

Project: Redefine Brand Identity, Develop Communication Strategy, and Website Revitalization

Introduction:

The Sunshine Coast Regional Economic Development Organization (SCREDO) invites expressions of interest from qualified and experienced local marketing and web design firms to collaborate with us to redefine our brand identity, develop a comprehensive communications strategy, and redesign our organization's website to enhance our overall digital presence.

Objective:

The objective of this project is to instill a fresh, vibrant energy into our organizational persona, to develop a communications strategy that resonates with our diverse audiences and increases our visibility on and off coast, and to create a modern, user-friendly website that not only reflects our mission, values, and goals but also provides relevant and accessible information to our target audiences.

Scope of Work:

Brand Definition:

- Conduct a thorough analysis of our organization: our mission, values, and goals.
- Collaborate to define SCREDO's brand persona, voice, and overall identity.
- Establish guidelines for maintaining a consistent brand image across various platforms.

Communication Strategy:

- Identify our target audiences and their preferred communication channels.
- Collaborate to define clear and compelling key messages that align with SCREDO's mission, values, and goals.
- Develop a comprehensive communication strategy outlining key messaging, target audiences, and channels for effective outreach.
- Establish a framework for ongoing evaluation based on defined KPIs and analytics.

Website Redesign:

- Conduct a website audit of SCREDO's three current websites: www.scredo.ca, www.scbrc.ca, www.investsunshinecoast.ca.
- Define best practices for the development of Economic Development websites through an external website audit.
- Collaborate to define the content architecture for one consolidated website, using our domain www.scredo.ca.

- Design and develop a modern, responsive website that reflects the newly defined brand identity, ensuring accessibility and optimization for search engines.
- Integrate interactive elements, such as videos, interactive maps, regional statistics data, and commercial real estate listings to enhance user engagement.

Expression of Interest Submission:

Interested firms are invited to submit an expression of interest, including:

- Overview of your organization's experience in similar projects.
- Approach and methodology for brand development, communication strategy, and website redesign.
- Budget breakdown, including all potential costs and fees.

Submission Deadline:

Expression of interest must be submitted by February 15, 2024.

Contact Information:

For inquiries and expression of interest submission, please contact:

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