

Branding RFQ Addendum 4

Aug 14, 2017

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

Do you have an ideal budget in mind for the project? If so, can you share it?

\$250,000 was included in this year's annual budget to expand economic development activities, including the branding project. Additionally, we would expect the recommended rollout plan to call for a multi-year brand building strategy, including cost estimates for those subsequent years.

Do you have any existing research that might be helpful for our team to take a look at before we conduct or propose research?

We do not have Cary-specific branding/marketing research per se. Visitor/Tourism as well as economic development research studies for the metro area including Cary does exist, and we would make that available to the project team(s).

Can you please provide more detail on the 'multi-piece' collateral deliverable?

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

What does it mean by "Rollout plan"?

The rollout plan, which at this point is envisioned to be carried out by the Town and Chamber, will be a detailed, step-by-step list of specific actions to be taken to begin position/repositioning Cary in the marketplace once the brand identity and supporting items (logo, tagline, messaging, etc) are created.

Who are the key stakeholders who will be part of this project on your end?

Our key stakeholders will include the Town of Cary's Economic Development Committee (aka Project Steering Committee), the Cary Town Council, and staff from the Cary Town Manager's Office.

We do not typically share client references in the initial proposal stage. We are happy to revisit sharing client references later on in the evaluation period. Will this be an issue?

We appreciate the care firms take with their client information. At the same time, references as described in the RFQ must be submitted in every firm's response, or we will be left with no other choice but to reject the response, something we would not want to see happen.

Are there any aspects of the existing brand identity work that cannot be changed? (e.g. type, seal, etc.)

There is no existing official brand identity work.

Are there any limitations or requirements we should be aware of from the state level, or is this strictly a town-led and owned initiative?

The only state requirement is that you are registered to do business here, which has been addressed in previous addenda. This is a Town-led initiative.