



# CASE

CHICAGO ANCHORS FOR A STRONG ECONOMY

## **World Business Chicago Chicago Anchors for a Strong Economy (CASE)- Branding and Marketing Support for CASE's Diagnostic Tool**

Request for Proposals - February 6, 2017

### **About World Business Chicago**

World Business Chicago is a public-private, non-profit partnership that drives inclusive economic growth and job creation, supports business, and promotes Chicago as a leading global city.

More information: <http://www.worldbusinesschicago.com/>

### **About CASE (Chicago Anchors for a Strong Economy)**

CASE is a network of 16 prominent Chicagoland anchor institutions committed to collectively impacting neighborhood economic development through local purchasing, hiring, and investment.

More information: <http://www.chicagoanchors.com/>

### **About the Diagnostic Tool**

CASE has created a proprietary tool currently called the 'Diagnostic Tool' to provide businesses with an assessment of their capacity and readiness to work with an Anchor. The Diagnostic Tool is scaling its matchmaking function that connects local businesses to procurement opportunities with CASE's Anchor Institutions and/or programming opportunities with Community Partners.

More information: <http://www.chicagoanchors.com/#resources>

### **Project Objectives**

Chicago Anchors for a Strong Economy is seeking a creative agency partner to help with the following:

- a. Develop Diagnostic Tool branding and provide marketing support to achieve Chicagoland recognition
  - i. Develop marketing campaign around the promotion of the Diagnostic Tool to recruit businesses to participate in the Diagnostic Tool Process
  - ii. Increase CASE's recognition in the Chicagoland business

community as a value-add partner that helps provide access to potential customers and resources.

## Project Deliverables and Milestones

- Discovery:
  - Diagnostic Tool Branding, Messaging & Communications Campaign
    - Target audiences: potential businesses who meet the criteria below, Anchor Institutions, Community Partners (e.g., Goldman Sachs 10,000 Small Businesses at City Colleges of Chicago)
      - Business Criteria for Diagnostic Tool Participation
        - Able to provide 2 years of financial data
        - Able to articulate how they would sell to an institutional buyer
        - Headquartered in Chicagoland
        - More than 2 full time employees
        - More than \$150,000 in annual revenue
    - “CASE-ready” branding with logo design
- Development:
  - Diagnostic Tool Marketing Kit
- Execution:
  - Website Enhancement: landing page(s) on existing [chicagoanchors.com](http://chicagoanchors.com) website specifically dedicated to the Diagnostic Tool.
  - Some initial ideas on sections include:
    - Welcome, Value Proposition and Registration Form
    - FAQs
    - Testimonials
    - Upcoming events with registration links (if possible)
    - Refer a business
    - Community Partners
    - Video Story Boarding

## Proposal Format

Proposal presentation/document must include the following:

- Vendor overview
- Project approach
  - Goals for measurement of success/Metrics
- Budget
- Recommended timeline
- Team and services outline
- Team capabilities
- Relevant experience (highlighting samples of similar work)

## Proposal Submission

Please submit your response to this proposal by February 14<sup>th</sup> to Ashley Evans, CASE's Business Relationship Manager, [aevans@worldbusinesschicago.com](mailto:aevans@worldbusinesschicago.com) and to WBC's Creative Director, Jake Trussell, [jtrussell@worldbusinesschicago.com](mailto:jtrussell@worldbusinesschicago.com).

## Timing

- 2/6/17 RFP Issue Date
- 2/14/17 Proposals due at 5pm
- 2/21/17 Vendor finalized
- 2/22/17 Agreements signed
- 2/23/17 Start discovery phase

## Confidentiality

All information included in this RFP is confidential and only for the recipient knowledge. No information included in this document or in discussions connected to this document may be disclosed to any other party.

Proposals submitted become the property of WBC and will not be returned. All proposals or submissions received will be treated as confidential and will not be disclosed to any third parties. All proprietary information should be clearly marked.

## Considerations

- This project scope will be foundational to but does not include the development of the digital platform
- Vendor will be expected to help provide thought leadership with social media
- Social media will be handled by the CASE team but should be included in the proposed communications plan
- Vendor will be expected to leverage existing Chicagoanchors.com website
- Vendor will have flexibility in the marketing toolkit creation but should include both print and digital concepts
- Please include printing costs as a separate line item for print collateral

## WBC Expectations

We are seeking agencies that, like WBC, value partnership and share a passion for Chicago and its unique position as a global leader situated in the heart of the Midwest.

We seek and expect:

- **Chicago knowledge:** demonstrated experience with Chicago's civic and business environment.
- **Expertise:** high level of technical acumen in the identification and use of marketing and advertising strategy and tactics.
- **Proactivity:** initiative, attention to detail and timely follow-through based on realistic and agreed upon deadlines.
- **Accountability:** results-based execution against agreed-upon goals and measurable targets.
- **Shared-value understanding:** a willingness to significantly reduce standard rates, providing pro-bono and low-bono support, for incubated initiatives.



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## Evaluation Criteria

Submissions will be evaluated for inclusion on the list based on the following criteria:

- Demonstrated ability to develop cutting-edge marketing campaigns that use a unique mix of traditional and non-traditional media to engage audiences and achieve results.
- Insight and approach to developing a strategic plan based on agency experience, relationships and staff that have resulted in successful, results-oriented campaigns.
- Demonstrated ability to work in true partnership with a client in a limited resources environment.
- Experience working with a non-profit organization with multiple stakeholders; demonstration of passion and commitment to WBC's mission is a plus.
- Strong understanding of Chicagoland's small business ecosystem.
- Commitment to significantly reduce standard rates, willingness to provide pro-bono and low-bono support for incubated initiatives.