



Request for Proposals – Business Image Campaign

Release Date: Thursday, December 14, 2017

Due Date: Monday, January 8, 2017 at 5:00 p.m.

Project Timing: To be executed between May and September 2018

Submission Information: Julie Feasel, Vice President, Communications, Ohio Chamber of Commerce, 230 E. Town St., Columbus, OH 43215 jfeasel@ohiochamber.com

Questions: Julie Feasel 614-228-4201 or jfeasel@ohiochamber.com

Background Information:

The Ohio Chamber of Commerce is the state's oldest and most diverse business advocacy organization. In 2018 we will be celebrating 125 years of advocating for all businesses in the state of Ohio. Our membership is made up of businesses of all sizes, in all industry codes from all parts of the state. Our mission is: As the state's leading business advocate and resource, the Ohio Chamber of Commerce aggressively champions free enterprise, economic competitiveness and growth for the benefits of all Ohioans.

There are times when business is portrayed in a negative light. Phrases like "In the pockets of business" "Business doesn't have employees' best interests in mind" "Business is only concerned with profit" can taint the public's view of business overall. We would like change this by talking about the good things that Ohio businesses provide to our residents and their communities.

In November we conducted a statewide telephone survey of 1,000 Ohioans to gauge their feelings of Ohio businesses and then conducted six, in-person focus groups in Cincinnati, Columbus and Akron/Canton. The goal was to derive key messages and determine a targeted audience. The summaries of those are included.

Project Summary:

Create a statewide image campaign that shows a positive view of all Ohio businesses to the general public keying in on women older than 34. The campaign should portray the belief that Ohio businesses are improving lives and strengthening communities. The goal is to educate the general public that businesses not only provide jobs and benefits to employees but also take an active role in bettering the communities in which people live and work. Key take away: Business is good.

The idea for such an image campaign is based off of a similar campaign being conducted by the Association of Washington Business and can be viewed at www.growherewashington.com

While the Ohio Chamber of Commerce is funding the campaign, the overall message is that any business is good. Mention of the Ohio Chamber of Commerce should be secondary as the focus is on how businesses improve lives and communities.

Scope of work:

The firm will be responsible for creating and executing the statewide image campaign using recommended forms of media from traditional television, radio, print and social media – we are open to exploring all options. The firm will be responsible for recommending the best forms of media based on Ohioan's preferences and habits of the key audience. The firm will:

- Recommend and create image campaign theme.
- Create all necessary videos, print pieces, social media, website, etc. to carry out message.
- Recommend a statewide media strategy and buy.
- Assist with campaign messaging through the Ohio Chamber's social media outlets.
- Monitor all media and provide metrics of campaign's effectiveness.

The chosen firm will be expected to:

1. Work with the Ohio Chamber of Commerce as a partner in executing this campaign.
2. Use Ohio Chamber member companies throughout the campaign.
3. Work within the agreed upon budget to carryout campaign to its fullest extent.
4. Preview campaign with members of the Ohio Chamber of Commerce's board of directors.
5. Launch campaign after the May primary season and prior to the November campaign season to get the best media prices and attention of key audience.
6. Analyze results upon completion.

Proposal Outline:

The following should be delivered to Julie Feasel at the Ohio Chamber of Commerce by 5:00 p.m. on Monday, January 8, 2018.

1. Company background.
2. Examples of work on similar projects.
3. Credentials and experience of all staff members involved in the project. Identify which staff members would be the key contacts on this project.
4. An explanation of how the firm goes about the development of basic creative strategies.
5. Detailed information about the firm's capabilities including what would be done in-house and what would be done by vendors you may partner with.
6. Detailed budget with justification.
7. Three references with contact information.