

CITY OF BRUNSWICK

August 2019

**MARKETING & BRANDING SERVICES
QUESTION & ANSWER**



**City Manager's Office
601 Gloucester St.
Brunswick, GA 31520**

With careful consideration the Branding & Marketing RFP will be due September 9th by 2pm EST. I do apologize for not considering Labor Day.

1. Q: What is the budget set for Branding and Marketing for the City of Brunswick?
A: The City of Brunswick has not disclosed the budget for Marketing and Branding services. The city of Brunswick encourages for all potential proposal to submit their estimate for what the budget may be to complete the project.
2. Q: Is there an opportunity to include website development along with the website design under this RFP?
A: The city is open to viewing possible website development, but it is not a requirement within the branding and marketing RFP.
3. Q: If website development is not an option, what platform will/is the city website built on?
A: The City of Brunswick Currently have a Contract with Bluemoon Publishing
4. Q: Will the website design be for one site or multiple sites, I.E. DDA, Police, City, etc.
A: The city website design will be used for multiple sites. The city is currently trying to move forward to making the city Of Brunswick more Uniform.
5. Q: On page 5, section B, paragraph 2 states,” Priority will be given to those firms that have experience with local governments and are local.” Does this sentence indicate that the City of Brunswick will give preference to local firms? Will out-of-state firms be considered?
A: The city of Brunswick will grant local preference to local firms. Out of state firms will also be considered and qualify to work with The City.
6. Q: Who from the City will be the client contact?
A: The Point of Contact for the City will be the City Manager’s Office – for all contractual needs James D. Drumm will be the signatory.
7. Q: Does The city have a timeline in which they want the project to be completed?
A: There is flexibility with the timeline, but ideally by March 2020 in preparation of the new budget.
8. Q: Does the city currently work with an Agency of Record and if so, are they participating in this RFP?
A: No, not currently.
9. Q: Has the city ever conducted a branding project like this? If so, what agency did you work with and when was it conducted?
A: The City has not conducted a full-scale branding project as such, but rather smaller projects depending on departments.
10. Q: What is driving the need for this project at this time?
A: Please refer to page 4, section labeled SPECIFICATIONS OF RFP, number 2, letters A-E.
11. Q: Has any research been conducted in the last 2 years on resident demographics, target audiences or businesses?
A: Yes, the Planning, Development & Codes as well as Community & Neighborhood Services have data from previous projects.

12. Q: Describe your ideal target resident and/or business?

A: The ideal target audience needs to be existing residents and businesses in the City to generate ownership and pride of the area as well as entice future residents, businesses and innovators.

13. Q: Who will be the key decision makers? Who will be the project lead for the City? How many are expected to be part of the Steering Committee?

A: The project lead will be designated by the City Manager's Office, and Economic Development Department with a steering committee of as designated in the RFP.

14. Q: Under Evaluation Criteria, what is considered "Local Preference" - is this inside the city limits, county, or state of Georgia?

A: Local Preference is a company residing in Brunswick, Ga and/ or Glynn County.

Clarification on Scope of Work

15. 4D- What statistics exactly are needed from competitor marketing strategies: marketing budget, online strategies, etc.? Can we select 3 specific competitors and focus on those?

A: Content marketing strategies, implementation strategies, local SEO are the main competitor strategies, but these are not the end all -be all.

16. 4E- Will this be done in conjunction with the city officials or done alone? What time frame do these measurements need to consider?

A: City officials may be apart of determining if the branding efforts are successful.

17. In terms of deliverables A-F will the consultant be responsible for the design, layout, and placement of these ads?

A: Yes, the consultant will be responsible for providing suggested design, layouts, and placement for the ads as well as a guideline and style manual.

18. For the implementation plan, would this be something that would be handed over to City staff or the Steering to execute or is it the responsibility of the consultant to put into action?

A: The implementation plan would be handed over to City Staff.

19. Section 4.A: Has the City identified key stakeholders outside of the community that would need to be involved in this project? If so, does the City have contact information for these constituents?

A: Yes, there are several identified, but the City is open to suggestions. Contact information will be provided after RFP has been awarded.

20. Section 6.A-F: Just to clarify, are these line items to be included in the Brand Guidelines or simply potential uses for the brand post launch and will be implemented internally by the City? If these items are to be included, is the City open to a Creative Services Retainer to account for unknown deliverables?

A: These items should be included as well with the style manual to by implemented by the City. The City could be open to a creative services retainer, but it is not definitive at this time.

21. Would any agency or department sub-brand logos also need to be developed as part of this project? If so, how many logos would potentially be needed?

A: The City is open to sub-brand logos for departments as long as it provides overall consistency among the City.