



**MANITOBA INSTITUTE OF
TRADES & TECHNOLOGY**

REQUEST FOR INFORMATION

Creative Agency Services

RFI 2018-001

KEY DATES:

Issued: October 5, 2018

Closing: October 24, 2018, 1:00 PM CDT

DELIVERY OF PROPOSALS:

Electronic proposals must be sent by email to:

Paulette Shonoski, Vice President, Finance and Administration – Paulette.Shonoski@mitt.ca
and CC:

Amanda Ward, Executive Assistant – Amanda.Ward@mitt.ca

Lloyd Orris, Director, Finance & IT – Lloyd.Orris@mitt.ca

CONTACT PERSON:

Carisa Laturnus

Creative Director

Carisa.laturnus@mitt.ca

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1.0 Introduction and background

Manitoba Institute of Trades and Technology

Industry Driven. Student Focused.

For more than 30 years, MITT has provided a unique, practical choice for career-focused students to pursue trades and technical training, with direct pathways into employment or on to higher levels of education. MITT offers exceptional flexibility to earn dual credits, complete pre-employment requirements faster, and transition seamlessly into advanced training here or elsewhere.

Manitoba Institute of Trades and Technology (MITT) is a unique educational institution offering post-secondary certificates and diplomas alongside comprehensive, integrated secondary programming, all directly linked to current labour market needs. MITT gives students a competitive edge by providing the latest technology and training for careers in the areas of Health Care and Human Services, Information and Business Technology, and Skilled Trades.

Please refer to <http://mitt.ca/> for additional information on:

Governance and Administration

Mission, Vision and Values

Strategic and Academic Plans

History and Facilities

1.1 Purpose

MITT is looking to partner with a creative agency to provide strategic and innovative marketing and branding solutions, as and when needed, in support of institutional priorities. This partner would work closely with MITT's External Relations team.

1.2 Objective

The objective of this Request for Information is to guide the selection of an experienced, qualified supplier(s) through the use of an established list of criteria for evaluation. This Request for Information is to invite Bidders to submit their detailed Proposals to satisfy the requirements set out in Section 2.0 Scope of work.

1.3 Contract term and budget

The work to be done under this Contract shall be for a period of one (1) year from the date of the award of contract with the option to extend.

1.4 Proposal schedule

The timetable below provides the anticipated schedule for the RFI. The timing and the sequence of events resulting from this RFI may vary. MITT reserves the right to modify these events and dates at any time.

Event	Date
Issue Request for Information	October 5, 2018
Deadline to submit questions or inquiries	October 18, 2018
Request for Information closes	October 24, 2018
Proposal evaluations completed	November 2, 2018

Presentations (short-listed suppliers only)	Week of November 5, 2018
Anticipated date of award	November 12, 2018
Service Agreement signed	TBD
Contract start date	Anticipated: November 19, 2018

1.5 Questions and clarifications

All enquiries related to this Request for Information are to be directed, in writing by email only, to:

Carisa Laturnus, Creative Director – Carisa.Laturnus@mitt.ca

CC:

Amanda Ward, Executive Assistant – Amanda.Ward@mitt.ca

Lloyd Orris, Director, Finance & IT – Lloyd.Orris@mitt.ca

Information obtained from any other source is not official and should not be relied upon. Responses to inquiries concerning clarification of the terms of this Request for Information or information included in it will be posted at <http://mitt.ca/about-mitt/tenders>.

Inquiries must be communicated to the contact person at least five days prior to the RFI closing date. Questions received after this date will not be answered. Please see schedule for additional detail.

1.6 Pricing

Provide a clear indication of your proposed fees, covering all aspects of providing the services as described in section 2.0 Scope of work in this RFI. Commission markup on media purchases is also required.

GST and PST are not to be included in fees.

Fees should be reflected in Canadian dollars.

1.7 Proposal submissions

Electronic proposals must be sent by email to paulette.shonoski@mitt.ca and CC:

Amanda Ward, Executive Assistant – Amanda.Ward@mitt.ca

Lloyd Orris, Director, Finance & IT – Lloyd.Orris@mitt.ca

Electronic proposals must be in PDF document. The submission must be marked with reference to this RFI (RFI number and name). Proposals will be marked with their receipt time at the closing location. Only complete proposals received and marked before closing time will be considered to have been received on time.

Preferably, MITT would engage a single firm, but it is understood that there may be deliverables best suited to niche firms with unique capabilities and specialized experience. Joint RFI submissions will be accepted provided they are submitted as a coordinated package.

A joint submission will identify a primary representative who shall be the sole point of contact with MITT External Relations. This contact will assume sole responsibility on behalf of all parties.

All documents submitted in response to the RFI will become the property of MITT.

MITT is neither liable nor responsible for any costs incurred by the Bidder in the preparation, submission or presentation of its proposal. The Bidder will not be reimbursed for any costs associated with the procurement of this project.

MITT reserves the right to withdraw this RFI at any time, accept or reject in part or in whole any submission. The lowest price submission will not necessarily be awarded the contract. MITT reserves the right for an award, if any, to be made to a single bidder or multiple bidders. Acceptance of any Bidder's proposal shall not bind MITT to proceed with any/all of the scope of work identified.

Confidentiality and Ownership of Information

Information provided to the supplier by MITT or acquired by the supplier during the course of the work is confidential. Such information shall not be used or disclosed in any way without the prior written authorization from MITT.

The selected vendor shall agree to provide the end product in software formats that are compatible with MITT systems—to ensure that we can edit information if necessary, in future.

2.0 Scope of work

MITT seeks a partnership with an experienced advertising/creative firm to establish non-exclusive contract for the provision of creative marketing services.

The selected firm will work in partnership with members of MITT's External Relations department in the development and execution of contract deliverables.

Deliverables and services may include, but are not limited to, these categories of service:

2.1 Development of brand strategy

- develop brand strategy to align with business objectives
- engage internal and external stakeholder audiences, as required (including facilitating strategic sessions and/or integrated stakeholder engagement activities)
- align with established MITT visual identity
- develop of brand positioning and messaging platform

2.2 Marketing strategy and planning

- provide advice on overall marketing activities
- engage in market research activities, as required
- develop strategic marketing and advertising plans (including media planning and placement for print and digital)
- provide a measurement program to outline performance metrics, targets, benchmarks, etc.

2.3 Digital marketing strategy and production

- provide advice on digital and content strategies (including social media campaigns)
- inform SEO strategy
- provide video production guidelines
- create analytics reports for current state and future campaigns

2.4 Creative and campaign development

- provide strategy, oversight and guidance in creative development
- provide design and copywriting for print and digital applications
- assist with development of message matrices for stakeholder audiences (students, industry partners) and review/audit current high-level messages (elevator pitches)

All firms are expected to:

- collaborate with MITT's External Relations team to develop and coordinate project plans, strategize, and execute work in a timely manner
 - provide exceptional customer service and account management
 - provide solutions and resources to efficiently and effectively meet creative needs while maintaining the highest quality standards
 - be current with best practices and provide recommendations for effective performance on the categories outlined above
 - adhere to MITT's pre-determined approval process
-

3.0 Proposal format requirements

3.1 Executive summary

Provide a brief overview of your organization, and include in this statement support for what makes your organization stand out from your competitors and what benefits MITT could realize by contracting your services. Maximum one (1) page on your organization's letterhead.

3.2 Expertise

Expectations for key individuals assigned to this project are demonstrated thought leadership, business savvy, and a talent for creative communications.

- Provide a complete list of the team members that would be part of the project team, their designated roles and responsibilities, their employment term with your company, their qualifications and relevant experience; and your ability to back-up and support your team members.
- Describe the strengths and capabilities of your account management–project management, administration, budgeting, and reporting.
- Outline your understanding of the scope, objectives, strategic, and creative considerations necessary to be the successful Proponent.
- Describe how you will notify MITT in the event of changeover in personnel assigned and how you will ensure overall staffing consistency

3.3 Proposed workplan

Outline a proposed workplan based on the stated scope of work in this RFI that includes:

- how your company will address guarantees for schedules and deliverables
- a work plan with a draft timeline for deliverables and activities which you suggest MITT implement in order to reach its objectives by the end of this project. This should include a project management plan, billing cycle and rate structure, budget tracking and expenditure reporting, preparation of status reports, and scheduling of regular meetings to discuss the project progress
- who your key contact person will be handling all day-to-day communications with MITT
- if they will be used, indicate the specific roles and general type of work to be performed by each subcontractor
- any alternate and/or value added solutions that would benefit MITT in terms of service, quality control, sustainable initiatives, etc. Please ensure that any of these items which you may

propose are identified separately

3.4 Related experience

Please provide a list of three (3) previous and/or current clients or accounts for which the Proponent has provided or is providing services that are similar in nature to the services requested in this RFI. Identify the work performed and details of the impact, reach, and outcomes of the campaign(s).

3.5 References

Please provide contact information for three (3) client references that can attest to the Proponent's experience and ability to perform the services. References must be entities to which the Proponent provided services most similar to the services requested in this RFI.

3.6 Team maintenance and consistency requirements

Proponents acknowledge that it is important to MITT that the listed members and key personnel assigned to the services remain constant, and they will endeavor to ensure to the greatest extent possible, that these personnel remain constant throughout the Project.

Proponents agree not to assign key personnel to other projects if doing so would have an adverse impact on the individual's availability to perform the services for this Project.

3.7 Fees

Provide an outline of fees for services in this RFI. Please estimate the amount of hours for each task based on each individual team member's role.

Commission markup on media purchases is also required.

GST and PST are not to be included in fees].

Fees should be reflected in Canadian dollars.

Please provide all references to fees in a separate document, clearly named "Fees."

3.8 Social responsibility

Describe your commitment to providing added social value by hiring from inner-city, new Canadian, Indigenous and other populations facing barriers to employment. Indicate how you maintain a fair, non-discriminatory, safe, healthy workplaces that provide a decent wage and working hours and does not exploit women, children or immigrants. Bidders can also explain how their engagement can support the mission of MITT in being Industry Driven and Student Focused.

4.0 Additional terms

4.1 Award or cancellation of request process

MITT, in its sole discretion, reserves the right to select any proposal other than the highest scoring or the lowest priced proposal, or to reject any and all proposal submitted in response to this Request. No award may result from this Request process. Bidders are advised that any Information may not necessarily be accepted.

MITT reserves the right to repeat, renew or cancel this Request where, in MITT's sole discretion, none of the Information submitted in response to the Request warrant acceptance or where it would be in MITT's best

interest to do so. Without being obligated to do so, if the Request is cancelled, MITT may, in its sole discretion, issue a Request for the same or similar requirements as described in this Request.

MITT may at its sole discretions award some or all of the work outlined and has the right to modify and change the scope of work.

4.2 Governing law

Any contract resulting from this Request will be governed by and interpreted in accordance with the laws and standards of the Province of Manitoba.

4.3 Conflict of interest

Please document any real, potential or perceived conflicts of interest. No Information will be accepted from a Bidder if MITT determines an unmitigated conflict of interest exists.

4.4 Ownership of information

All Information submitted in response to this request will become the property of MITT.

All information, documents and materials, discovered or produced by the Successful Bidder in the performance of, or incidental to the performance of, the work described in this Request, and all intellectual property rights therein (including, without limitation, all copyright, patent, trade mark rights), will be the exclusive property of MITT, and will be delivered without cost to MITT upon request.

The Successful Bidder will not use, publish or disclose any information, documents and materials, discovered or produced by the Successful Bidder, in the performance of, or incidental to the performance of, the work described in this Request without first obtaining written permission from MITT.

4.5 Freedom of Information and Protection of Privacy Act Compliance

In carrying out the Services, the Successful Bidder must comply with the principles respecting the collection, use, disclosure and destruction of personal information as set out in The Freedom of Information and Protection of Privacy Act (Manitoba) and The Personal Health Information Act (Manitoba), and the regulations to those Acts, all as amended from time to time.

4.6 Confidentiality

The Successful Bidder, its officers, employees, agents, subcontractors or any other party for whom the Successful Bidder is responsible at law must:

- Treat as confidential all MITT Data acquired or to which access has been given in the course of, or incidental to the performance of the agreement ("Confidential Material");
- Not disclose or permit to be disclosed to any person, corporation or organization such Confidential Material without first obtaining written permission from MITT;
- Observe and/or abide by any reasonable rules or directions provided by MITT in writing with respect to safeguarding or ensuring the confidentiality of such Confidential Material.

4.7 Payment terms

Payment terms are net 30 days upon receipt of goods or services and department sign-off. All invoices must reference the purchase order number and be forwarded to the address indicated on the purchase order.

4.8 Costs of proposal

Costs incurred in the preparation, presentation and submission of a Proposal shall be borne entirely by the Proponent.

5.0 Submission evaluation

5.1 Evaluation Criteria

The Evaluation Committee will rate each compliant submission based on the following criteria:

- Executive Summary
- Expertise
- Proposed Workplan
- Related Experience
- References
- Fees (separate attachment)

5.2 Evaluation process

The Evaluation Committee will determine a ranking based on all criteria including fees. A short list of the highest scoring Proponents will be identified.

The RFI evaluation process is a selection procedure. It will be finalized through completion of the following steps:

- 1) Proponents will submit proposals to MITT in response to this RFI.
- 2) Following the submission deadline, the Evaluation Committee will review proposals that meet the Mandatory requirements. Proposals not meeting the requirements will be disqualified and receive no further consideration.
- 3) Proposals meeting the mandatory requirements will first be evaluated and scored based on the content submitted (excluding the fee submission).
- 4) Based on the scoring results of this evaluation (excluding the fee submission), the Evaluation Committee will compile a shortlist.
- 5) The fee submission will be opened and evaluated by the Evaluation Committee for the Proponents short-listed and added to their total score.
- 6) Proponents that are shortlisted will be invited to participate in an interview/presentation.
- 5) The Evaluation Committee will make a decision based on the evaluation criteria and outcomes of interviews.

5.3 Evaluation interview

The Evaluation Committee will schedule interviews or presentations for shortlisted proposals. The interview is not an opportunity to present additional information not already outlined and included in the proposal submission.

Each interview will be allotted approximately two (2) hours. Any required time for room set up or dismantling is to be included in the two hour time allotted.

The Proponent(s) should attend the interview with a minimum of two team members from the key personnel identified in the proposal. All attendees should be team members who will be actively involved in the project.

The presentation to the Evaluation Committee should communicate the following:

- 1) Understanding of their roles and responsibilities for this project
- 2) Methodology and capabilities for fulfilling their roles and responsibilities for this project
- 3) Knowledge, experience and capabilities with the integrated design process, value engineering and the construction management process
- 4) Any other innovative ideas and/or processes they recommend that would benefit this project

Following the presentation period, the Evaluation Committee will follow up with questions for some or all of the presenters.

All presenters should present information contained in their Proposals only. The proponents shall not be allowed to present any new or additional information, or to revise their Proposals, or to propose items for negotiation.

All costs incurred by the Proponent to attend the interview session will be at the Proponent's expense.

5.4 Evaluation committee decisions

All decisions on the degree to which a Proposal meets the stated criteria or the score assigned to a proposal will be determined solely by the Evaluation Committee. The Evaluation Committee's determinations in this regard are final and may not be appealed.

RECEIPT CONFIRMATION FORM

REQUEST FOR INFORMATION

CREATIVE AGENCY SERVICES

RFI 2018-001

For any further distributed information about this Request for Information,
please return this form by email as soon as possible to:

CONTACT PERSON:

carisa.laternus@mitt.ca

COMPANY: _____

STREET ADDRESS: _____

CITY: _____ **POSTAL CODE:** _____

PROVINCE: _____ **COUNTRY:** _____

MAILING ADDRESS, IF DIFFERENT: _____

FAX NUMBER: (____) _____ **PHONE NUMBER:** (____) _____

CONTACT PERSON: _____

TITLE: _____

E-MAIL ADDRESS: _____

Please send us any subsequent information about this Request for Information by:

☐ E-Mail _____