



**Solicitation Number**

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**Brescia University College**  
**REQUEST FOR QUOTATIONS**  
**Bold Marketing Partner**

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**Issue Date:**

**Address for Submissions:**

Brescia University College  
1285 Western Road  
London, ON  
N6G 1H2

Attention: Rachel Macaulay, Director, Communications, Marketing & External

**Closing Date for Submissions:**

July 15, 2022

**Contact:**

Brescia University College  
Rachel Macaulay  
Director, Communications,  
Marketing & External Relations  
Phone: 519-281-5049  
Email: rmacaul@uwo.ca



## A. GENERAL INSTRUCTIONS

### A.1. Invitation:

Brescia University College (“Brescia”) is soliciting quotations from qualified providers who specializing in delivering results-oriented digital marketing strategies and solutions. We need a visionary digital partner to help us achieve this goal by creating a digital marketing strategy that positions us as top-of-mind for students who align with our values of diversity, inclusion and social justice and are seeking an educational institution that can help turn their noble ambitions into achievable goals.

This RFP reflects our desire for an ongoing partnership that will ebb and flow with our needs. Currently, we are preparing to enter into our recruitment season, which kicks off in the fall (September 2022). Therefore, our most immediate need is a global digital marketing strategy that will reach relevant audiences; clearly articulate Brescia's mission; and encourage students to apply to our university in advance of the March 2023 application deadline.

In addition to collaborating with Brescia on the overall strategy, look and feel of a superior marketing campaign, we need an agency who can deliver on eye-catching, attention-getting tactics and collateral. These include, but will not be limited to:

- Branded videos, animations, reels and advertisement videos
- Paid ads and social posts (be specific about what your team will provide i.e., content, graphics only)
- Landing pages
- Measurement and reporting with a strong focus on conversions

The ability to scale our collaboration beyond the initial scope will be dependent on:

- The successful achievement of agreed upon key performance indicators
- The suitability of the collaboration and alignment of values
- Capabilities of the digital marketing partner
- Feasibility, budget & projected and realized ROI

### **Considerations beyond initial scope**

In addition to a hard-hitting, high-impact digital marketing campaign, we are looking at ways to improve upon our current website. Dependent on timeline and budget appropriateness, we may also consider building a new website with your agency. If you are interested in expanding beyond the one-year marketing campaign outlined above, we ask that you include your insight, potential approaches and budget for both website options.

At this time, we reserve the right to only engage in agreement/partnership as it pertains to the initial proposal as it pertains to your creation and implementation of our digital marketing campaign(s). Further, we will consider partners whose sole focus is digital marketing and does not include website management or building.

Our current site requires updated design and navigation to attract potential students and convert them into registrants. We are eager to work towards a website that is easy for students to navigate. More than that, we need a website that communicates our distinct features and

progressive goals in motivational ways. We expect you to cover the basics such as accessibility, search engine optimization and usability.

However, it will be your dedication to our vision and willingness to think outside the box that will make you our ideal partner. The aim of this RFP is not to be prescriptive, we want your RFP to introduce new approaches for attracting students and generating international awareness of Brescia. Bring big, bold ideas to the table, and show us you want to be a part of a transformational collaboration to help transform the global leadership landscape by empowering women who will shake up the status quo.

## **A.2. Our purpose**

We want to introduce Brescia's bold vision and the ways we are uniquely positioned to achieve it to a global audience with the goal of increasing enrollment. We need a digital marketing partner who can create outstanding branded collateral and contribute meaningfully at both a strategic and tactical level. Additionally, we are seeking an agency who will partner with us on an ongoing basis to manage, measure and adapt our marketing strategy and website to ensure brand alignment and the achievement of agreed upon KPIs.

We want to know you are the right partner - not just for our progressive and aggressive growth goals today, but for years to come. That means, we want to work with a team who has vision, experience and energy. More than that, we want someone who is excited about working with a women's organization and to pushing the needle forward in terms of ensuring our world is a more just and equitable place. We are eager to make the right decision and to get working together right away. To equip us to make a timely choice, we are counting on you to provide a comprehensive and forward-looking proposal. In the spirit of this, we would like your RFP to include:

- Detailed Brescia and competitive analyses
- Plans and timelines that exemplify the creativity and innovative style our communities demand
- Multiple options for partnership that address our immediate and ongoing needs, which may look like:
  - o A proposal for the strategic management and implementation of a year-long digital marketing campaign, inclusive of all necessary collateral
  - o A proposal for the strategic management and implementation of a year-long digital marketing campaign, inclusive of all necessary collateral, as well as website management and updates
  - o A proposal for the strategic management and implementation of a year-long digital marketing campaign, inclusive of all necessary collateral, as well as building a new website
  - o All proposals must include an indication of budget, tactics, commitments (for both parties) and measurement

Specific timelines for implementation can be discussed further, especially as it pertains to those tactics over and above the recruitment campaign. However, indications of realistic budgets and timelines will be essential for our ability to move beyond the initial scope of these projects.

**For marketing agencies with capacity in print marketing, publication design and traditional advertisement creation, there may be opportunity to partner with Brescia**



**University College on projects beyond a digital scope. If you are able to provide traditional marketing and advertising services, please state this clearly and provide examples within your RFP.**

### **A.3 About Brescia University College**

Brescia University College is Canada's only women's university. The University was founded in 1919 by the Ursuline Sisters, strong women of faith committed to social justice, community service and the development of women. While our roots are in the Catholic faith, we are open to, and embrace, women of all faiths and backgrounds.

By the time we're done reading your proposal, we want to feel confident you know who Brescia is and what we stand for. We want to understand what your big vision is, but also truly get what tactics you will use to get us there. Plus, we will be looking to get a feel for what it will be like to work together. For over a century, the university experience at Brescia challenges students to lead with wisdom, justice and compassion. The student-centred institution is committed to educating women through preparing its students for life-long leadership. Brescia has an average class size of 29 students, a 14:1 student/faculty ratio and an emphasis on academic excellence.

Brescia is affiliated with Western University, the third-largest university in the province. Our students benefit from a small, supportive atmosphere at Brescia while having access to resources at Western. Upon graduation, students receive their degree from Western.

### **A.4. Target Audiences**

The Brescia experience is defined by purposefully small classes, an inclusive community and exceptional staff, faculty and leadership. We don't offer a cookie-cutter education, so we want a digital marketing partner who isn't afraid to squash the status quo and create a web presence that appeals to a particular type of students. Help us reach local and international students who recognize the value of Liberal Arts because they know it will empower them to tackle the problems of tomorrow with a critical perspective and creative approaches.

Our primary audience is potential students who are approximately 16 to 18 years old. The majority of these students are Canadian, from both public and private institutions. But, we also need to enhance our brand recognition internationally to increase enrollment within our global communities. These students come from diverse socioeconomic backgrounds, but they will be united by their pursuit of a unique post-secondary education. The students will all be female or female-identifying and they will be interested in pursuing academically rigorous programs that simultaneously develop their personal competencies, character and leadership potential.

Our secondary audiences include current students, their guardians, our alumni, Brescia faculty, staff and the community-at-large. Dependent on the success of the partnership established between the agency of choice and Brescia's Marketing and Communications Department, the agency may have the opportunity to serve other Departments within the University.

### **A.5. Proposal Documents, Delivery and Deadline:**



Proponents are requested to submit their proposals (including details of the proposed service arrangement) via email to Rachel Macaulay, Director, Communications, Marketing & External Relations at [rmacaul@uwo.ca](mailto:rmacaul@uwo.ca)

**Proponents may not make modifications to their proposal after the closing date and time.**

Brescia shall not be obligated in any way by any Proponent's response to this Request for Quotation, nor shall Brescia be liable for any costs incurred by any Proponent in the preparation of their quotation.

All information provided in the Proponent's quotation will be considered confidential.

**A.6. Questions and Clarifications:**

All inquiries regarding this Request for Quotations shall be directed by e-mail to Rachel Macaulay ([rmacaul@uwo.ca](mailto:rmacaul@uwo.ca)). Questions and requests for clarification must be received by 4:30 p.m. July 12. Management's answers to all such inquiries will be provided by email and, if relevant to group, posted to MERX.

**A.7 Planned Schedule:**

<b>RFQ Issued</b>	June 22, 2022
<b>Deadline for Questions</b>	June 30, 2022
<b>Deadline for Answers</b>	July 5, 2022
<b>RFP Closing Date: Submissions Due</b>	July 12, 2021
<b>Announcement of Successful Proponent</b>	By July 18, 2021
<b>Contract Start</b>	July/August 2022

Note: Brescia reserves the right to revise the above schedule.



## B. BACKGROUND

### B.1 About Brescia:

Brescia University College in London, Ontario, is Canada's only women's university. Affiliated with Western University ("Western"), Brescia serves a full and part time enrolment of more than 1,600 undergraduate, graduate and preliminary year students, with over 200 faculty and staff.

Brescia's gross revenue for the fiscal year ended April 30, 2018 was approximately \$29,400,000. Other useful information may be obtained from our website at [www.brescia.uwo.ca](http://www.brescia.uwo.ca).

Brescia University College operates at arm's length from Western and the Ontario Ministry of Advanced Education and Skills Development and is governed by an independent volunteer Board of Trustees.

### B.2. About Marketing and Communications

Brescia's Marketing and Communications is run by a departmental Director and supported by two to three other staff members with specializations in storytelling, traditional and digital marketing. The Department supports both internal and external communications, while advocating for brand alignment, awareness and conversions. For the next year, the Department's focus will be on modernizing Brescia's brand, enhancing its accessibility and appeal as well as initiating and maintaining multiple objectives and tactics to significantly increase enrollment.

The Department leads the organization's traditional and digital marketing initiatives, which help increase Brescia's brand visibility, achieve the institution's strategic priorities and generate external stakeholder buy-in, including student applicants, community engagement and donor giving.

## C. SCOPE OF SERVICES TO BE PROVIDED

Brescia is requesting solutions for the following:

### 1. DIGITAL MARKETING CAMPAIGN

- a. The management and implementation of an aggressive digital marketing campaign focused on increasing student enrollment
- b. This campaign should include a broad range of tactics, including conversional landing pages, paid ads, social ads and associated collateral
- c. The campaign must run from September through to (minimum) March
- d. The campaign must reflect the brand, as agreed upon by the Department (key messages, advertising slogans can be provided, if helpful)
- e. Continuous reporting and adaptation to achieve conversion goals will be essential
- f. The agency must be able to clearly articulate who our target audiences are and how they will appeal to our current market and empower us to expand nationally and internationally

### 2. DIGITAL MARKETING COLLATERAL

- a. The agency must include the production of, at least one, sensational marketing video
- b. The agency must include the development of eye-catching advertisements and associated collateral
- c. The agency must, if applicable, be able to demonstrate the ability to design conversional landing pages and leverage lead generation tools

### 3. LEAD MANAGEMENT AND ANALYTICS

- a. Mutually agree upon methods for tracking data and demonstrating the ability of the campaign to deliver on increased student enrollment
- b. Ability to track and manage leads from the inquiry stage through application and acceptance.
- c. Integration with the Brescia website and ability to track users
- d. Ability to collect analytics and user data which can then be used to strategically market recruitment campaigns
- e. In addition to directed website visits and lead generation forms, social media growth and engagement will be considered positive, but it will not replace lead generation

### 4. WEBSITE REFRESH AND/OR DEVELOPMENT FOR USER EXPERIENCE

- a. At this time, our Department is focused on creating and implementing a truly impressive digital marketing strategy
- b. However, should website development or management be required to deliver on our goal of increased enrollment, this much be forthcoming within your proposal
- c. Alternatively, if website enhancements or a website overhaul are something that is desired for the September 2023-2024 recruitment cycle, please clearly state your strategy and what you can contribute and why



#### D. SUBMISSION REQUIREMENTS

Proponents are requested to submit a written quotation that describes in detail the services that you propose to provide to best meet the needs of Brescia as described. In order to facilitate the evaluation of quotations, proponents are requested to ensure their quotations include consideration of the elements set out as criteria, below.

For greater clarity, please ensure your proposal includes the following:

- *Services and Experience:* A list and description of services you propose to provide to best meet the requirements of Brescia, along with background information on your organization and your experience in providing related services to organizations similar in size and scope to Brescia.
- *References:* A list of a minimum of three clients that we may contact to discuss your service delivery. For each, please include contact name and information and date and duration of service arrangement.
- *Fees:* Details as to proposed fees in a clear format, including a description of one-time investments and ongoing license fees and commitments.

**Brescia reserves the right to meet with Proponents to conduct interviews and discuss their quotation. Should your agency/organization be short-listed, please consider this as a natural evolution of the interview process.**



## E. EVALUATION PROCESS

Your proposal will be deliberated by a committee who represents the various internal and external needs of the organization. They will do their best work to determine how you align with Brescia's organizational goals, in a fair and objective manner. Once consensus is reached, the successful candidate(s) will be notified. Unsuccessful Proponents will also be notified.

## F. GENERAL CONDITIONS

- 1) The proposal is to be prepared in accordance with the conditions outlined in this and any associated documents.
- 2) Brescia is not responsible for any expenses incurred by Proponents in preparing and submitting a response to this Request for Quotations.
- 3) The completed response, terms, instructions, specifications, and any attachments shall become part of any agreement entered into between the successful proponent and Brescia.
- 4) It is understood that the quotations submitted by Proponents will remain open for acceptance for a period of not less than 60 days from the closing date of this Request for Quotations.
- 5) Quotation pricing must include all charges excluding taxes (HST). The committee recognizes this proposal is one that offers more fluidity than traditional proposals, as it aims to generate creative, strategic and long-term solutions. However, any ideas proposed – for the short- or long-term – must have clear pricing associated with them, so Brescia may decide exactly what can be executed, when and with which degree of cost.
- 6) The Proponent's response to this quotation must be signed by an authorized representative of the Proponent.
- 7) Brescia reserves the right to:
  - alter specified dates or to cancel this Request for Quotations for any reason without incurring any liability, cost or penalty to Brescia, at any time prior to the execution of any written contract;
  - modify the terms of this Request for Quotations at any time and at their sole discretion;
  - not accept the lowest price or any proposal;
  - conduct negotiations with more than one bidder;
  - disqualify any quotation that is incomplete or is otherwise not submitted in accordance with the terms, conditions, and provisions of this Request for Quotations. Submissions received after the specified due date and time will be automatically disqualified;
  - retain all submissions and use any ideas contained in a submission regardless of whether the submitter is selected as the successful Proponent;
- 8) Brescia shall not be held liable for any error or omission in any part of this Request for Quotations. The information contained in the Request for Quotations is supplied solely as a guideline for Proponents and is not guaranteed or warranted to be accurate, nor is it necessarily comprehensive or exhaustive. Nothing in this Request for Quotations is intended to relieve Proponents from forming their own opinions and conclusions with respect to matters addressed in this Request for Quotations.