Request for Proposals

Development of the Forward with Dementia Marketing Campaign

Issue Date: October 20, 2023
Response Date: October 31, 2023 by 5:00 pm ET
Contact: Dana Zummach, dana.zummach@the-ria.ca
Project Budget: $23,000
Project Start Date: November 10, 2023
Project Completion Date: March 31, 2023
The Schlegel-UW Research Institute for Aging (RIA) is seeking an experienced marketing firm to develop and implement a multi-channel marketing campaign to increase awareness of the Forward with Dementia project.

Organization Overview

The RIA is a charitable, non-profit organization dedicated to enhancing the quality of life and care of older adults. The RIA tackles some of the biggest issues facing an aging population by integrating research, education and practice. The RIA develops solutions that make a difference to benefit older adults everywhere. Learn more here: https://the-ria.ca/

Forward with Dementia Project Overview

The Forward with Dementia initiative aims to address the stigma of dementia and provide hope that persons living with dementia can live fulfilling lives. The Forward with Dementia website (forwardwithdementia.ca) includes information, resources, strategies, and stories that have been co-designed with people living with dementia, family and friend care partners, and health and social care providers.

This phase of the Forward with Dementia project aims to address stigma associated with dementia with individuals from diverse cultural and linguistic backgrounds via its website and adapted resources for specific communities.

The Forward with Dementia project is looking to reduce the stigma associated with dementia by expanding the Forward with Dementia campaign to other parts of Canada and spreading messages of hope about how to live with dementia.

This phase of the Forward with Dementia initiative is funded by the Public Health Agency of Canada.
Campaign Goals

To raise awareness about the Forward with Dementia website (forwardwithdementia.ca) and its resources, recommended strategies, and stories that have been co-designed with people living with dementia, family and friend care partners, and health and social care providers.

Campaign Objectives

1. Increase awareness and traffic to the Forward with Dementia website and resources throughout Canada.
2. Increase awareness among and engagement with culturally-diverse communities (specifically Chinese, South Asian and Italian communities) in ways that are culturally appropriate in order to increase the use of the website and resources by those audiences. This will involve working collaboratively with members of these communities.
3. Reduce stigma of living with dementia across Canada.

The successful firm would include recommendations in their campaign plan for the best strategies and tactics to reach the defined audiences. Campaign tactics should include (but are not limited to):

- Webinars and presentations
- Resources in multiple languages
- Media and social media (including newspapers, radio, Facebook, and X; running ads)

Audience

National campaign:
1. General public across Canada.
2. Cultural / linguistic community campaign: Specifically tailored to the following cultural / linguistic communities:
   - Chinese (e.g., Mandarin, Cantonese)
   - South Asian (e.g., Punjabi)
   - Italian

Deliverables and Timelines

The successful candidate will be responsible for the following activities and deliverables:
<table>
<thead>
<tr>
<th>Deliverable/Activities</th>
<th>Timelines</th>
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<tbody>
<tr>
<td>● Participate in a project kick off meeting (orientation of project, organization brand, etc.)</td>
<td>Early November</td>
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</table>
| ● Develop a campaign that clearly describes the strategy, tactics and, sequence for the national audience and specific cultural / linguistic communities  
  ○ Chinese (e.g., Mandarin, Cantonese)  
  ○ South Asian (e.g., Punjabi)  
  ○ Italian  
● Campaign plan to include a plan for evaluation of performance.                                                                                                                                                    | mid-November  |
| ● Obtain feedback on promotion plan from key informants including:  
  ○ Forward with Dementia Project Team via video conference meeting  
  ○ Advisory Committee via video conference meeting hosted by RIA  
● Update plan accordingly                                                                                                                                                                                       | mid-November  |
| ● Make recommendations to adapt the materials (e.g., posters) developed during a previous phase of the Forward with Dementia project for specific cultural / linguistic groups.                                                                 | mid-November  |
| ● In partnership with RIA, attend a consultation meeting with established co-design community stakeholders to ensure that the materials will meet all cultural / linguistic requirements and update materials accordingly                                                                 | mid-Nov (ongoing) |
| ● Obtain feedback from Forward with Dementia Project Team via video conference meeting                                                                                                                                 | Late November |
| ● Finalize the campaign and provide final content (e.g., powerpoint template, posters, brochure, newsletter article, social media posts and ads, digital ads) to the RIA                                                                 | Early December |
| ● Launch the campaign, including tracking of performance.                                                                                                                                                          | Early December |
● Present reach/engagement and metrics via video conference meeting to ensure broad reach of promotional plan. Adjust strategy as needed.  
  Early January  
  Early February

| ● Report of campaign performance | mid-March |

**Requirements**

The Forward with Dementia campaign materials will be:

- All materials must be adaptable into a variety of languages, including French.
- Where applicable, compatible with both PC and Mac desktop computers, laptops, tablets and smartphones
- AODA, WCAG 2.0 AA compliant
- Compliant with the current Forward with Dementia visual design (fonts, colours)
- Compliant with RIA style and branding guidelines

**Forward with Dementia Project Team**

Emma Bender, Project Manager  
Dana Kirkbride, Project Coordinator  
Dana Zummach, Manager, Dementia Programs  
Jennifer Judges, Communications Manager  
Carrie McAiney, Schlegel Research Chair in Dementia; Scientific Director, MAREP

**Budget**

The budget is $23,000 maximum, including taxes and all project-related expenses billed by the vendor.

**RFP and Project Timeline**

RFP issue date: October 20, 2023  
Responses due: October 31, 2023 by 5:00pm ET  
Successful applicant selected and contacted: November 3, 2023  
Project start date: November 10, 2023  
Project completion date: March 31, 2024

**Proposal Requirements**

Please include the following in your proposal response:
- Company description and contact information
- Detailed proposal describing how you will meet our goals
- Proposed work plan and timeline, including review and approval stages
- Team bios, including any freelance subcontractors that would be involved in this project (name, project role, education, and relevant skills)
- Three recent relevant project samples, including products designed for diverse cultural / linguistic audiences
- Three client references
- Detailed budget with line-item pricing.
- Terms and conditions

**Review Criteria**

Proposals will be assessed in relation to the following criteria:

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Weight</th>
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<tbody>
<tr>
<td><strong>Understanding of the Project</strong></td>
<td>/10</td>
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<tr>
<td>- Clearly understands the scope of the project, expected deliverables and understands the campaign objectives and target audience</td>
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<tr>
<td><strong>Project Management</strong></td>
<td>/10</td>
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<td>- Set reasonable time estimates, clear project milestones and able to meet the project deadline, collaborate with RIA team</td>
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<tr>
<td><strong>Experience in effectively and efficiently developing marketing campaigns</strong></td>
<td>/10</td>
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<tr>
<td>- Demonstrated experience with similar campaigns with national reach and with specific cultural / linguistic communities; Provision of three references from previous clients</td>
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<tr>
<td><strong>Budget</strong></td>
<td>/10</td>
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<tr>
<td>- Reasonable estimates to complete work</td>
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<td><strong>Qualifications</strong></td>
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<td>- Qualified and experienced team members assigned to the work</td>
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<td>Criteria</td>
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<tr>
<td>Total</td>
<td>/50</td>
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<tr>
<td>References</td>
<td>Pass/Fail</td>
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Submission Details

Please submit proposals by email to Dana Zummach, Manager, Dementia Programs, at dana.zummach@the-ria.ca by 5:00 pm ET on October 31, 2023.

Any questions regarding your submission must be directed via email to: dana.zummach@the-ria.ca.

Contacting any other person from the RIA regarding this competition may lead to disqualification.