency partner include, transparency, integrity, accountability, passion, and inclusivity. Noting that all agencies are different, we hope that these elements will be valued by our selected agency partner.</p>
<p>10. To what extent are you including social inclusion / EDI in your marketing efforts to date?</p>	<p>We have been heavily focused on EDI and multi-cultural marketing efforts in recent years. This is evident in our structure as well as our deployment of budget. Efforts continue to be ongoing.</p>
<p>11. To what extent are you including social inclusion / EDI goals in your destination management initiatives or destination strategic plans to date?</p>	<p>We have numerous goals and strategies related to EDI within our 10-year master plan and current three-year strategic plan. This is an area we will continue to focus on heavily, with the goal of engaging in an inclusive rebranding process.</p>
<p>12. To what extent are you including indigenous / cultural / heritage initiatives in your marketing efforts to date?</p>	<p>We strive to reflect the unique heritage and culture of our region. However, this is an area that can always be improved upon. We hope that our new branding and ongoing marketing efforts will do an even better job of incorporating voices from our entire community.</p>
<p>13. To what extent are you including indigenous / cultural / heritage goals in your destination management initiatives or destination strategic plans to date?</p>	<p>We have numerous goals and strategies related to elevating and promoting our region's unique heritage and culture within our 10-year master plan and current three-year strategic plan, with specific emphasis on our indigenous communities. This is an area we will continue to focus on heavily, with the goal of engaging in an inclusive rebranding process.</p>
<p>14. To what extent are you including sustainability / net zero goals in your marketing efforts to date?</p>	<p>We are working to promote sustainable tourism more heavily through our marketing efforts. Up to this point, this has primarily centered around sustainable outdoor recreation practices. We feel like there is more work to do in this area.</p>
<p>15. To what extent are you including sustainability / net zero goals in your destination management initiatives or destination strategic plans to date?</p>	<p>This is a key element of our current strategic plan. We are currently engaged in a large-scale project with a reputable 3<sup>rd</sup>-party company to benchmark our destination's sustainability practices across dozens of key metrics. This process has already led to new strategies and tactics that we will be implementing going forward. This is an ongoing process.</p>

<p>16. Why are you considering this branding initiative now?</p>	<p>It has been over a decade since we launched our current brand. It's time for something new.</p>
<p>17. Are there elements of the current brand you would like to remain the same or is everything included in the current brand guidelines up for change?</p>	<p>Aside from the name, Visit Tucson, anything within our current brand standards is subject to change.</p>
<p>18. Is video production considered to be a part of the max budget?</p>	<p>Ideally, yes. See answer to question #4 above for more details on what we are looking for here.</p>
<p>19. How extensive is Visit Tucson's existing video library (specifically raw footage that could be used in edit)?</p>	<p>We have an extensive video library. While our hope is that the video created for this project includes new footage, we are open to existing footage being used as needed.</p>
<p>20. Has Visit Tucson or your partners completed any additional Resident/Community Sentiment research since the 2019 Master Plan was developed?</p>	<p>Yes. We have conducted a resident sentiment survey within the past six months.</p>
<p>21. Could you please elaborate on the specific reasons driving the decision to rebrand Visit Tucson now? What aspects of the current brand do you perceive as needing improvement or refinement or not aligning with 10 Year Master Plan?</p>	<p>It has been over a decade since we launched our current brand. It's time for something new. In particular, we want something that does a better job of positioning Tucson as a unique and diverse cultural destination, while still emphasizing the natural beauty of the Sonoran Desert.</p>
<p>22. What primary challenge is the rebranding initiative intended to address? Understanding this core issue will allow us to align our proposed solutions more closely with your desired outcomes.</p>	<p>It has been over a decade since we launched our current brand. In that time there have been significant changes to our destination and among our consumers. It is difficult to tie the needs of this project to one primary challenge, as there are many. Ultimately, we feel that our brand needs to do a better job of both reflecting our community and resonating with today's traveler.</p>
<p>23. On a scale of 1 to 10, with 10 indicating a high level of openness, how open are you to challenge the norms of traditional destination branding and marketing by introducing unconventional and bold concepts? We believe that challenging convention can lead to breakthroughs in differentiation and audience interest and engagement and want to ensure our approach aligns with your vision for this rebranding journey.</p>	<p>The answer is 10. We are open to challenging the norms within our industry. However, based on the scale of this project and the desires of our stakeholders, it is important for us to select an agency partner that has a proven track record within our industry.</p>
<p>24. Which markets do you consider to be your competitive set?</p>	<p>While we may compete with numerous destinations depending on what a given traveler is looking for, we consider our principal competitors to be Phoenix, AZ; Scottsdale, AZ; Palm Springs, CA; San Antonio, TX; and Santa Fe, NM</p>

<p>25. How long has the present brand been in place? What are the reasons you're looking for a change?</p>	<p>Our current brand was launched in 2013. The amount of time since our last rebrand is one of the primary reasons we are looking to engage in this process now. We also feel that our brand needs to do a better job of both reflecting our community and resonating with today's traveler.</p>
<p>26. How does the website figure into this proposal? Do we need to provide an approach for how the brand extends to the website?</p>	<p>While we are not looking for website design services as part of this proposal, we would like the website to be addressed as part of the implementation plan - noted in section 2.3 of the RFP (Scope of Work). Our goal is to come away with some clear recommendations on how to implement the brand throughout our various platforms –beyond incorporating the basic visual elements such as, new logo, colors, type.</p>
<p>27. How robust is your asset library? Can we get access in order to assess any gaps?</p>	<p>We have an extensive photo and video library. Our selected agency partner will receive access to this library to aid in the work.</p>
<p>28. Is sustainability an issue, or concern for both your internal and external audiences?</p>	<p>It is absolutely a concern within our organization, and we are currently engaged in several initiatives related to improving sustainability practices within our organization and the destination. We also believe that this area is increasingly important to a large portion of our external audience and should be reflected within our branding and marketing.</p>
<p>29. With any new brand strategy and creative, we would often recommend new production of assets (Still+Motion), is this something we should consider in our planning?</p>	<p>Yes. While we do believe that some of our existing assets will continue to work for us regardless of new branding, our expectation is that new assets will need to be created to effectively support the new brand.</p>