



The research institute of London Health Sciences Centre
and St. Joseph's Health Care London

An Invitation to Submit a Proposal
To Develop a Corporate Identity Strategy
At
Lawson Health Research Institute

Issued: Monday, October 30, 2006

Request for Proposals (RFP)

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Closing: Friday, November 10, 2006 at 2:00 p.m.

INTRODUCTION

Invitation:

Lawson Health Research Institute (Lawson) invites you to respond to this "Request for Proposals" to develop a corporate identity strategy for Lawson Health Research Institute.

Background:

Lawson Health Research Institute (Lawson) is the research institute of London Health Sciences Center and St. Joseph's Health Care London.

Lawson prides itself on being a bench-to-bedside biomedical centre with scientists, physicians, staff and students dedicated to excellence. Lawson utilizes state-of-the-art techniques to link investigative science with clinical medicine, particularly in the areas of maternal & newborn health, imaging, surgery, infection and immunity, mental health, diabetes, vascular biology, rehabilitation and geriatric medicine.

The Institute has a total staff of over 1200, comprising over 500 basic and clinical investigators either on site or affiliated and approximately 350 graduate students and post-doctoral fellows. Collectively, they occupy about 120,000 sq. ft. of research space, over 7 sites, attract over \$50M in external funding and generate over 900 biomedical science publications. Lawson's ability to transfer technology from the laboratory into the commercial world has been demonstrated with 52 patents and 8 spin-off companies.

The Lawson Health Research Institute was launched in July 2000, bringing together the former Lawson Research Institute, London Health Sciences Centre Research Inc. and the Children's Health Research Institute. The research programs of Lawson broadly mirror the clinical programs and specialties of London Health Sciences Centre (LHSC), St. Joseph's Health Care London (St. Joseph's) and The Children's Hospital of Western Ontario. Lawson is one of the largest hospital-based research institutes in Canada and enjoys a strong affiliation with The University of Western Ontario.

Lawson's fundraising activities are done by its supporting foundations including Children's Health Foundation, London Health Sciences Foundation, and St. Joseph's Health Care Foundation.

Context:

Two significant initiatives has made this a critical time for Lawson to review and assess their corporate identities and expression:

External Review of the Institute

In December 2005, Lawson underwent an external review of the institute. The institute was congratulated on many of its successes in the first 5 years. As well several recommendations were made to move Lawson into 2010. The Scientific Director of the institute has begun to work on these recommendations including the reduction and renaming of the themes within the institute. The themes presently have working names only.

Information Technology (IT) Assessment

Lawson is in final stages of receiving recommendation from an IT consultant who has made recommendations for the institute on how to meet our researchers IT needs. One of the recommendations is to redesign our existing website.

(www.lhrionhealth.ca)

Conditions of the Request for Proposal:

There will be no payment by Lawson for costs incurred for the presentation and submission of proposals in response to this RFP.

DESCRIPTION OF WORK

Objective:

Lawson requires the service of a qualified firm to support the development of a corporate identity strategy for Lawson Health Research Institute.

The overall purpose of the Corporate Identity Project is to create clarity and awareness among key constituents, including scientists, staff and trainees, donors, government, health care partners and the broader community.

Project Scope:

The Corporate Identity Project is expected to be comprehensive, consultative and based on primary and secondary research. The selected firm will work with the Corporate Branding Team; however, they may also be required to make presentation to the project's Steering Committee, Senior Executives, Board members and other stakeholders.

The project must include a comprehensive assessment of:

- The current Lawson corporate brands
- Lawson programs with their own brand identities (e.g. London Regional Cancer Program, Children's Health Research Institute, CSTAR)

All major elements of branding will be assessed. However, the organization does not consider the corporate name Lawson Health Research Institute and Lawson to be within the scope of the brand assessment. The organization will not consider a name change as a result of this project.

However, the rollout of the new themes in the organization will require potential name changes as a result of this project. The themes should be easily identified with as well as marketable.

Lawson being an entity of both hospitals, its brand program must continue to reflect London Health Sciences Centre's and St. Joseph's Health Care London's brand. As well consideration must be given to common/joint set of brand guidelines for the hospitals and Lawson.

Finally, the project will seek to include and involve health care partners and affiliates, such as the Children's Health Foundation, London Health Sciences Foundation, and St. Joseph's Health Care Foundation.

Project Deliverables:

1. Identity Assessment

- A thorough assessment and understanding of Lawson corporate identity issues, audiences and environments.

2. Strategy Development

- Development of the strategic branding framework and platform for Lawson
- Development of a framework and /or principles to guide Lawson brand relationships with other health care partners and affiliates

3. Visual Identity Development

- Optional creative designs for the Lawson visual identity

4. Visual Identity Guidelines

- Development of corporate guidelines to dictate how the visual elements are to be used and produced
- Guidelines must be applicable to all forms of media including electronic formats

5. Launch Program Development

- Recommendations for an implementation plan, including communications messages and timeline.

Intellectual Property:

All materials developed under this contract, including all electronic and hard copies, must be provided to Lawson upon completion of the contract.

SUBMISSION INSTRUCTIONS

Instructions for Enquires:

To protect the integrity of the RFP process, staff at Lawson cannot respond to verbal requests for additional information about the RFP.

All inquiries concerning this RFP must be submitted in writing by electronic mail ONLY to:

Michele Martin
Manager, Communications and Public Relations
Lawson Health Research Institute
michele.martin@sjhc.london.on.ca

Instructions for Submitting Proposals:

Five (5) copies of your proposal should be received no later than 2:00 pm Eastern Standard Time on November 10, 2006 to the attention of:

Michele Martin
Manager, Communications and Public Relations
Lawson Health Research Institute
268 Grosvenor Street, Room F4 - 112
London, Ontario N6A 4V2

We reserve the right to reject any and all proposals. The lowest cost proposal will not necessarily be accepted.

We reserve the right to enter into negotiations with any bidder on any or all aspects of this proposal.

Mandatory Requirements:

Proposals not meeting all mandatory requirements will be considered non-compliant and will be given no further consideration.

In addition to meeting the submission deadline, the following must be clearly demonstrated for proposals to be considered:

- Company profile that includes years in business. The bidder must have existed for a minimum of three (3) years.
- All contact information: e.g. company name, mailing address, phone and fax numbers, and e-mail address.
- Curriculum Vitae of consultant(s) who it is proposed would work on the project. The proposed project manager responsible for work must have a minimum of five (5) years experience in similar or related work.
- A proposal outlining the firm's recommended approach to corporate identity strategy development for Lawson
- A proposed project schedule and critical path.
- A detailed breakdown of expected costs.
- Two (2) recent examples of branding strategy work including: a description of the strategy development process, creative design samples, visual identity guidelines, timeframes and costs related to the project. References for the case studies should also be provided.

CONTRACT AWARD

Selection Process:

All proposals will be opened after 2:00 pm on November 10, 2006.

Proposals will NOT be accepted by fax or email. The proposals will be reviewed to ensure mandatory requirements have been met.

A Selection Committee will be established to review the proposals against the criteria. The committee membership will include:

1. Board Member, Lawson Health Research Institute
2. Representative of Communications, London Health Sciences Centre
3. Representative of Communications, St. Joseph's Health Care London
4. Manager, Communications and Public Relations, Lawson Health Research Institute
5. Communications Consultant, Lawson Health Research Institute

Short-listed firms may be required to make a presentation to the selection committee. Presentations, if required, will be scheduled as soon as possible following the submission deadline.

Selection Criteria:

Proposals meeting all of the mandatory requirements will be rated against the following professional merit criteria:

1. Demonstrated ability to understand issues and recommend strategies and concepts to achieve client's strategic objectives.
2. Demonstrated ability to develop a variety of creative, innovative, high impact concepts/executions; clear and concise communications messages; and excellence in implementation.
3. Evidence of capacity to meet aggressive deadlines for complex projects.
4. Evidence of excellent client service in all aspects of account management.
5. Demonstrated knowledge of London's health care sector and current challenges and opportunities.
6. Additional contributions that add value to the project.