

Request for Proposal (RFP):

New Brand Campaign

Date of Issue: Wednesday, February 12, 2025

Submission Deadline: Tuesday, March 4, 2025

ORGANIZATION OVERVIEW

Downtown Halifax Business Commission ([DHBC](#)) is a Business Improvement District ([BID](#)) that serves as the go-to resource for all things Downtown Halifax. DHBC provides leadership and support to its 1,600-plus member businesses and information to the public with the goal of creating a more prosperous and vibrant Downtown.

Learn more about DHBC here: <https://downtownhalifax.ca/about-dhbc>.

PURPOSE OF RFP

DHBC is seeking a creative agency to develop and execute a new brand campaign to market the [district](#) of Downtown Halifax.

The new brand campaign will replace the “Meet Me Downtown” campaign platform that was created in 2020 to encourage people to come Downtown during the pandemic (examples of this campaign creative can be provided upon request).

The campaign should embody an inspiring "Downtown Halifax is the place to be" theme, celebrating the businesses, attractions, landmarks, and people that make Downtown Halifax the vibrant heart of the city and the region. It should encompass a variety of topics (e.g., food and drink, things to do, etc.), as well as different seasons, initiatives, and target audiences.

Services will be required for a minimum of one-year commencing in March of 2025.

CAMPAIGN GOALS

The primary goal of this campaign is to attract people to Downtown Halifax. According to DHBC's [2023-26 Strategic Plan](#), one of our main priorities is to bring people to Downtown Halifax. People are what makes any downtown vibrant and attracting them is the driving force behind everything DHBC does.

The secondary goals of this campaign, also outlined in the 2023-26 Strategic Plan, will follow from this primary objective: increasing sales and inciting investment.

TARGET AUDIENCES

The primary audience for this new brand campaign will be the public. However, it's important to note that DHBC's members are also a key target, as their support will be essential to the campaign's success. Additionally, by showcasing Downtown Halifax in a positive and inspirational light, we aim to attract a "trickle-down" audience of potential new business owners and investors to the area.

Here are more details about the target audiences:

- The General Public:
 - Includes Downtown workers, suburban families, students, urban dwellers, and new Canadians.
 - The target areas for this audience include Halifax peninsula, Clayton Park, Bedford, Dartmouth, Spryfield, Sackville, Hammonds Plains, Tantallon, Cole Harbour – generally more of the immediate HRM area.
- DHBC Members:
 - Includes all the businesses/organizations in the Downtown Halifax area (see DHBC's catchment area [here](#)).
- Potential New Business Owners:
 - Includes anyone looking to open a business/invest in the Downtown Halifax area.

SCOPE OF WORK

This campaign will be executed in three phases:

Phase 1: Development & Production

This phase includes the development and production of the new campaign creative including all campaign materials based on a "Downtown Halifax is the place to be" theme. This includes:

- Strategic brief creation
- Concept creation
- Creative and production delivery

Phase 2: Content Creation Execution

This phase involves the creation of all necessary content for the campaign. This could include new brand photography and/or video, with the latter being an area that DHBC is eager to explore as part of this new campaign.

Phase 3: Media Services

And finally, the planning, execution, and management of a comprehensive media campaign aimed at the general public.

TIMING

Phases 1 and 2 of the campaign (development, production, and content execution) would start immediately in mid to late March 2025.

Phase 3 of the campaign could start as early as late spring with a media campaign that would run over the summer months into the early fall. (Note: we are open to discussing the timing and duration of the media campaign).

BUDGET

Phase 1: Development & Production

The budget for the Development and Production of the new brand campaign is **\$50,000.00 including tax.**

Phases 2 & 3: Content Creation Execution & Media Services

The budgets for the Content Creation Execution and Media Services will be separate and determined later.

RESPONSE REQUIREMENTS

Please include the following in your response:

1. Company Overview
2. Outline of Proposed approach
3. Budget Breakdown
4. Timeline of work
5. At least one relevant case study

Please respond by **4:00 pm on Tuesday, March 4, 2025**, to Allana MacDonald Mills, Director of Marketing, allana@downtownhalifax.ca.

EVALUATION APPROACH

The responses will be reviewed and evaluated by a committee set up by DHBC that will include DHBC staff, and members of the DHBC Board of Directors and Marketing Action Team.

Evaluations will be based on:

- Company Capabilities & Fit: 30%
- Budget Breakdown: 25%
- Relevant Experience: 25%
- Timeline: 20%

All response applicants will be contacted with the result by the week of March 10, 2025.

The successful organization will be required to meet with representatives of DHBC by the week of March 17, 2025, to kick-off the campaign.

While not mandatory, preference may be given to Downtown Halifax-based organizations.

For any questions regarding the RFP, please contact Allana MacDonald Mills, Director of Marketing, allana@downtownhalifax.ca / 902-407-5411.

Thank you for considering this RFP.