

Threshold: Invitation to Tender for Branding and Messaging **(<https://www.activelink.ie/node/109232>)**



Messaging and Branding Tender for Threshold

1. Introduction

Threshold intends to renew its brand identity to align with the organisation's Strategic Plan. We invite proposals from qualified agencies to develop a clear, coherent, and engaging brand identity for Threshold that reaffirms Threshold's core mission and values. This tender document serves as an invitation for agencies to submit proposals for brand identity services. The aim of renewing a brand identity is to enhance our ability to raise awareness of the organisation among renters and the wider public, increase donations, influence policy and build trust with donors, statutory bodies and funders, and the media.

2. Background

Threshold is a national housing charity with offices in Dublin, Cork, and Galway. We are committed to preventing homelessness and protecting the rights of tenants primarily in the private rented sector. For over four decades, Threshold has been a cornerstone for tenants, offering advice, legal representation, and advocacy to ensure fair and sustainable housing solutions.

The earlier people become aware of their rights and responsibilities in the private rental sector, know how and where to access support, and take action in accessing the support available, the more likely they will be prevented from suffering from housing issues such as poor mental and physical health, relationship issues, performance issues in the workplace, relocation, or accessing emergency housing services.

Our target audience includes renters, service users, donors, and statutory funders. While we currently have a brand identity, we recognize the need for an update to better reflect our mission and vision. The rebranding initiative presents an opportunity to strengthen our brand presence and enhance engagement with stakeholders.

3. Objectives

The primary objectives of this tender are to:

- develop a methodology for updating and reframing our messaging, what we stand for, our story
- producing clear, consistent and contemporary messaging and storytelling for Threshold in order to reach:
 - clients
 - funders, donors
 - policy supporters
 - policy makers
- Develop a compelling and cohesive brand identity that aligns with our strategic plan while maintaining and reaffirming Threshold's core mission and values.
- Enhance our visibility and reputation among stakeholders.
- Increase engagement and support from our community, donors and partners.
- Create consistent messaging across all platforms.

4. Scope of Work

The selected agency will be responsible for:

4.1. Discovery

(a) Understanding Threshold

- The issues and the cause
- The messages
- Key insights including case studies, data from our communications channels

(b) Understanding the external context

- The sector and Threshold's position in the wider market
- The existing external partners
- Threshold as a key actor in supporting tenants and thought leader during current housing crisis

(c) Understanding our audience segmentation including the target audiences of existing and potential:

- Renters and service users
- Donors and partners
- Campaign supporters
- Statutory funders

Section 4.1 (c) may involve conducting market research. If so, the planning, components, and general costs of such research need to be set out in the tender.

4.2. Definition

- messaging and storytelling associated with the nature and impact of our work with renters, policy advocacy and donor engagement
- Brand positioning and identity
- Unique Selling Proposition (USP) of Threshold relative to other charities in the field
- Personality and Tone of Voice

4.3. Design

- Visual identity, ensuring accessible design
- A detailed house style will ensure that the visual identity is consistent across our various modes of communication and platforms

4.4. Delivery

- Embedding the messaging, storytelling and branding in the organisation
- Development of guidance for staff and external contractors on the messaging, storytelling and branding
- Employee engagement
- Embedding the brand in the organisation
- Development of guidance for staff and external contractors on the branding
- The successful tenderer will engage with a brand steering group drawn from within (and external to) Threshold.

4.5. Deliverables

A high-quality standard of assets including the following:

- Comprehensive suite of Persona, Messaging and Storytelling assets (delete Messaging framework and key messages)
- Brand audit report
- Brand strategy document
- Visual identity assets (logo, style guide, etc.)
- Messaging framework and key messages
- Implementation plan and training materials

5. Agency Requirements

Threshold is seeking a Messaging, Storytelling and Branding Specialist:

- With experience of previous messaging, storytelling and brand development exercises in the Irish Charity sector
- With a proven track record of stakeholder engagement, particularly regarding staff, donors, campaign supporters, and service users
- Who ideally has experience of consulting with policy makers and funders in the statutory sector
- Who can bring momentum to this project and drive the branding process to a timely and cost-efficient conclusion

Interested agencies should include the following in their proposal:

5.1. Agency Information

- Overview of the agency, including history and experience
- Case studies or examples of similar work

5.2. Approach and Methodology

- Detailed description of the proposed approach to the project
- Methodology for each phase of the project

5.3. Team Composition

- Introduction to the team members who will be working on the project
- Their relevant experience and roles

5.4. Timeline

Proposed timeline for the completion of each phase of the project

5.5. Budget

- Detailed budget breakdown, including costs for each phase, inclusive of VAT

5.6. References

- Contact information for at least three references from similar projects

6. Evaluation Criteria

Proposals will be evaluated based on the following weighted criteria:

- Understanding of our mission and goals **(15%)**
- Creativity and innovation in proposed solutions **(15%)**
- Team experience, qualifications, and expertise in messaging, storytelling and branding, particularly for non-profits **(20%)**
- Quality of previous work and case studies **(10%)**
- Proposed methodology and approach in relation to messaging, storytelling and branding for Threshold **(20%)**
- Cost-effectiveness and value for money **(20%)**

7. Submission Instructions

Proposals must be submitted in PDF format via email to Tanya McLaughlin, Executive Assistant, at tanya.mclaughlin@threshold.ie (mailto:tanya.mclaughlin@threshold.ie) by the deadline of **5.30pm on 19 July, 2024**. For any inquiries related to the tender document or the brand identity project, please contact Tanya McLaughlin at tanya.mclaughlin@threshold.ie (mailto:tanya.mclaughlin@threshold.ie) or call 01 6353645.

8. Timeline

- **Tender Release Date:** 28 June, 2024
- **Deadline for Questions:** 19 July, 2024
- **Proposal Submission Deadline:** 5.30pm, 19 July, 2024
- **Evaluation Period:** 22 July – 2 August, 2024
- **Decision Announcement:** 6 August, 2024
- **Contract Finalization:** 7 – 23 August, 2024
- **Project Commencement:** 2 September 2024
- **Project Completion:** to be determined

9. Terms and Conditions

- Selected agencies will be required to adhere to legal and contractual requirements outlined in the agreement.
- Confidentiality agreements will be in place to protect sensitive information.
- Ownership of intellectual property rights will be determined as per the agreement terms.
- All submitted proposals will be treated as confidential.
- Threshold reserves the right to accept or reject any proposal without prior notice.

10. Budget

The budget for the project is €35,000 inclusive of VAT. Agencies should consider budget constraints and provide cost-effective solutions. Payment to the tender awardee will be paid in the following stages:

€10,000 on commencement of contract.

€10,000 on delivery of draft version of the solution.

€15,000 on sign off and ownership of final branding and messaging solution and suite of assets.

11. Notes for Agencies

- Click on the [link to Strategic Plan \(https://threshold.ie/strategic-plan-2022-2025/\)](https://threshold.ie/strategic-plan-2022-2025/)
- **Design Deliverables:** The budget includes design and preparation of digital assets and print-ready files for physical materials.
- **Exclusions:** The physical printing and production costs of business cards, brochures, packaging, and other printed materials are not included and should be handled separately.
- **Project Management:** Coordination, regular check-ins, and milestone reviews are expected throughout the project to ensure timely delivery and alignment with project goals.

Region

Nationwide

Date Entered/Updated

29th Jun, 2024

Expiry Date

19th Jul, 2024

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