



## **Request for Proposals**

**December 3, 2013**

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## Request for Proposals

[www.stjohnscleanandbeautiful.ca](http://www.stjohnscleanandbeautiful.ca)

### Purpose

St. John's Clean and Beautiful is an active, community-based not-for-profit with a close relationship with the City of St. John's. Our mission is to encourage a culture of pride in St. John's through beautification efforts and cleanliness initiatives throughout the city.

The board of the organization is currently working to streamline its communications efforts around its initiatives to better manage the projects as well as to help citizens realize the presence of the organization in making our city beautiful. Currently, our projects are not visually or perceptually "linked" to one another.

St. John's Clean & Beautiful is looking for a creative partner to help unify its many initiatives. This consistency of message and brand will be driven primarily by the creation of a flagship litter prevention program.

***In short: What will be your approach, and what will that approach cost, to develop and brand a five-year plan for a city-wide litter prevention campaign. As well, please propose an approach and cost to brand up to six unified Clean and Beautiful initiatives.***

### Litter Prevention Campaign

There is much discussion about how much litter - or general lack of cleanliness - there is in St. John's. St. John's Clean and Beautiful sees this as a growing problem, and we feel it is our duty to address the issue. We know there are solutions, and look to the "Keep America Beautiful" 2009 Litter Research document for guidance.<sup>1</sup>

Members of our board have been inspired by the Texas anti-litter campaign, "Don't Mess with Texas." Using brightly coloured trash cans with clever slogans throughout the state, along with a

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<sup>1</sup> Please visit <http://www.kab.org/site/PageServer?pagename=LitterResearch2009> to learn more

creative, extended media campaign, the program has been a huge success at encouraging citizens to keep their state clean.<sup>2</sup>

St. John's Clean and Beautiful would like to follow Texas' lead with a home-grown litter prevention campaign of our own. We believe that, if done correctly, the program can create a culture of pride and cleanliness in our city, as well as become the most visible component of Clean and Beautiful's endeavours.

Because of this, we feel it is both natural and strategic to have the litter prevention campaign branding not only match our existing brand, but also guide the branding of all of our initiatives.

### **Project Scope**

The successful group will submit a proposed **five-year plan** to guide our not-for-profit group through the process of conceptualizing the litter prevention campaign, developing a brand for the campaign, structuring a messaging and communications plan and schedule, and brainstorming tactics and activities to make the campaign fun and engaging for citizens.

The branding and messaging of the campaign will flow from the existing "Clean and Beautiful" brand, but our hope and intention is that the selected agency will **also conceptualize a unifying theme for all of our initiatives.**

Our current initiatives include:

- Beautification Projects
  - Public Art (i.e. Traffic Box Art)
  - Adopt-a-Spot
- Golden Broom Awards
- Clean Up Campaign
- Curbside Giveaway
- Youth Engagement Initiatives
  - Litter Timeline
  - SUPER SpeakOff
  - For the Love of St. John's Art Exhibit
  - Read for the Environment

The winning proposal will indicate, through a project plan and timeline, how the proponent will work with C&B to develop the five-year strategy and branding approach within a set budget.

The winning partner will create a plan that indicates the following requirements:

- Branding
  - Year one: Litter Prevention, Clean Up, and Curbside Giveaway campaigns
- Development of a Litter Prevention Campaign Strategy
  - Identify possible themes, tactics, and initiatives

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<sup>2</sup> Please visit <http://www.dontmesswithtexas.org/> to learn more

- Development of a Media Strategy
  - How will the campaign be promoted over five years
- Research
  - As necessary to support the campaign proposed
- Creative Development
  - Identify, design and create required elements
- Creative Implementation
  - e.g., ad buys as required
- Measurement of outcomes to determine success
  - How will you set benchmarks and measure progress?

**A Note on Marketing Costs:**

As a not-for-profit organization, we have a number of volunteers with diverse skills that can manage such activities as content development, creative output, ad placement and management, etc. As well, we have a number of relationships with media firms that enable us to access reduce costs for marketing and promotion.

These are positive benefits, however it makes it difficult to accurately predict marketing costs. Thus, we will expect the winning proponent to suggest the activities that will ensure our campaign is successful and what an expected budget will be.

**Proposals should include:**

- A description of the creative agency / partner
- A proposed plan outlining how you will develop a campaign strategy and visually unify our initiatives
- A timeline and budget to achieve the plan
- A sample portfolio of logo / branding examples
- Examples of other creative / marketing work across multiple media

**Key Dates:**

December 3rd: RFP released

December 12th: Last day for RFP inquiries

December 19th, 4:00PM: Deadline for proposal submissions

**Contact Information:**

For inquiries and to submit your proposal:

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