



Newfoundland and Labrador Association of Technology and Innovation  
*Request for Proposals*

## **Creating a Single Voice Brand for Newfoundland and Labrador's Technology and Innovation Sector**

**RFP Release Date:** June 3, 2020  
**Proposal Due Date:** June 11, 2020

# Background

## The Priority of Talent Development

Industries in Newfoundland and Labrador intimately tied to the development and adoption of technology are experiencing challenges in the attraction and retention of skilled workers.

Based on research commissioned by NATI in fall 2019, NL technology companies report that 90% expect significant growth over the next 3-5 years and 86% report difficulty finding talent. Thus, the urgent need to attract and retain skilled workers necessary to enable success.

Following the provincial government's report *The Way Forward on technology*, a committee of industry partners committed to: "*Develop a Technology Sector Attraction and Retention Strategy to address employment issues, strengthen the human resource capacity (including emerging training needs) of the industry and undertake new initiatives to attract and retain workers*". Significant background work has already been completed and an overall *Technology and Recruitment Marketing Strategy* has been created as a jumping off point for this project.

To overcome the significant challenges related to both awareness and the required modification of perceptions of the industry, a marketing program has already identified key audiences, drivers, key messages, and a multi-year activity plan. Sector-wide branding has been identified as vital to attract and retain skilled talent. Communicating to key audiences about NL's thriving technology and innovation economy must come from a single voice. As the representative of the technology and innovation sector in NL, NATI is synonymous with the industry. Leveraging the existing infrastructure currently in place at NATI allows for alignment of effort and focussed priorities.

## NL's Technology and Innovation Industry – The New Economy

*The technology industry in Newfoundland and Labrador is thriving!*

The technology and innovation sector provides a shining light of opportunity for the province. The primary goal of this project is to create a base of marketing assets to help position NATI and the sector as one unified voice and create initial content to assist in communicating this message through a variety of channels at a later date.

These assets will help the industry relay key messages in a compelling and interesting manner. Recruitment campaigns are notorious for being vanilla and completely forgettable. As an industry-led campaign, there is an opportunity for creative execution. The components included in this project should serve as the building blocks for ongoing and continued future work as part of the larger recruitment and retention marketing program.

## Scope of Work

The successful proponent will create the following components:

1. Tech Sector Brand Development and Creative Platform Evolution
  - 3 to 4 logo options/styles including creative concept
  - Overall look and feel including colour palette, typography, voice
  - Tag line options
  - A brand standard guide
2. Applying new design template to existing site architecture; not a new website or rebuild
3. Corporate Templates
  - PowerPoint
  - Word document
  - Business cards
  - E-vite banner
  - Nametags
  - Social media sharables (4)
  - E-newsletter
4. Print Marketing Collateral, eg: brochures (copy provided, but some editing required)
5. Trade Show / Events
  - Pop-up Banner Brand Design – based on 4 different images and headlines, single design theme
  - Fabric skin for tradeshow booth

## Deliverables and Timing

June 11	Deadline to respond to RFP
June 15	Project commences; NATI and proponent to kick off project
June 26	First drafts & initial concept completed
July 3	Decision on look and feel
July 15	Update meeting to review progress
July 31	Required changes addressed; final product delivered

## Budgetary Guidelines and Payment Schedule

The scoring of submissions will be based on both quality and cost of the proposed work plans, relative to one another.

Payment will be made upon the proponent submitting invoices with supporting documentation in a form satisfactory to NATI. The payment schedule is as follows:

- 25% upon signing of contract
- 50% upon submission of drafts
- 25% holdback paid upon satisfactory completion of the project

## Proposal Requirements

The contracting organization for this RFP is NATI. A single electronic document is sufficient. The proposal should be no longer than two (2) pages, and be concisely worded with clearly described objectives, methods, timelines, and outcomes.

The proposal should feature appendices, including a brief description of the respondent's company and its relevant experience with similar projects, and also a description of the relevant work experience of the staff assigned to this project.

The electronic copy of submissions should be in DOC and/or PDF format, and sent to Marlayne Hardy, Director, Innovation Programs, NATI, via email at [marlayne@nati.net](mailto:marlayne@nati.net) no later than **June 11, 2020**. Questions from interested applicants can be directed to the same address.