



# Request for Proposals

**Project:** Destination Brand Identity

**Due Date:** November 17, 2023

## Background

In 2023 the Regional Service Commissions in New Brunswick became responsible for regional tourism. One of the key responsibilities under this new mandate is the development of a regional brand and marketing strategy that encompasses the entire region serviced by the RSC.

The Kings RSC Regional Destination Marketing Organization (RDMO) is comprised of local tourism stakeholders and community representatives. The RDMO is tasked with the strategic planning of the tourism promotion service as well as oversight of the implementation of the plan.

## Scope of Work

The ideal outcome is that a single partner can deliver all phases of the project. However, RDMO may be willing to consider a proposal for only part of the project if necessary.

Anticipated deliverables are detailed on the next page.

## Proposal Requirements

The following must be included in your proposal:

- Project budget & expected payment schedule
- Specific deliverables and measurements for project success
- Expected timeline to completion of each phase of the project

## Contact Information

Kings Regional Service Commission

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## Anticipated Outcomes

The following key deliverables have been developed in support of this project.

<p><b>Phase 1</b> Discovery</p>	<ol style="list-style-type: none"> <li>1. Consultation with the tourism committee (RDMO), tourism operators, and other community stakeholders to identify a brand identity that encompasses the entire service area.</li> <li>2. Development of branding assets to support the newly discovered destination identity (logos, fonts, colours, brand guidelines).</li> </ol>
<p><b>Phase 2</b> Strategic Planning</p>	<ol style="list-style-type: none"> <li>1. Development of a regional Destination Marketing strategy – in collaboration with the Regional Destination Marketing Organization of the Kings RSC – using the newly developed brand kit. The strategy should include specific milestones and measurements to ensure continued success moving forward.</li> <li>2. Development of a marketing asset rollout strategy to launch and support the new destination brand.</li> </ol>
<p><b>Phase 3</b> Implementation</p>	<ol style="list-style-type: none"> <li>1. Development of a website design (using a Wordpress backend to align with existing KRSC backend processes) and content to populate the destination brand’s web presence.</li> <li>2. Development of social media channels as appropriate to support the marketing strategy.</li> </ol>
<p><b>Phase 4</b> Asset Building</p>	<ol style="list-style-type: none"> <li>1. Creation and delivery of video/photo assets of key tourism destinations within the region. This phase is expected to take 12 months to ensure that seasonal assets are captured at regional attractions.</li> <li>2. Collection of tourism stories and narratives to be used in future marketing activities as defined in the Destination Marketing plan.</li> </ol>