



Request for Proposals

For Professional Services:
Marketing and Branding Project

Issued By:

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I. Introduction

Corner Brook Port Corporation (“CBPC” or “Port”) is requesting proposals from qualified marketing agencies to assist with a comprehensive marketing and branding project. CBPC is looking to undertake a comprehensive marketing project aimed at modernizing the organization’s brand, enhancing its digital presence, and improving audience engagement.

A. BACKGROUND

CBPC is a non-profit community-based organization responsible for managing and operating the Port of Corner Brook, located in Corner Brook, Newfoundland and Labrador. The Port serves as a vital hub for cargo handling, cruise ship tourism, and other marine-related activities. The corporation aims to be a sustainable Port, creating economic value while connecting western Newfoundland globally through tourism and trade. Our mission is to provide high-quality ocean transportation and distribution services through strategic partnerships and leadership. The staff of the CBPC are responsible for the day-to-day operation of the Port of Corner Brook and report to a board of directors comprised of members with diverse professional skills and experience. The role of the board of directors is to provide strategic guidance and support to the CEO and staff. To achieve its mandate and become commercially viable and sustainable in the long term, CBPC has three main lines of business, including industrial port operations, real estate, and cruise tourism.

This marketing project is essential to support the organization’s business growth and capitalize on new opportunities in a competitive global market. By modernizing the brand, enhancing digital platforms, and creating impactful marketing materials, the project will strengthen the organization’s visibility, attract new clients, and reinforce its position in the industry. Improved communications, event presence, and enhanced digital presence will open doors to new partnerships and markets, while, overall, a purpose-driven marketing strategy will ensure long-term growth and sustainability.

B. PURPOSE OF THE REQUEST

The Port desires to obtain the services of a professional marketing and communications agency to assist the Port with its comprehensive marketing and branding project. The services required include rebrand, website development, marketing and communications plan, collateral and signage, outdoor digital display, and asset development. This project aligns with the Port's strategic objectives and will play a critical role in determining the resources required to complete the Port’s funding application with the Atlantic Canada Opportunities Agency (ACOA).

C. PROJECT DESCRIPTION

This project, proposed by the Corner Brook Port Corporation, is intended to significantly contribute to the Port's annual marketing efforts and strengthen its ability to make a meaningful impact on stakeholders, port users, and its broader community. A primary goal of this project is to elevate the Port’s overall presence by strengthening its global visibility and recognition through a modernized, cohesive image. This initiative aims to showcase the Port’s capabilities and strategic advantages while providing high-quality promotional content and a user-friendly website to engage stakeholders effectively. Additionally, the project aims to create a greater impact at industry events by developing innovative and targeted marketing materials and engagement strategies to maximize the port’s presence at trade shows, conferences, and other key events, ensuring the organization is well-

positioned to engage stakeholders, attract new opportunities, and maintain its leadership in the marine sector. Finally, the project aims to establish a purpose-driven and forward-looking marketing strategy that will provide a foundation for sustained growth and success. This strategy will align with the Port's mission and long-term objectives, supporting the growth and success of both the cruise and cargo sectors. By focusing on sustainability, economic development, and fostering meaningful connections with stakeholders, the initiative will position the Port as a dynamic and integral player in the global maritime industry.

II. Scope of Services

The Port desires to obtain the services of a professional marketing agency to oversee a comprehensive marketing and brand project at the Port of Corner Brook. The scope of work includes, but is not limited to, the following:

A. BRAND REFRESH

Conduct Brand Analysis: Perform a comprehensive analysis of CBPC's current brand identity, including stakeholder interviews, internal and external surveys, and competitor benchmarking to identify strengths, gaps, and opportunities for improvement.

Logo Enhancement: Develop a refreshed logo that captures CBPC's heritage, aligns with its future vision, and reflects its role as a key economic driver for the region. The new logo should be versatile, scalable, and easily adaptable across various mediums.

Redefine Brand Elements: Redefine and modernize key brand elements, such as the color palette, typography, imagery style, and visual motifs. Ensure these elements work harmoniously to create a cohesive and distinctive visual identity that can be applied consistently across all touchpoints.

Brand Guidelines Creation: Create a comprehensive brand guidelines document that outlines logo usage, typography, color schemes, visual motifs, and design standards. This document should also include tone of voice and messaging guidelines to ensure consistent communication across all platforms (internal, external, digital, and print).

Brand Implementation and Rollout: Assist with the implementation of the updated brand identity across various channels, including digital platforms, marketing materials, and signage. Provide recommendations for brand integration across CBPC's communication strategies and collateral.

Ongoing Brand Support: Offer recommendations and support for ongoing brand evolution, ensuring that the visual and verbal identity remains relevant, consistent, and adaptable as the organization grows and evolves.

B. WEBSITE DESIGN AND COPYWRITING

Oversee the redesign of the CBPC's website with a primary focus on enhancing user experience (UX), visual appeal, and functionality. The website will be structured to serve a diverse audience, including businesses, industrial clients, cruise passengers, and community stakeholders, and will include the following key features:

Content Architecture and Features

Cruise Information: Create and organize sections to showcase cruise schedules, itineraries, terminal services, guest guides, key information for cruise line executives, key statistics, downloadable PDFs (brochures, one-pagers), and high-quality images of the cruise terminal and port.

Cargo Information: Build comprehensive pages detailing cargo services, shipping schedules, port specifications, key stakeholders, operational updates, and a port map that highlights technical specifications, key services, and facilities.

Port Arrivals and Departures: Integrate real-time updates for port arrivals and departures, including vessel names, estimated times of arrival (ETA), and departure times. This feature will be fully embedded for easy user access and tracking of incoming and outgoing vessels.

News and Updates: Develop a dynamic news section for press releases, announcements, upcoming events, and other important updates.

Content Development and SEO

Content Creation: Identify and create content that currently does not exist, such as guest guides, brochures, one-pagers, and the port map. Collaborate with stakeholders to ensure that all content is accurate, up-to-date, and aligns with CBPC's branding and messaging.

SEO-Optimized Copywriting: Provide SEO-optimized, engaging copywriting tailored for multiple audiences, ensuring high search engine visibility and user engagement. This will include content that appeals to businesses, industrial clients, cruise passengers and crew, and community stakeholders.

User Experience (UX) and Design

Responsive Design: Ensure that the redesigned website is fully responsive, providing a seamless experience across all devices (desktop, tablet, and mobile).

Accessibility Compliance: Ensure the website meets WCAG 2.1 AA accessibility standards to ensure equal access for all users, including those with disabilities.

Visual Appeal: Enhance the visual design to create an engaging, modern aesthetic that reflects the port's brand and mission, with easy navigation and clear calls to action.

Implementation and Testing:

Platform Selection and Integration: Identify the appropriate website platform (CMS) and ensure smooth integration with existing CBPC systems, including any CRM or analytics tools.

Ongoing Maintenance and Updates: Provide recommendations for ongoing website maintenance and updates, ensuring that content remains relevant, fresh, and consistent with CBPC's goals.

Training and Support: Provide training for CBPC staff on how to update content, manage the site, and use analytics tools to track performance.

C. MARKETING AND COMMUNICATIONS PLAN

The agency will be responsible for developing a comprehensive marketing communications plan that targets a variety of key audiences, including local and regional stakeholders, international cruise lines, cargo operators, shipping agents, the general public, and media outlets. The plan will outline clear and actionable strategies for reaching these groups, ensuring effective communication of CBPC's initiatives, services, and brand values.

Key elements of the plan will include:

- **Social Media Strategy:** Develop a targeted strategy for CBPC's presence across various social media platforms, focusing on engagement, brand awareness, and community interaction. The agency will create a content calendar, plan posts, and manage ad campaigns to ensure consistent outreach to relevant audiences.
- **Email Marketing:** Design and execute email marketing campaigns tailored to different stakeholder groups. This includes crafting segmented email lists, designing newsletters, and sending targeted messages to foster relationships with clients, partners, and the community.
- **Press Relations:** Develop a media relations strategy that includes drafting press releases, pitching stories to relevant outlets, and maintaining positive relationships with journalists. The goal will be to increase media coverage and raise public awareness of the Port's activities and events.
- **Community Engagement:** Create strategies to engage with local communities and stakeholders through various channels, including community events, outreach programs, and partnerships. The agency will also identify opportunities for CBPC to support local initiatives and improve its public image.
- **Event Participation:** Develop a strategy for CBPC at national and international events, including trade shows, conferences, and industry-specific gatherings. The agency provide insight on CBPC's presence at these events, ensuring that all promotional materials are aligned with the overall communications strategy, and that key relationships with potential clients, stakeholders, and partners are cultivated.

The agency will provide a detailed **content calendar** for at least 12 months, outlining key themes, messaging, and timelines for each communication channel. This calendar will help ensure consistent and cohesive messaging across all marketing platforms and assist in tracking progress.

Additionally, an **exploratory phase** will be incorporated at the beginning of the project, during which the agency will conduct research to understand the broader market environment. This phase will include competitor analysis, stakeholder interviews, and research into industry trends. The insights gathered will inform the development of the communications strategy and ensure that CBPC's marketing efforts align with both current and future market conditions.

D. COLLATERAL, EVENT MATERIALS, AND SIGNAGE

The agency will be responsible for designing, producing, and managing a wide range of event collateral and trade show display materials for CBPC's events, conferences, and trade shows, ensuring that all materials are visually engaging and aligned with the refreshed brand identity. These materials will be designed to effectively promote CBPC's brand and services while offering practical functionality for various events.

Key deliverables include:

- **Event and Trade Show Materials:** Design and produce promotional items such as banners, brochures, business cards, presentation folders, and signage that effectively communicate CBPC's message and brand identity. Additionally, create visually striking pop-up displays, retractable banners, tablecloths, tabletop displays, backdrop/promo walls, and interactive display options to attract and engage attendees at trade shows and conferences.
- **Branded Presentation Templates and Promotional Merchandise:** Design branded presentation templates that ensure consistency across all presentations. The agency will also create promotional merchandise, including items such as pens, tote bags, t-shirts, notebooks, USB drives, and eco-friendly items, all tailored to CBPC's audience and aligned with the refreshed brand identity.
- **Modular and Reusable Materials:** Ensure that all event collateral and trade show display materials are designed for flexibility, with the ability to be reused for multiple events. This approach ensures cost-effectiveness and consistency in messaging across different marketing initiatives.
- **Wayfinding Signage:** Conduct a comprehensive site survey to determine optimal signage placement throughout the Port area, including key locations like the cruise and cargo terminals, parking lots, and nearby areas. The agency will design and produce cohesive wayfinding signage that aligns with CBPC's refreshed brand identity. This signage will feature multilingual options and accessible elements, such as Braille and high-contrast text, to ensure it caters to a diverse range of visitors and enhances the overall user experience.

Note: The printing of all event collateral and sourcing of promotional items (e.g., pens, tote bags, t-shirts) should be included in the project budget. However, all large-scale signage and wayfinding, including installation, is outside the scope of this work and will be handled separately.

The overall objective is to create a unified, professional, and functional visual experience for both event attendees and those navigating the Port, ensuring all materials and signage serve to reinforce CBPC's brand presence and provide clear, accessible information to stakeholders and visitors.

E. PROMOTIONAL VIDEOS AND PHOTO ASSET DEVELOPMENT

Develop a minimum of two high-quality promotional videos, including:

- **Cruise Services Video:** Highlighting passenger experiences, port amenities, and partnerships with cruise lines.

- **Cargo Operations Video:** Showcasing cargo capabilities, logistics infrastructure, and the port's value for businesses.

The videos will include scriptwriting, storyboarding, professional filming, and post-production, delivered in various formats optimized for web, social media, and trade shows.

In addition, conduct on-site photo and video shoots to capture high-quality visuals of CBPC's facilities, equipment, and workforce in action, as well as cruise terminal operations, cargo handling, and scenic port views. These assets will be edited and provided as a library of ready-to-use images and videos for future marketing purposes.

F. OUTDOOR INTERACTIVE DIGITAL DISPLAY

Oversee the implementation of three outdoor interactive digital displays in high-traffic areas to enhance tourist engagement in the Corner Brook region. These displays will provide real-time, relevant information, including interactive maps, event schedules, and details on local attractions. The platforms should be designed to be expandable, allowing other users in the city to invest in their own kiosks to further enhance visitor experiences and accessibility. The agency's responsibilities will include the following:

- **Sourcing, Installation, and Oversight:** The agency will manage the sourcing and installation of the interactive digital displays, ensuring they are strategically placed in locations with maximum visibility. The installation process will be carefully overseen to ensure that all components are properly set up, tested, and fully operational.
- **Software Development and Content Management:** The agency will oversee the development of the display software, ensuring it aligns with the needs of key stakeholders, including the City of Corner Brook and other municipalities. The displays will feature interactive maps, event schedules, and information on local attractions, all updated in real-time.
- **Durability and Accessibility:** The displays will be built with weatherproof and vandal-resistant materials to ensure long-term durability in outdoor conditions. Additionally, the content will be accessible to a diverse, international audience by offering language options.
- **Training and Ongoing Support:** To ensure the displays are maintained effectively, the agency will provide training for users and offer ongoing support for updates and maintenance. This will help ensure the displays continue to provide accurate and engaging content for visitors.

G. TRANSLATION SERVICES

The agency will oversee the translation of all website content and key marketing materials into Canada's official languages (English and French), as well as any additional foreign languages, if recommended, to enhance accessibility and engagement with a broader audience.

Cultural Sensitivity and Accuracy: Ensure that all translated content is culturally sensitive and contextually accurate, maintaining the integrity of the original messaging while adapting it

appropriately for the target audience. This will be done through professional translation services with native speakers, as needed, to guarantee accuracy and relevance.

Proofreading and Quality Control: Oversee the proofreading and quality control of all translated materials to ensure they meet high standards of professionalism and consistency with the original content.

The agency will manage all aspects of translation services, ensuring CBPC's brand message is clear, professional, and effective across multiple languages, both official and foreign, as necessary.

III. Proposal Format

Each proposal must include, at a minimum, the following detailed information to ensure a comprehensive evaluation:

A. DESCRIPTION OF ORGANIZATION, MANAGEMENT AND TEAM MEMBERS

Provide a description of the agency and team and a work plan that identifies the personnel to be assigned to each task. The description should clearly identify who will be the project manager for this term contract and the day-to-day contact person for the job. Include resumes of key personnel. The Port expects to work with the same project manager during the duration of the contract.

B. ORGANIZATION QUALIFICATIONS AND PORTFOLIO

Provide an outline of the organization's qualifications, indicating relevant background experience and capabilities for this project. Provide examples of similar projects completed.

C. PROJECT APPROACH

Provide a detailed description of the methodology to be used to address each aspect of the scope of the project. If the proposing agency is likely to be using a subconsultant for work discussed in the scope, provide information on that subconsultant.

D. BUDGET AND TIMELINE

Provide a comprehensive cost breakdown for each component of the project to ensure a clear understanding of the overall budget. Provide a detailed timeline with estimated completion dates for each deliverable.

E. REFERENCES

Provide contact details for at least three previous clients for similar projects. Specify the client, location, consultant firm members and participating individuals and role on team (principal, project director, etc.), implementation results or status, examples of work, and other relevant information as needed.

IV. Selection Process

A. QUALIFICATIONS

All proposals received by the due date will be evaluated by the Port. Only information that is received in response to the RFP, or any subsequent interview will be evaluated. The Port will judge the responses of each proposing agency in several critical areas. The Port, at its discretion, may request additional information or invite selected proponents to an oral interview to further assess qualifications and assist in the final selection process.

B. SELECTION CRITERIA

Subject to approved funding from Atlantic Canada Opportunities Agency (ACOA), the Port will select the most qualified proposal based on the following factors. Responses to the RFP should address the qualities and indicators that are listed below:

1. Demonstrated Understanding of the Project Scope and Objectives

The agency must clearly understand the project's purpose, scope, and objectives. Their proposal should outline how their strategies align with our objectives and address potential challenges specific to our industry and needs.

2. Creativity and Innovation in Proposed Solutions

We seek an agency that offers fresh, innovative ideas tailored to our objectives. Their solutions should showcase originality while remaining practical and impactful in achieving the desired outcomes.

3. Proven Experience with Similar Projects

The agency should provide evidence of successfully managing projects of similar scale and complexity. This may include a project portfolio, client feedback, or measurable outcomes that underscore their qualifications.

4. Cost-effectiveness and Value for Investment

Cost, while not determinative, will be considered in the selection process. We are focused on finding an agency that offers the best value for the resources allocated. The selected agency should provide a detailed breakdown of costs. The selected firm will be expected to maintain the proposed billing rates through the duration of the project. CBPC would prefer to have a pre-determined price for this study.

5. Adherence to the Proposed Timeline

The agency must provide a realistic project timeline with clear milestones.

6. Proximity to the Project Involved for the Team

The application will consider the geographic proximity to the project; the location of the office managing the proposed project; the anticipated impact of the project management location on cost and the ability to ensure timely project delivery; and any special travel or communication strategies proposed to address potential challenges associated with location. Preference may be given to firms located in Newfoundland and Labrador, particularly those based near the City of Corner Brook or with team members residing in the western region, as this local presence is considered advantageous.

C. PROPOSAL SELECTION AND PROJECT SCHEDULE

Proposal Due Date: December 20, 2024, by 12:00 noon

Project Schedule: The agreement is anticipated to be awarded in February 2025, pending funding approval. The project is expected to commence immediately following the approval of funding, with a completion timeline set for one year from the start date of the agreement.

D. AWARD OF CONTRACT

It is anticipated that the award of an agreement for services will be made by CBPC as early as February 2025, with notice to proceed issued immediately thereafter.

V. Proposal Due Date and Submission

The Proposal shall be submitted in electronic format (PDF) to the CBPC's Business Development Manager via email at applicants@cornerbrookport.com by 12:00 noon on December 20, 2024. It is the Proponent's responsibility to clearly identify the RFP name in the email subject line "RFP for CBPC Marketing Project".

Deadline: December 20, 2024, by 12:00 noon

Submission Email: applicants@cornerbrookport.com

VI. Conditions of Request

A. GENERAL CONDITIONS

The Port reserves the right to cancel or reject all or a portion or portions of the request for proposal without notice. Further, the Port makes no representations that any agreement will be awarded to any organization submitting a proposal. The Port reserves the right to reject any and all proposals submitted in response to this request or any addenda thereto. The Port also reserves the right to reject any subconsultant or individual working on a consultant team and to replace the subconsultant or individual with a mutually acceptable replacement. Any changes to the proposal requirements will be made by written addendum.

B. LIABILITY OF COSTS AND RESPONSIBILITY

The Port shall not be liable for any costs incurred in response to this request for proposals. All costs shall be borne by the person or organization responding to the request. The person or organization responding to the request shall hold the Port harmless from any and all liability, claim or expense whatsoever incurred by or on behalf of that person or organization. All submitted material becomes the property of the CBPC. The selected lead consultant will be required to assume responsibility for all services offered in the proposal whether or not they possess them within their organization. The selected lead consultant will be the sole point of contact with regard to contractual matters, including payment of any and all charges resulting from the contract.

C. VALIDITY

The proponent agrees to be bound by its proposal for a period of ninety (90) days commencing November 29, 2024 and ending February 27, 2025, during which time the Port may request

clarification or correction of the proposal for the purpose of evaluation. Amendments or clarifications shall not affect the remainder of the proposal, but only that portion so amended or clarified.

D. AGREEMENT FOR PROFESSIONAL SERVICES

An agreement for Professional Services should be provided as part of the Submission. CBPC reserves the right to negotiate the terms and conditions contained in the Agreement for Professional Services. Failure to reach a satisfactory Agreement for Professional Services can be the basis for the Port disqualifying a proponent. The consultant agreement will not be executed by the Port without first being signed by the proponent.

E. ORAL AND WRITTEN EXPLANATIONS

The Port will not be bound by oral explanations or instructions given at any time during the review process or after the award. Oral explanations given during the review process and after award become binding when confirmed in writing by the BDM or CEO of CBPC. Written responses to question(s) asked by one proponent will be provided to all proponents who register with CBPC to receive such information. Proponent's may register by email to applicants@cornerbrookport.com with the subject line "Registration for Marketing and Branding Professional Services" and providing the email contact to receive the information.

F. PROPONENT'S REPRESENTATIVE

The person signing the proposal must be a legal representative of the firm authorized to bind the firm to an agreement in the event of the award.

G. INSURANCE

General Liability, Automobile, Professional Liability, and other insurances are required in the amount required under standard licensing requirements.

For inquiries regarding this Request for Proposals, please contact:

Name: Jennifer Crane, Business Development Manager

Email: jcrane@cornerbrookport.com

Phone: 709-634-6600