

## Branding RFQ Addendum 2

Aug 4, 2017

Here are additional questions we've received about the Community Branding RFQ along with our responses. Thanks for your interest.

*What contemporary research (e.g., competitive municipalities insight, Cary citizen brand perception), if any, will the Town of Cary make available to the selected agency?*

All of the Town's research is public record and available at [www.townofcary.org](http://www.townofcary.org), including our biennial citizen survey and the Imagine Cary Community Plan.

*What is your team's expectation with respect to the timetable for this engagement leading up to and including the Rollout Plan?*

This has not been determined, and we look forward to the recommendations in your response.

*Is there a target completion date for the entire project that is preferred by the Town of Cary?*

No, and we look forward to recommendations in your response.

*Can you please elaborate on what will be needed and expected of the "Multi-Piece Collateral Design"? What will the purpose of the piece be? Who is the audience? Is it more of a tri-fold or a saddle-stitched 20+ page piece?*

This has not been decided, and we look forward to the recommendations in your response.

*Can you please elaborate on the specific expectations for "Research on Competitive and Current State"?*

We expect the consultant(s) to provide relevant, specific, science-based research findings to develop recommendations for the types and frequency of branding activities necessary to move Cary from its current to desired state as discussed in the RFQ.

*Every rollout plan has different requirements. Can you please elaborate on your expectations from an internal and public announcement perspective?*

Cary – the Town and Chamber – are well equipped to implement most aspects of a rollout plan, a plan that we would expect the branding consultant(s) to develop in precise detail.

*I'm looking at the page requirements for the proposal and I'm adding up each sections maximum page requirements. If my math is right, I get a total of 21 pages for the proposal. Is this correct?*

Yes, 21 pages in total, being sure to pay attention to each section's page limit.

*Can we include an appendix to showcase more branding examples? If so, how many pages can the appendix be?*

No; you may only respond to the specific sections articulated in the RFQ and should not exceed the maximum number of pages for each.

*What is Cary's current positioning statement? We see various statements on the Town website and in various pieces of collateral but would like to know if there is currently an official one.*

Cary does not have an official positioning statement.

*Do you have a bill of materials outlined for your collateral design and copywriting needs?*

No, and we look forward to your recommendations in your response.

*Should printing costs for collateral pieces be included in the cost estimate? If so, what items do you require printing and in what quantities?*

Yes, they should be included, and we look forward to your recommendations in your response.

*What is your targeted rollout timeline?*

This has not been decided, and we look forward to your recommendations in your response.

*When was the last branding campaign, and what was the focus? Can you provide details / examples from previous efforts?*

This is Cary's first comprehensive branding campaign.

*What kind of accolades do you want Cary to receive in the future? (Ex: Best place to raise a family, best place to meet your spouse, best schools in NC, top place for millennials to move out of college, No. 1 town for ....., etc.)*

As you see on our website, Cary has accumulated numerous accolades, and we have not determined which to try to maintain or acquire.

*When a magazine does a feature piece on Cary in 2025, what do you want the headline to be? What would the top three featured photos be?*

We have not determined this and look forward to recommendations you may make in your response.