

2023-35 Rebrand Introduction and Collateral Build Out

RFP Questions and Answers

1. You mention “uniting all current logos/brands under one umbrella”. Do the divisions have new logos along with the new parent brand? If not, are you open to a proposal that includes updating the division logos for better alignment?

Answer: The Logo’s for SURF, The Institute and Neutrino Day are all new (some not public yet). We are not interested in new logos. The organization is looking for a way to show they are all part of SURF, the parent organization.
2. Does the SURF Communication team have full oversight over all divisions?

Answer: The communications team has full communication and marketing oversight over all divisions.
3. Are you looking for a partner to execute the external launch plan, or will execution be handled internally?

Answer: It will be a joint effort between SURF and the company we are working with on the launch.
4. Have the key external audiences already been defined for this launch plan?

Answer: Yes. See answer #6
5. What has been SURF’s historical external marketing presence?

Answer: SURF is known in the science community because of the research being conducted on site, engagement in national science organizations, and ongoing efforts to publicize the research. Additionally, there have been great efforts put forth to build bridges between science, education and outreach administered through SURF. Thanks to the efforts of many, SURF has achieved exceptional publicity in the past. The brand introduction will be the foundation from which we build future communications. SURF runs awareness campaigns primarily on social media with some radio and TV ads on local affiliates. SURF is marketing in various printed publications to promote tourism to the visitor center. Historical efforts have also included mini documentaries and videos. We produce brochures, flyers, and infographics and social posts targeted to general and specific audiences.
6. What markets do you want to hit for the external launch plan?

Answer: Science communities, media, research institutions, politicians, donors, grantors, facility users, educators, universities, community groups, tourists, contractors, government, partners, tribal nations, and donors.
7. Do you have a budget in mind for the external launch? Are you interested in a paid media component of the external launch plan, and is paid media included in the budget?

Answer: A firm budget has not been set for the external launch. We are interested in paid media online only.
8. Are there specific metrics you will be using to judge the success of this portion of the RFP? Do you have any past advertising metrics you would be willing to share for reference?

Answer: We will work with the organization to set goals to reach our objective of introducing SURF's new logo and brand messaging.

9. Have you completed an audit to determine your brand footprint that includes all the channels, print and digital materials that require updating?

Answer: No

10. What are your primary internal communication channels?

Answer: Email, all staff meetings, monthly gatherings, Deep Thoughts, digital signage, calendar updates, HR software, operations toolbox talks and safety meetings.

11. What are your primary content creation tools?

Answer: MS Office, Adobe Creative Cloud, Canva and video/audio software.

12. Do you require multiple languages or translated materials for the brand rollout and template materials for your audiences?

Answer: Not currently.

13. What is the budget for this project? Knowing your budget is critical to help us right-size the project plan.

Answer: Our goal is to have the right plan, not a plan that is right sized.

14. What are your expectations for the internal rollout plan? What do you see as the final deliverables for that portion of the work?

Answer: We are seeking expertise that will provide the best opportunities for a successful introduction to our 200 employees as they are our most important brand ambassadors. We have a required all staff meeting quarterly which is likely the best opportunity for a roll out to our team. We prefer not to limit creativity by implying we want one deliverable vs another. We want to use this opportunity to create buy-in and a sense of pride for our team members.

15. What are your expectations for final deliverables for the "brand strategy" that unifies SURF's sub-brands, as well as the external launch plan? How will SURF's Communications Director work with the selected agency to implement these initiatives?

Answer: The final deliverables can be inclusive of an overall roll out plan, implementation strategy, a mix of deliverables that will be launched by the partner firm and by our internal comms team. Access and ownership of all assets built by partner firm will become property of SURF. This should include all source files including any layered files.

16. What promotion / launch initiatives have already been done for the rebranded divisions, if any?

Answer: There have been none, although employees know it is coming soon. The Institute brand and website were rolled out at a special event on December 14th. The new Neutrino Day materials were introduced at last year's event in July.

17. With the need for new messaging to support the internal and external brand launch/es, do you expect the selected agency to provide it, or will you handle it internally?

Answer: We are looking for support with new messaging that supports mission, logo and brand.

18. For each deliverable, are templates needed for each entity (SURF Institute, Neutrino Day, SLHVC) and what format should these be delivered in?
Answer: We are interested in templates with assets we can manipulate - Packaged InDesign files are preferred, however we require that with any PSD, Illustrator, After Effects, etc., that layered files also be included in the final deliverables. Additionally, any fonts, stock assets and illustrations used in the templates. We seek these items for SURF, The Institute, SLHVC and Neutrino Day.
19. For all branded collateral - such as brochures, flyers, banners, business cards - are there expectations for the number of designs, and the size/configuration in which they'll be used?
Answer: Anticipate it will be different for each collateral piece. For example, being able to choose from a few brochure designs, and then once we have determined the best option, having all the assets made available. Business cards may need to identify individuals as being part of a division. The SURF Foundation for example.
20. Are there specific promotional materials SURF is considering?
Answer: We primarily use printed banners, brochures, flyers, infographics, and rack cards. Branded templates for digital use will be expected as well.
21. What platform will the newsletter be on? How many design versions of the newsletter are required?
Answer: We use Mailchimp to format and distribute SURF's weekly Deep Thoughts newsletter. It reaches both external and internal audiences. The latest version can be found here: <https://sanfordlab.org/article/institute-underground-science-surf-spur-global-discovery-and-innovation> Current we have templates for Deep Thoughts and for Press Releases. We may need to consider a version for the Institute.
22. For the signage, are there expectations for where the signage will be located and at what scale? Has there been a signage vendor identified that can coordinate on samples, installation, etc?
Answer: SURF will work with our vendor for sign printing and installation. We are looking for a couple of design ideas, and we will create final designs for printing and installation.
23. For the social media templates, has the SURF team identified how many templates you are looking for and what social platforms should be supported?
Answer: We currently use the following social platforms; Facebook, LinkedIn, Instagram, X.
24. Can you elaborate on what is meant by "Online engagement templates such as landing page design, etc."? Will this vary from the landing pages on the existing site?
Answer: We are interested in having more engagement with our followers and website users and using a branded template page we can use for various purposes when asking users to click through to fill out a form, provide feedback, or another type of defined action.
25. Are there any other digital communications & advertising that SURF is considering?
Answer: Our business model is complex, including being a non-profit. As such, we do very little traditional advertising, and when we do it is typically directly tied to our visitor center and tourism. Additionally, we do some advertising around our premier science event, Neutrino Day.

26. Once we have audited the brands, will there be an opportunity to revise the identities if we see necessary?

Answer: No. The logos for Neutrino Day, SURF and The Institute were designed this year.

27. Who are the decision makers?

Answer: Our Director of Communications, Ann Metli, will be leading the team making the decisions.

28. What is your primary objective for the external launch?

Answer: To create brand awareness. To define SURF and it's entities through our logo and brand messaging.

29. Who is the target audience of your external launch?

Answer: See answer #6.

30. Do you have a budget range in mind for the internal launch and external launch?

Answer: We are looking for the right plan.

31. Will the incumbent firm be competing for this? If not, is there a reason why they aren't competing for this?

Answer: We currently have relationships and work with different firms for different communications and marketing needs. If an incumbent firm chooses to submit an RFP, they will be considered alongside other RFP's.

32. Do the due dates you referenced in the RFP signify launch dates for internal and external campaigns? If not, what are those ideal launch dates?

Answer: Yes, the dates referenced are anticipated launch dates.

33. Have New Brands already been created for the three divisions: Neutrino Day Website, SURF website, Sanford Lab Homestake Visitor Center website?

Answer: You have received access to brand guidelines for Neutrino Day, Sanford Underground Research Facility and The Institute for Underground Science at SURF. There is not a separate website or logo for the Sanford Lab Homestake Visitor Center.

34. The brand guidelines and logo for Neutrino Day that you shared look like what is currently being used, is that correct?

Answer: Yes. The brand guidelines and logo were used at the July 2023 Neutrino Day event.

35. Do you anticipate any additional changes for Neutrino Day branding?

Answer: We do not anticipate any changes.

36. Who are your target markets, geographically and demographically for *Neutrino Day*?

Answer: Northern Hills residents, families & children. Tribal members, organizations like boys and girls clubs, Y's, and child care centers.

37. Will this contract include the advertising and marketing for the 2024 Neutrino Day?

Answer: Traditional ads will be placed in-house. We may look for assistance in placing digital/social ads.

38. Who are your target markets, geographically and demographically for *The Institute for Underground Science at SURF*?

Answer: Scientists across multiple disciplines including physics, biology, engineering, and geology. Scientists from around the world. Renowned science institutes and universities. Students of all ages. Collaborators in science, geology, engineering, biology, and other disciplines.

39. Who are your target markets, geographically and demographically for *The Sanford Lab Homestake Visitor Center (SLHVC)*?

Answer: SURF and its affiliates, the community, tourists, and STEM curious tourists.

40. In section V. under Scope of Work, you request “branded templates,” will we need to include printing for any brochures, letterhead, or other materials?

Answer: No, we will manage all printing internally.