



**Marjaree Mason Center
Rebrand Design and Market Research RFP
Submitted Questions and Answers
Posted: February 13, 2024**

1. Budget:

Question: Can you share the budget range you have in mind for this project?

Answer: While this is the first time the Marjaree Mason Center is engaging in this process since 2013, there was not a full awareness of cost. A scope of work above \$25,000 will need to go to the Marjaree Mason Center Board of Directors for approval.

2. Name Change:

Question: Does this RFP include exploring a public-facing name change – a new name for Marjaree Mason Center? Can we consider a completely new direction, or does it need to have ties to the old name/brand?

- a. If so, how different can the new name be?
- b. If so, and if you prefer to see speculative design work in the RFP response, does the design work need to include new name concepts?

Answer: A change to the Marjaree Mason Center name was not included in the RFP. However, if a respondent suggests that a full or partial name change is a necessary component, that area is covered under “Other Rebrand Components” of the RFP and a justification must be included with your proposal.

3. Managing the risk associated with a significant brand change:

Question: Are you willing to challenge the assumptions on which your primary goals (stated on pages 4 and 5 of the RFP) are based and invest in audience research that creates objective data to inform the organization about the current state of the brand, for example, audience perceptions, awareness, understanding of services, positioning, equity and design? Or are we to proceed with the RFP with a sense that the goals are final?

Answer: Yes, the Marjaree Mason Center is willing to challenge the assumptions on which the primary goals are based and invest in audience research that creates objective data about the state of the brand. Respondents should not proceed with the RFP with a sense that the goals are final without taking the above into consideration.

4. Speculative creative work:

Question: The evaluation guidelines include two bullets and one statement that imply Marjaree Mason Center's desire for participants to submit speculative design work in the RFP response. While we understand that we always have the option to create and present design ideas, our question intends to gain an understanding of what you specifically prefer or desire from those firms participating in the RFP. Do you prefer to see design and naming concepts in the RFP to help you choose your preferred vendor?

Answer: Speculative creative work is not a necessary component. The RFP requests to see and will then evaluate proposals based on work samples submitted for other rebranding projects.

4a. Design and appeal:

Question: Is this is the design and appeal of the physical document or if this is about the design and appeal of the creative naming and logo concepts you wish us to include in the RFP response? Can you please clarify the meaning and or intent of this evaluation point?

Answer: This is based on design and appeal of samples submitted for other rebranding projects. Finalists will be required to present their proposal in front of the Review Committee in person, tentatively scheduled the week of March 4, 2024. At that time, they may be asked clarifying question from the panel.

4b. Creativity and originality:

Question: Does this evaluation measure imply you wish to evaluate the finished design and naming ideas included in the RFP response?

Answer: No, this is based on design samples submitted for other rebranding projects. Finalists will be required to present their proposal in front of the Review Committee in person, tentatively scheduled the week of March 4, 2024. At that time, they may be asked clarifying question from the panel.

4c. Finalist Presentation/Solution:

Question: Finalists will be required to present their solution in front of the Review Committee in person, tentatively scheduled the week of March 4, 2024. Is this statement suggesting that finalists will be required to present their "finished" naming and design solutions to the Review Committee?

Answer: No, proposal should include design samples submitted for other rebranding projects including both logo and creative naming. The evaluation process is not designed to simply award the contract to the lowest bidder, but to select the proposal with the best combination of attributes, including price, based on the evaluation factors.

5. Decision Makers:

Question: Who's making the final decision on the rebrand, and what are their benchmarks for a "good decision"? It's tough when people without a design or branding background have the final say, as it can lead to a less effective outcome. How much will you be relying on the data uncovered from discovery/market research, and the agency's suggestions based on the information gathered?

Answer: Based on the total project cost, the decision will either be made by the CEO (if \$25,000 or less) or the Marjaree Mason Center Board of Directors (approval of all expenses over \$25,000). There is not an assigned formula or established benchmarks. The selection committee is made up of people with marketing and communication backgrounds, as well as direct client services backgrounds. The review panel consists of:

- Nicole Linder, Chief Executive Officer
- Leticia Campos, Chief Programs Officer
- Ashlee Wolf, Director of Philanthropy and Communication
- Mike Carr, Board of Directors, General Manager, ABC30
- Curt Fleming, Board of Directors, Chief of Police, City of Clovis

6. Collaboration:

Question: Is the MMC open to RFPs submitted as a collaboration of two agencies?

Answer: Yes, the Marjaree Mason Center would consider a joint/collaborative response from two agencies; however, applicants should consider that the Marjaree Mason Center will only engage with one agency under contract, if selected.

7. Program Persona / Program Name Portion:

7a. Question: Are you looking for alternate names for all?

Answer: The list covered under Persona Development Deliverables should be considered a full list of major MMC programs in which the Marjaree Mason Center is looking for recommendations on alternative, creative solutions that are both understood and inspirational.

7b. Question: As part of this RFP, are you looking at additional messaging being developed for the programs. i.e.. program descriptions, etc.

Answer: The Marjaree Mason Center is not looking to alter program descriptions but the RFP does include a graphic that can be used alongside the program as an identifier such as an icon, stock art, etc.

8. Proposal Copies Submitted:

Question: How many copies should be provided of our proposal, given as hard copies?

Answer: Proposals can be submitted via email to RFP@mmcenter.org or by hard copy via delivery to the Marjaree Mason Center, 1600 M Street, Fresno, CA 93721. The deadline for receipt is 12:00 p.m. (Pacific Standard Time) on February 28, 2024. Please plan accordingly for email sending and/or mail times.

- If submitting by hard copy, two copies are requested. “Rebrand Design and Market Research RFP” is requested to be listed on the outside of the envelope.
- If submitting via email, please include “Rebrand Design and Market Research RFP” in the subject line of the email.