

## **EXPRESSION OF INTEREST**

**Project:** Tourism Victoria Brand Evolution

**Issue Date:** November, 2017

**Close for submissions:** 4<sup>th</sup> December, 2017

**Timeframe:** Spring 2018, for Spring campaign launch

**Contact:** All enquiries related to this Expression of Interest (EoR), including any requests for information and clarification should be directed, in writing, to:

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Chief Marketing & Distribution Officer  
Tourism Victoria  
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**What we are looking for:** Tourism Victoria is searching for a partner agency that will rejuvenate its destination brand, communications and hone its brand promise. The identified agency will be responsible for working closely with the Tourism Victoria's MarComms team, be nimble and present a robust brand platform, look and feel, and market positioning that will take us through the next 10 years. Our brand partner will leverage available Tourism Victoria research, our in-house teams and consider using social listening tools throughout the development process.

The City of Victoria and a number of key tourism products have received global accolades and recognition in recent months. In October 2018, Victoria was voted by a Conde Nast reader survey as #2 Best Small City in the World, ahead of destinations such as Florence, Venice, Edinburgh and Lisbon. Victoria is a humble destination that knows its potential at the same time is considerate of sustainable growth, driving yield vs. volume and providing quality, year-round experiences for our visitors.

### **Key considerations:**

- Create a brand strategy, develop a brand identity including our corporate identity and cascading brand architecture that supports all of Tourism Victoria's business entities. We seek a look/feel and tone of voice that our key consumers will recognise in a split second. We require brand guidelines for implementation and the tools to allow us to flourish as partners and on our own.
- Solid experience with delivering tourism brands with new life, focus and identity that's current and can provide measurable awareness.
- Ability to drive brands across multiple channels, specifically B2B and B2C in the travel environment.
- Understand tourism partner models, working with our regional and national partners as well as our member partners.
- Demonstrates commercial acumen, driving the consumer along the path to purchase, with measurable conversion at the forefront of every communication.

- Ability to deliver a brand that cuts through the competitive clutter and resonates with consumers across all of Tourism Victoria's geo-markets. Tourism Victoria's footprint spreads globally; agencies with global perspective is essential to this project.
- A great strategic handle on our business, its drivers and how we need to position not only the City of Victoria but the greater region of the south island.
- A nimble project team with capacity to deliver within the required timeframes.

The successful partner will be considered to become Tourism Victoria's agency of record (AOR) for a 2-year period which will be evaluated in a separate Request for Proposal (RFP).

**Organisational overview:** Tourism Victoria (Greater Victoria Visitors and Convention Bureau) is the official not-for-profit destination marketing organization (DMO) working in partnership with more than 980 member businesses/partners and municipalities across Greater Victoria. The region attracts approx. 3.6M visitors annually from around the globe. Our largest source markets are U.S. (Seattle, Pacific Northwest and the Bay Area, California), short and long-haul Canada and long-haul, international markets that align with Destination BC. Tourism Victoria is funded by a municipal and regional district tax (MRDT), a destination marketing fee (DMF), membership fees and additional ancillary revenue streams. As a DMO, the key responsibility of Tourism Victoria is to drive measurable visitation and revenues into the region with a focus on incremental room nights and yield to our hotel and experience partners.

In January 2017, Tourism Victoria assumed the sales and marketing functions for the Victoria Conference Centre (VCC) from the City of Victoria and incorporated the facility into its Business Events Victoria (BEV) strategy. The organisation has and continues to provide financial and in-kind support to events and promotions that are strategically aligned to the company strategy and with intent to deliver room nights.

For a destination of its size, Victoria receives incredible consumer recognition, but much of its awareness is linked to historical perceptions, of a quiet, elderly-focussed destination, known predominately for its afternoon teas and display gardens. Victoria's diversity of tourism experiences has grown; a year-round whale watching season and Canada's best temperate climate enables us to promote the region in all seasons. In the last 4 years, the greater region has benefitted from a Royal visit, increased ferry and direct air services and has seen growth in non-tourism sectors including tech and finance. Victoria has come of age, it is blossoming; Canada is an increasingly desirable travel destination and just named Destination of the Year by Time Inc.'s Travel+Leisure.

Victoria today is a discerning, refined tourism region and destination for long-haul visitors and local, near-in alike. The city and region relies and relishes its coast and coastal lifestyle at the same time receives the cultural and arts exposure of a Provincial capital. No more is Victoria home to the newlywed and nearly dead, it boasts a solid and stable economy and investment from global players.

Today, Victoria delivers a diverse nightlife and sophistication that top destinations would cry out for. Farm to table, catch to counter and Ale Trails are just some of the hooks to consume the local flavours; our sustainable food scene is exploding. Victoria is also home to some of the best music festivals

offered in North America. This summer, Rolling Stone Magazine experienced and covered the Phillips Back Yard Weekender, and assisted in the promotion of Rifflandia. Our music and arts scene is year-round and attracts world-class acts.

**Project Scope:** Tourism Victoria and its various brand components/assets are looking to evolve its dated look, feel and positioning. The new destination brand will focus on its key strengths, and all things unique to the Greater Victoria Region.

**Available budget:** \$150,000 Cdn (brand relaunch project only). Consideration will be given to expressions that also include base creative assets such as brand video and hero imagery.

**Delivery of proposals and process:** Proposals must be received before the close date. Respondents are able to provide 1 Expression of Interest, via email to [paul.hawes@tourismvictoria.com](mailto:paul.hawes@tourismvictoria.com)

The evaluation and recruitment process will be nimble. Expressions will be evaluated by Tourism Victoria's executive team and board. Those agencies meeting the outlined request and key considerations will be asked to present their strategy and ideas. A second round of interviews will determine our brand partner. Combined expressions from multiple agencies, joining forces will be accepted.