

PHILADELPHIA GLOBAL IDENTITY PROJECT

REQUEST FOR PROPOSALS (RFP)

DEVELOPING, LAUNCHING AND SUSTAINING A UNIFIED BRAND IDENTITY TO HIGHLIGHT PHILADELPHIA'S VIRTUES AND BENEFITS TO LOCAL AND GLOBAL AUDIENCES

ABOUT THE GLOBAL IDENTITY PROJECT:

The Global Identity Project, convened by the City of Philadelphia, is a consortium of organizations from the Philadelphia region who are working together to develop a brand identity for Greater Philadelphia that will be deployed locally, domestically and internationally. The project is overseen by the Philadelphia Global Identity Advisory Group, which will provide insight and feedback to the selected provider throughout the brand identity process. The Philadelphia Global Identity Advisory Group includes representatives from regional municipal governments, higher education, non-profits, tourism and hospitality entities, and the private sector. The project will also engage a broader group of stakeholders, referred to as the Philadelphia Global Identity Alliance. The Alliance is a growing list of regional stakeholders who have attended meetings, provided information, and participated in focus groups.

BACKGROUND:

The Philadelphia region has a story to tell and this is the time to do it. After decades of population loss, the city of Philadelphia is finally enjoying 10 straight years of population growth. The drivers for that population growth are millennials (more than any other of the top 25 cities in the U.S.) and foreign-born citizens (the rate doubled in the past 10 years). A majority-minority city with diversity at its core, Philadelphia is filled with more university students than any other U.S. city, and some of the best R&D in the world side-by-side with over 400 sidewalk cafes. The city and its surrounding counties are seeing dozens of new innovation-driven developments, and foreign investment is rising.

With Philadelphia as the birthplace of American democracy, this region has a rich, deep history; but there's a new narrative evolving here with people from all walks of life ready to participate and benefit. This renaissance demands a new global identity for Greater Philadelphia to present itself to the world.

There is an urgent need for a unified global identity and accompanying brand that represents the Philadelphia region of today. We need a common message to further rally key stakeholders and engage the entire region behind a unified brand identity that can be utilized locally, domestically and globally. The goals are to: facilitate the improvement of the world's perception of Greater Philadelphia; to attract and retain talent, business, capital, students and investment in the region at large; to continue to grow tourism, meetings and conventions business; and to help drive growth through the continued revival of the region.

This is a high-profile project convened by the City of Philadelphia's Department of Commerce in partnership with numerous organizations. The City of Philadelphia and its partners have engaged a broad base of regional stakeholders to date and is finalizing the creation of a Global Identity Advisory

Board that will oversee the implementation of the project moving forward. Initial regional stakeholder meetings and focus groups were held in 2017 and served as a basis for this brand identity Request for Proposals.

BUILDING ON RECENT SUCCESS:

The image of Greater Philadelphia as a desirable place to live has benefited from multiple independent reviews in recent years touting the livability of the city and region. The image of Philadelphia as a tourist destination, both domestically and internationally, has enjoyed a continued 20+ year boost from a large, sustained marketing campaign with leisure hotel demand increasing by 333%. The overall image of Philadelphia is on the rise with the successful hosting of Pope Francis and the City's designation as the first World Heritage City in the U.S. in 2015, the Democratic National Convention in 2016, the NFL Draft in 2017, and the Philadelphia Eagles Super Bowl victory and celebration in 2018.

Right now, Philadelphia is in the midst of an ongoing bid for Amazon's HQ2, as one of just 20 finalists from the original group of 238. The well-executed, collaborative bid touting our region's many assets in a branded "Philadelphia Delivers" proposal has also resulted in increased interest from businesses across the country and globe.

Additionally, Philadelphia was selected as one of four cities to participate in the prestigious Brookings Institution Global Cities Initiative Global Identity Cohort. The Brookings Institution is a non-profit organization whose mission is to conduct high-quality, independent research and, based on that research, to provide innovative, practical recommendations for policymakers and the public. The Global Cities Initiative is a joint project of the Brookings Institution and JPMorgan Chase. This joint project is designed to help metropolitan leaders advance and grow their regional economies by strengthening international connections and competitiveness. As part of the Global Identity Cohort, we will gain access to in-depth research on current international perceptions of Philadelphia and be provided with a roadmap for the development of a global brand identity.

Based on early findings from the Brookings Global Cities Initiative work, Philadelphia is NOT perceived globally as a hub for business, innovation or technology, particularly when compared to the region's actual assets. In fact, Brookings initial evaluation concluded that the perception of Philadelphia internationally lags its actual performance. We must close this gap: in reality the existing business sector is growing both in the city and in the surrounding counties resulting in innovation and new jobs. That said, this growth must continue and do so at a higher rate.

SCOPE OF WORK:

This Request for Proposals is for a multi-phase project with funding initially provided for Phase I. A complete proposal for all phases is requested along with associated timelines and budgets. Anticipated timelines for each of the phases have been included below.

Phase I: Research & Discovery (August – December 2018)

- Significant primary and secondary research and analysis – locally, domestically and globally
- Perception analysis of Philadelphia domestically, including comparison to other cities/regions
- Community engagement strategy for brand development

- Development and presentation of multiple, preliminary brand identity options – including color palettes, logos, taglines and other associated elements
- Recommendations for print, digital, video and additional brand assets
- Support of fundraising for sustained brand identity campaign
- Assistance with the completion of Brookings Global Cities Initiative Identity Cohort assignments

Phase II: Final Brand Identity Development, Refinement & Launch (January 2019 – June 2019)

- Ideation and presentation of multiple brand and visual system options
- Refinement of the final brand identity
- Production of a final brand toolkit and style guide
- Production and release of a final website
- Production and launch of the final brand identity release including video, social, photo, ads
- Measurement and reporting of media metrics
- Development of a broad-based brand adoption strategy
- Recommended KPIs and qualitative assessments to monitor activation and efficacy

Phase III: Brand Identity Sustained Marketing Campaign (June 2019 – TBD)

- Ongoing brand identity campaign across multiple media channels
- Development and launch of brand identity extensions
- Ongoing maintenance and updating of the brand toolkit, website and all associated media assets
- Production and maintenance of a metric driven brand identity dashboard for stakeholders

Resources Available through the Brookings Global Cities Initiative

The Brookings Global Cities Initiative Global Identity Cohort will provide valuable inputs to the brand identity and marketing project. The provider will need to become intimately involved with the Brookings project in order to help drive and inform their work. The Brookings project will specifically include:

- Perception Diagnosis:
 - Media reviews
 - Social media tracking
 - Assessment of global indices, rankings & benchmarking
 - Surveys of a broad base of global business leaders, visitors and expats
- DNA & Identity Analysis:
 - Historical analysis of the region
 - Comparative analysis with peer cities – globally & domestically
 - Citizen engagement – broad outreach to gather wide and global input
- Asset Resonance Review:
 - Assessment of region by market
 - Mapping of existing market
 - Identification of new market opportunities

Brookings has also provided suggested methodology and frameworks for additional perception analysis research that could be utilized by the provider. Philadelphia has been connected to other cities around the world who have recently undertaken similar work, in order to learn from best practices, share resources, and network with peers.

REQUIRED DELIVERABLES:

For the purposes of Phase I, the Philadelphia Global Identity Project Team is seeking to identify the core identity and virtues that will drive development of a full brand identity and campaign for the city of Philadelphia. Residents should be engaged (in some capacity) in the process of coming up with the brand and will require a strategy to ensure successful adoption and use of the identity.

The provider shall produce a final report in traditional and/or presentation style addressing the above requirements including data collected and assessed, competitive positioning, and a complete plan and budget for the proposed work over the next five years. Multiple preliminary reports may be used to convey ongoing findings and to share branding alternatives with stakeholders. The provider is expected to run the process of informing, developing and initially communicating the brand options and final brand in concert with the Philadelphia Global Identity Project Team, led by Sylvie Gallier Howard of the City of Philadelphia and Angela Val of the Philadelphia Convention and Visitor's Bureau (PHLCVB) along with the Philadelphia Global Identity Advisory Board.

The provider for Phases II and III of the proposed project will be finalized with a separate RFP once Phase I is completed and work for Phases II and III is identified, approved and funded. Interest in participation in Phases II and III by the provider is ideal but not required for bidding on Phase I of the project.

The provider will be granted access to data and materials from the Brookings Global Identity project, assets developed for the "Philadelphia Delivers" campaign, and any other available data useful to the brand identity and marketing campaign development.

THE PROPOSAL SHOULD ADDRESS THE FOLLOWING QUESTIONS:

- What methodology and process will the provider use to gather data and what type of analysis will be carried out?
- What is the anticipated timeframe for completing the scope of work and the cost associated with each milestone/phase?
- What additional tools and information will be necessary to complete the scope of work?
- How does the provider communicate project progress?
- How does the provider address obstacles and challenges that may arise during a project?
- Is the provider a certified minority or women-owned company? What is the diversity composition of the team assigned to the project?

THE PROPOSAL SHOULD INCLUDE THE FOLLOWING INFORMATION ABOUT THE PROVIDER:

- Company's areas of expertise;
- Years in operation;
- Experience conducting similar work, including specific examples;
- Proposed team, including bios, relevant experience, and specific staff assignments for the project;
- Any freelancers or subcontractors who may be used for execution of the project;
- Three references, including email addresses and phone numbers

QUESTIONS PERIOD:

All interested respondents are free to submit written questions prior to finalizing their proposal. Questions should be e-mailed to Lauren Cox (lauren.cox@phila.gov) by 5 p.m. on Monday, June 11, 2018. All submitted questions will be discussed during an optional phone call that will take place on Wednesday, June 13, 2018. Following the call, all questions and responses emailed and covered during the call will be posted to www.phila.gov/business by June 14, 2018.

DEADLINE AND REQUIREMENTS:

Proposals must be submitted as PDF files, no more than 20 pages in length, by no later than 5 p.m. on Monday, June 18, 2018 and must be emailed to Sylvie Gallier Howard (sylvie.gallierhoward@phila.gov) and Angela Val (Angela@discoverphl.com). The Philadelphia Global Identity Project intends to contact finalists by the end of June to schedule follow-up interviews and make a final selection by the end of July.

There is a ceiling of \$50,000 for execution of the Phase I deliverables. Budget and scope of Phases II and III are to be determined by Phase I findings.

The Philadelphia Global Identity Project is committed to diversity in all practices and is seeking a provider that shares this commitment. Minority and women-owned businesses are encouraged to submit a proposal, and a diverse team is strongly desired, as is a diversely balanced team that understands the challenges and complexities of Philadelphia's unique cultural landscape.

RESERVATION OF RIGHTS:

The Global Identity Project reserves and may, in its sole discretion, exercise any one or more of the following rights and options with respect to this Request for Proposals:

- (a) to reject any and all proposals and to reissue this Request for Proposals at any time prior to execution of a final contract;
- (b) to issue a new Request for Proposals with different terms and conditions in order to obtain additional proposals or for any other reason the Global Identity Project determines to be in its best interest;
- (c) to extend this Request for Proposals in order to allow for time to obtain additional proposals;
- (d) to supplement, amend, substitute or otherwise modify this Request for Proposals at any time prior to issuing a notice of intent to contract to one or more Respondents;
- (e) to cancel this Request for Proposals at any time prior to the execution of a final contract

The Global Identity Project reserves and may, in its sole discretion issue a notice of intent to contract and/or execute a contract for any or all of the items in any proposal, in whole or in part, as the Global Identity Project, in its sole discretion, determines to be in its best interest.