

WCVB Board Meeting

Meeting: January 8, 2020

Item: Approval to Distribute RFP for Marketing Platform and Creative Strategy Development.

Overview:

Pending approval from the WCVB board, the new brand created by Carr Strategies and TREO marketing will need to be implemented. With limited resources, it's imperative the WCVB secure ongoing support for marketing platform and creative strategy development. This support will include graphic design, strategic planning and marketing execution support.

Deliverables will include:

- Messaging recommendations specific to target market profiles
- Brand statements and copy content for general messaging needs (ad development, social media, collateral development)
- Photo shoots and video vignettes to showcase WCVBs brand (people and attractions)
- Social media strategic content plan and scheduling calendar
- Graphic design for ads, fliers, social media, etc.
- Development of a comprehensive strategic marketing plan utilizing the new brand
- Review of media placement, provide media placement recommendations and support for placement of media buy

Reviewing estimates from two agencies, the WCVB has the funds available in the 2019-2020 budget to enter into an agreement for services. The 2019-2020 budget included funding to support the brand implementation.

Please note: The contract will include a renewal clause. The WCVB will have the option to renew the contract to renew for two (2) terms of one year (1). If either party decides it does not wish to renew the agreement, they must notify the other party in writing at least sixty days (60) prior to the expiration of the contract.

Additional Resources:

NA

Staff Recommendation:

Staff recommends the board approve the distribution of the RFP for marketing platform and creative strategy development. The board is only approving the distribution of the RFP. The RFP submissions will be presented at the WCVB meeting-March 4, 2020 for review/approval.