

Request for Proposal



Organizational Background

For over 20 years, OCRI has been Ottawa's lead economic agency for fostering the advancement of the region's globally competitive knowledge-based economy. OCRI is a non-profit, partnership organization that operates on an annual budget that comes from a variety of sources including: municipal, federal and provincial government grants; membership fees; professional development programs; and private sector contributions.

OCRI is the rallying point for business, education and government to advance Ottawa's globally competitive knowledge-based economy. With and through its members and partners, OCRI brings people, ideas and resources together to build wealth and quality of life in Ottawa.

With a growing base of 625 member companies, OCRI brings more than 120,000 people, ideas and resources together.

Our membership includes large corporations, small and medium sized technology companies, research laboratories, post-secondary academic institutions, regional government, school boards, businesses that service the technology industry, and private individuals.

We support our members and unify our partners to grow Ottawa's economy with technology and innovation at the core. We drive partnerships, policies and programs that advance the business climate for Ottawa's technology, academic and government community.

OCRI contributes to the prosperity and quality of life in the Ottawa region by:

- marketing Ottawa to attract investment and business;
- enabling entrepreneurs to establish and grow their businesses;
- facilitating collaborative, leading edge research;
- catalyzing the growth of the local life sciences community;
- fostering lifelong learning, and
- developing infrastructure and online service delivery for a 21st century city

Current Situation

OCRI is a complex organization comprised of six departments implementing in excess of 100 programs and projects supported by a common communications and creative services team. Over the last two years OCRI has experienced a merger, program expansion and growth as well as staff turnover.

As an organization, OCRI is currently struggling to articulate its brand, both visually and verbally, in a clear and consistent manner. Because our brand identity has become confused internally, the overall brand message is not being heard in the marketplace. This has resulted in a disconnect between corporate communications strategies and departmental/ program strategies and a lack of awareness of OCRI brand guidelines.

To get to where we want to be as an organization, we need to realign where we think we are and where our stakeholders perceive us to be.

Request for Proposal (cont.)

Requirement

At this time, we are inviting proposals to execute a brand audit and develop a brand strategy. The brand audit should include an analysis of OCRI's brand hierarchy, brand portfolio, strategic branding alliances, and the brand's current positioning in the marketplace. There are two suggestions for gathering the information: (1) discuss among team members their perceptions of the brand, and (2) prepare a survey questionnaire (with a maximum of 10 questions) and e-mail the questionnaire to board and committee members. An analysis of the strengths and weaknesses of current marketing programs should also be undertaken.

The brand strategy should include tactics to ensure that OCRI is recognized, locally, nationally and internationally, as the lead economic development agency for Ottawa, one of the most innovative cities in the world. It should clarify, as necessary, OCRI's brand and image, stating clearly the substance of OCRI's programs, the promise it makes to stakeholders, and its identity and reputation. The brand management strategy should include (but is not limited to): a brand hierarchy; policies and procedures for brand placement; guidelines for logo usage and corporate colour schemes; and templates for communications documents.

Proposals should include: timelines for project deliverables; a detailed process for execution of the audit; an outline of the elements included in the brand management strategy; and budget. Samples or references of successful projects of a similar nature would assist in the evaluation of the proposal.

Any questions concerning this RFP should be addressed to:

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Statement of Work

Title	OCRI Brand Audit Project
Duration	June 27, 2008 – August 5, 2008
Tasks	• Brand audit • Develop brand management strategy