



# Request for Proposals for Branding Services

Airport Area Chamber of Commerce

Carmenlita Scott

Executive Director



June 16, 2016

ATTENTION INTERESTED RESPONDENT:

The Airport Area Chamber of Commerce (AACOC) is pleased to invite interested firms to propose on branding services. This solicitation will require the successful respondent to design an updated logo with brand guidelines along with a tagline for proper messaging. The proposals must be submitted to the AACOC by 5:00 PM on Thursday, July 7, 2016. Provide a notice of your intention to submit a proposal by Thursday, June 23, 2016.

Questions regarding this RFP should be directed to Carmenlita Scott, Executive Director, AACOC at [info@airportchamber.com](mailto:info@airportchamber.com) no later than Tuesday, June 28, 2016. Responses to all questions will be posted on our website ([www.airportchamber.com](http://www.airportchamber.com)) no later than Thursday, June 30, 2016.

Electronic submissions of the proposals are preferred and should be submitted with "Proposal for Branding Services" in the subject line to [info@airportchamber.com](mailto:info@airportchamber.com).

The Board of Directors reserves the right to cancel any and all solicitations and to accept or reject in whole or in part any and all proposals when it is in the best interest of this organization.

Best Regards,

*Carmenlita Scott*

Carmenlita Scott

Executive Director



# Information and Instructions

## **Background on the Airport Area Chamber of Commerce**

The Airport Area Chamber of Commerce is dedicated to the promotion of business and economic development throughout the Atlanta airport region. This region is home to many companies most of which are small businesses that have been in business for years and continue to expand and prosper. Our Chamber is growing and providing leadership to business and governmental entities in the Hartsfield-Jackson Atlanta International Airport area to maximize economic development in this region.

Founded over 50 years ago, the Airport Area Chamber of Commerce is committed to improving the overall business climate and making our community the ideal place to live, work, and play. Our members greatly benefit from the business-to-business networking offered. The AACOC is comprised of businesses of all sizes and scopes and strive to address the needs of our entrepreneurs, business owners, corporations, and government entities.

## **Background on the Airport Area Chamber of Commerce Brand**

- To date, no professional brand exploration of marketing has been done for the AACOC.
- There is an opportunity to enhance and articulate the brand, breadth of services, and value propositions of the Chamber to better capture the attention of all audiences in the airport region.
- Our logo was refreshed in 2013 and an updated website launched in 2015.

## **Scope of Work**

We seek a partner with a proven track record for creative excellence in brand development and execution to help us:

- Phase 1
  - Provide a brand assessment to include an evaluation of our name, Airport Area Chamber of Commerce.
  - Identity AACOC target audiences and define their wants/needs
  - Define AAOC products and services and detail how they address target audience wants/needs
  - Develop a unique positioning statement
  - Conduct brand research and positioning to include new messaging that will inspire new companies to choose us and retain loyal supporters.
- Phase 2
  - Create brand identity to include naming, logo, design, brand identity standards, and guidelines.
  - Provide new messaging that will positively impact our ability to increase membership and membership retention.
  - Ensure website has an XML sitemap and Meta descriptions on each page.
  - Develop and implement strategy to gain consensus of the Board of Directors for the new branding



- Conduct research of our primary internal and external audiences to determine their perceptions of our board
- Audit the Chamber's print and digital communications to determine what explicit and implicit messages are being sent
- Develop a brand strategy that specifies the Chamber's primary audiences, brand values, personality, value proposition, brand positioning, and brand promise
- Develop brand messaging
- Lead the development of a refreshed name for the organization
- Create a new tagline for the organization
- Establish a new visual identity for the organization and create a visual identity standards manual or brand book that governs the use of the identity
- Train staff and Board on all branding information developed
- Develop print collateral to include brochures, letterhead, business cards, a PowerPoint template, and an annual report
- Ensure branding is consistent throughout the website

#### **Required Deliverables**

- Provide findings summary and brand strategy document
- Provide key messaging that will highlight the voice and tone of the Chamber as one of prestige and thought leadership
- Provide messaging that positions the Chamber executives as thought leaders on airport economics, laws, and legislation affecting businesses in the Aerotropolis
- Create a new tagline for the Chamber
- Create a visual identity standards manual or brand book that governs the use of the identity
- Create new stationary template for all printed collateral
- Brand Standards Training to board members and staff

#### **Proposal Structure**

- Provide a brief description of your company's structure and capabilities, including relevant past experience within the last five years
- List all services provided in-house and services provided by outside consultants
  - If using outside consultants, please provide a brief description of the business, the firm's role, and capabilities
- Describe in detail your approach and process for brand development
- Submit a detailed schedule with your proposal for the project which includes critical milestones
- Provide a detailed fee proposal which outlines the specific activities that will be performed during the brand process
- References: Supply at least three references from companies or organizations that have used your professional services for a similar project. Please include contact name, address, telephone, and email address.



### **Proposed Timeline**

- RFP Issued – June 16, 2016
- Notice of Intent to Submit due to Airport Area Chamber of Commerce – June 23, 2016
- Questions to Airport Area Chamber of Commerce – June 28, 2016
- Answers to questions posted to AACOC website – June 30, 2016
- Electronic proposals due to AACOC – July 7, 2016
- Invitation to make oral presentation issued by AACOC – July 14, 2016  
The Chamber reserves the right to limit the number of invitees to two
- Finalist(s) oral presentations – July 26, 2016
- Selection of winning Respondent – July 28, 2016

### **Proposal Evaluation**

Proposals are due to the Airport Area Chamber of Commerce on Thursday, July 7, 2016. We reserve the right to reject any or all proposals received in response to this RFP and to negotiate with any of the vendors in any manner deemed to be in the best interest of the Chamber.

Selection of the successful proposal will be made by AACOC based upon the Respondent's:

- Responsiveness to the work scope and program needs (20%)
- Demonstrated experience and expertise in similar projects (20%)
- Personnel assigned: bios, qualifications (10%)
- Cost Effectiveness (40%)

Thank you for your interest in the Airport Area Chamber of Commerce RFP for Branding Services.