



# Development of a Brand for the Dublin 15 Enterprise Zone

## Project Brief

September 2014

## **1. Introduction**

Quotations are sought for the production of a Brand Strategy for the Dublin 15 Enterprise Zone. Branding and promotion currently occurs in an ad hoc way with each individual business park operating on an individual basis. A more strategic approach to branding, promotion and marketing is needed. A Brand Strategy is required to give the Dublin 15 Enterprise Zone a competitive advantage in an increasingly challenging market for both foreign direct and indigenous investment.

The successful agent/agency will be required to develop a Brand Strategy which will differentiate the offering of this zone from our competitors.

## **2. Brief Profile of the Dublin 15 Enterprise Zone**

The Dublin 15 Enterprise Zone is located in Dublin, 7 km northwest of the city centre, within the administrative area of Fingal County Council. The Enterprise Zone is located in Blanchardstown, a suburb of Dublin with a population of 100,000. The Zone has grown rapidly in recent years to become a significant national economic asset. The Dublin 15 Enterprise Zone is a prime and proven location to do business.

The Dublin 15 Enterprise Zone consists of 1571 hectares of land primarily zoned for Office, Research & Development, High Technology Manufacturing, Industrial, General Enterprise and Employment. It consists of 20 individual Business Parks, 779 businesses, 16,920 employees and 1.18m sq. m. of building floor area. Approximately half of the Enterprise Zone has been developed and there is potential to create an additional 20,000 jobs on the 716 hectares of undeveloped zoned and serviced land available.

The Enterprise Zone is exceptionally well served by road, sea and air transport links. Significant investment has taken place in hard and soft infrastructure. Infrastructure such as roads, water and sewerage, electricity, gas, telecommunications and broadband are all available. The Enterprise Zone also provides a quality location for doing business and an excellent quality of life for employees. Blanchardstown provides a wide range of public parks and golf courses, extensive housing stock, significant retail and facilities including hotels, theatre, library, cinema, restaurants and cafés.

The Enterprise Zone's success to date is due to the significant time and finances invested by Fingal County Council, IDA Ireland, other Government agencies and the private sector over the last 20 years. Such stakeholders are committed to the continued investment in, and management and promotion of, the Enterprise Zone. A corporate vision and co-ordinated strategic approach for the future development of the Dublin 15 Enterprise Zone needs to be put in place to continue to build on this success for the next 20 years. The development of a Branding Strategy is considered to be a key success factor in reaching this objective.

Fingal is well placed geographically and demographically to attract investment with the presence of Dublin Airport within its administrative boundary, good transport links to the city and the rest of the country and Northern Ireland and access to the rural hinterland and the coast.

### **3. Scope of the work**

Fingal County Council will require a new corporate identity/brand for the Dublin 15 Enterprise Zone Project. The requirement is for the creation and deployment of a corporate identity that will encapsulate what the Dublin 15 Enterprise Zone offers.

### **4. Key Deliverables**

1. Develop a set of key messages for the Dublin 15 Enterprise Zone including a uniform tagline.
2. Develop and produce a Dublin 15 Enterprise Zone Identity (shortlist of 5).
3. Carry out market research to test the proposed brand with its target market.
4. Provide guidance on how the Dublin 15 Enterprise Zone corporate identity/brand will interact with other identities.
5. Provide logo/branding guidelines and sample uses in design and print - such as marketing collateral (e.g. generic brochure/folders), stationery, forms, signage, social media, powerpoint presentations, exhibition stands.
6. Provide templates for localised communications e.g. advertisements (press and/or radio), flyers, press releases.
7. Design marketing collateral including a brochure and a double sided DL flyer.
8. Provide photography e.g. stock images for print and online publication.
9. Create webpage templates. These webpages will comprise a landing platform on Fingal County Council's website, [www.fingal.ie](http://www.fingal.ie). Fingal County Council's branding guidelines must be considered in this regard and the successful agent/agency will be advised by Fingal County Council's IT Department.
10. Address cultural and change management issues by staff and management in Fingal Co Council to promote brand definition and awareness.

Fingal County Council expects the successful applicant to provide ongoing advice on managing a corporate identity/brand for the duration of the project.

## **5. Timeframe**

Fingal County Council expects this project to commence in October 2014 with delivery by the end of 2014.

## **6. Budget**

A detailed breakdown of costs associated with all elements of the project should be submitted. Costs should include the amount, exclusive of VAT, which is necessary to carry out all work required to satisfy the brief. A current tax clearance certificate will be required. Withholding tax may be deducted by Fingal County Council from any payments made. This contract will be awarded on the basis of a fixed price contract, and as such, all costs must be quoted (and clearly indicated) as a fixed price in Euro. No other amount over and above the negotiated contract amount will be paid to the appointed consultants. The anticipated budget range is between €15,000 and €20,000 (inclusive of VAT).

## **7. Response to the Brief**

The successful applicant will be expected to have the necessary skills to bring the project to completion within the scheduled timeframe. The project proposal should include the following:

- i. Detail your understanding of the brief and provide a short written explanation of the conceptual development of the project (no more than 500 words).
- ii. Submit a detailed typical timeline for the management, development and implementation of the project to achieve optimum results. Detail how the successful applicant will respond to the brief and the required deliverables. This must include a delivery date.
- iii. Provide a brief outline of the qualifications, experience, expertise and skills of the individuals assigned to each particular element of the project.
- iv. Provide a brief outline of the methods and procedures in place to ensure quality and the contingency procedures in place to ensure that the project is delivered regardless of any problems that may arise.
- v. List clearly the parts and value of the work that will be subcontracted and the parties to whom you will be subcontracting.
- vi. Submit the legal status of the applicant e.g. is the applicant a limited company or a sole trader.

- vii. Demonstrate in-depth knowledge and expertise in undertaking and delivering successful projects incorporating the key deliverables as outlined above. (See Section 8)
- viii. Demonstrate significant experience of undertaking and developing corporate identity/branding campaigns. (See Section 8)
- ix. Demonstrate value for money.
- x. Confirm in writing that the consultant is capable of doing the amount of work that is proposed to be carried out for the local authority, on time and in budget, and conforms to all legal requirements such as public liability insurance, etc.

## **8. Reference Projects**

A detailed outline of three projects that the applicant has delivered to clients in the area of corporate identity/branding should be provided. Please provide a detailed outline from the development of the concepts through to final delivery/implementation. The outline should clearly demonstrate the quality and creativity of the work of the applicant with particular regard to the design and copy elements of the project. These outlines should also include:

- The schedule timeline for the project versus delivery
- Budget Details
- Source of the work (inhouse or outsourced)
- Measure of success/outcomes following implementation.

## **9. Conditions for Participation**

The following documents must also be supplied as a minimum by each applicant:

1. The total annual financial turnover for the past two financial years or alternatively, if the date of establishment was more recent, information on turnover available.
2. The service provider's experience/educational and professional qualifications and/or those of the firm's managerial staff and, in particular, those of the person or persons responsible for providing the services including CVs.
3. Details of work of a similar nature completed within the last three years, providing details of contacts, client names, delivery dates, approximate values, together with name, position and contact details of people whom we may contact as references.
4. Details of current workload on hand.
5. The successful Tenderer shall be required to hold for the term of the Contract the following insurances:

Type of Insurance	Indemnity Limit
Employer's Liability	€12.5 million
Public Liability	€6.5 million
Professional Indemnity	€500,000
Product Liability	(if required, Insurance Section recommend €6.5 million)

A formal confirmation from the successful applicant's insurance company or broker to this effect will be requested from the successful applicant prior to the award of (and shall be a condition of) any contract. The successful applicant will, during the term of the Contract, be required to:

- a. immediately advise Fingal County Council of any material change to its insured status;
- b. produce proof of current premiums paid upon request;
- c. produce valid certificates of insurance upon request.

## 10. General Issues

### *Copyright and Confidentiality*

The consultant will be required to assign copyright of all documents, drawings and photographs to Fingal County Council any of which may be made available for public use by Fingal County Council. Copyright for any illustrations or other material used should be cleared by the consultant.

### *Freedom of Information*

Fingal County Council operates under the *Freedom of Information Acts 1997 - 2003* and all information held by the Council (including proposals submitted in response to this brief) may be subject to requests under the Act.

### *Extent of Appointment*

The appointment shall be for the services described in this brief only. Fingal County Council shall be under no obligation to extend the appointment to other services or projects.

## 11. Award Criteria

The contract will be awarded on the basis of the most economically advantageous tender in accordance with the award criteria and associated weighting set out below:

Criterion	Weighting	Minimum Required
<b>(A) Fitness for Purpose of Solution Offered</b>		
Understanding of the project and compliance with the specifications provided by Fingal County Council (10%)	40%	24
Illustration of innovation and creativity (10%)		
Evidence of corporate identity/branding capability and experience (10%)		
Capability to provide brand management advice (10%)		
<b>(B) Quality and Balance of Resources Proposed</b>		
Approach to achieving objectives, ability to meet deadlines/milestones, account management structure (10%)	20%	12
Documentation of project (10%)		
<b>(C) Ultimate Cost</b>		
Cost of project broken down as follows: <ul style="list-style-type: none"> <li>• Develop and produce new logo</li> <li>• Development of concept/key messages/tagline</li> <li>• Provision of logo/branding guidelines and samples uses</li> <li>• Provision of templates for localised communications</li> <li>• Guidance on sub brands and other logos, interaction with other identities</li> <li>• Groundwork for website design and provision of imagery/photos</li> </ul>	40%	See Note 1
<b>TOTAL</b>	<b>100%</b>	

NOTE 1: Those submitting proposals should give careful consideration to criteria as detailed in (A) and (B) and the relative weightings used and, in particular, the requirement for meeting a minimum level under each particular heading.

Qualitative criteria will be scored using the following scoring system:

- 0% = no response;
- 20% = poor;

40%	=	mediocre;
60%	=	acceptable (and in relevant criteria the minimum required);
70%	=	good;
80%	=	very good;
90%	=	excellent;
100%	=	outstanding.

Please note that in relation to criterion (C), tenders will be scored in inverse proportion to the maximum score, which will be allocated to the lowest cost valid tender not previously eliminated on qualitative grounds.

The Cost criterion will be scored using the following formula:

$$\text{Maximum marks available} \quad \times \quad \frac{\text{Cost of lowest valid tender}}{\text{Cost of tender being assessed}}$$

NOTE 2: Tenderers should ensure in their tenders that they provide detailed information in respect of all aspects of the contract award criteria as stated above. This will enable the awarding authority to assess fully the extent of their offers.

NOTE 3: Award of contract may be subject to attendance at a clarification and verification meeting. It would be essential that the key personnel assigned to this contract should be available and present at this meeting.

## 12. Contract Period

The contract will run to 31st December 2014 subject to satisfactory periodic performance review. It is envisaged the contract will commence immediately (October 2014).

Short listing may apply and interviews may be held with selected candidates prior to the final evaluation and selection. Fingal County Council does not bind itself to accept the lowest or any tender. No person submitting a proposal will be remunerated for any trouble or expense incurred in its preparation.