

Town of Wasaga Beach Branding Questions & Answers – July 10, 2018

1. Are the project's bi-weekly progress reports provided twice per week or once every two weeks?

Bi-weekly progress reports are provided once every two weeks.

2. Does the RFP response's appendix count against the 10-page limit?

No, the appendix (including sample work) may be additional to the proposed solution. Please notify ahogan@rto7.ca by July 19, 2018 if a Dropbox folder is required for uploading sample work/creative.

3. The RFP states as a deliverable - Production of brand identity creative (including logo and tagline for multiple uses now and into the future) and concepts for advertising, website, marketing, etc.
Can you clarify expectations related to "and concepts for advertising, website, marketing etc." Do you mean how the brand identity would be used in these situations or are you expecting advertising creative?

The expectation is for creative illustrating how the brand identity might be used in a variety of applications/situations.

4. In section 1.4, there is a reference to working with other stakeholders incremental to the steering committee for this effort. What is your approach for consensus building and approvals? Specifically, do all of the stakeholders participate in decision making for brand concepts?

As outlined in 2.2, a broad cross-section of stakeholders would be engaged, educated, consulted during the process, which may include a presentation of key findings to the broader industry community; however the brand concepts would be presented to the Steering Committee for decision making.

5. Can you please clarify the usage intent of the three existing Municipality logos that are referenced – is the intent to continue to use these logos in the immediate term and as the new tourism brand is rolled out?

The existing municipal logos would continue to be used in the immediate term; however, it is possible that in the longer term there may be a corporate transition to align municipal logos with the tourism brand.