



Visit Manchester Brief

Design Brief Industrial Powerhouse

June 2010



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Checked and approved by: Steven Small, Head of Initiatives Date 18 June '10

1. Introduction

Visit Manchester is the tourist board for Greater Manchester. It is a division of Marketing Manchester, the agency charged with promoting the city on a national and international stage.

As the Tourist Board for Greater Manchester, one of Visit Manchester's key roles is to attract visitors to the destination through the effective promotion of Greater Manchester as both a leisure and business destination.

Visit Manchester leads on the Industrial Powerhouse project which is a regional based marketing programme to promote the industrial heritage of the Northwest.

Industrial Powerhouse was the first Manchester slipstream brand developed by the AGMA Tourism Forum and Marketing Manchester in 2004. The campaign was developed following the production of the Tourism Strategy for England's Northwest which highlighted industrial heritage as a key product offer for the region which will help to generate increased visitors and underpin the attack brands of Manchester, Chester, Lancashire and Blackpool, The Lake District and Cumbria and Liverpool City Region.

During the course of the campaign it has developed to encompass the whole Northwest with support from the other four tourist boards (Lancashire and Blackpool, The Mersey Partnership, Visit Chester & Cheshire and Cumbria) and the NWDA.

Further to a successful bid for European funding (ERDF), the programme now in its 5th year, has considerable scope to increase its marketing to grow and impact the market, driving visitation and generating income.

2. Proposed Commission

Further to a review of the Industrial Powerhouse brand, Visit Manchester is now seeking to appoint a creative agency to interpret the recommendations for the brand into creative assets; and for the ongoing provision of creative services for the Industrial Powerhouse programme until March 2012.

A number of emerging recommendations have arisen from the brand review. The key recommendation is to re-name the programme, as the name 'Industrial Powerhouse' does not resonate with the consumer. The feedback gained from the focus groups and opinion leaders in the brand review should be considered when developing a new name.

It is also a recommendation that marketing campaigns for a general audience should be integrated into destination marketing campaigns (whether that destination is a place or attraction), and that Industrial Powerhouse should not be the lead brand when marketing to a general audience.

There is however still a need to do niche campaigns targeting certain sectors i.e. genealogy and education and for these campaigns creative assets are required.

The full report from the Brand Review process is included as an appendix to this brief. Please refer to chapter 4 for the recommendations.

2.1 Creative Requirements

Given the recent findings a dual approach to the marketing needs to be implemented and so creative assets will also need to have dual purposes.

A look and feel needs to be developed for the programme that can be used both in stand alone niche campaigns and in partnership campaigns when industrial heritage is not the lead message.

There is a requirement for copy points, imagery, logo, strap lines, headlines etc that can both **lead and be integrated into campaigns**. Activity will also be placed on and off line and the creative assets should reflect this.

Creative needs to be strong, meaningful, relevant and recognisable with a visitor focus, be relevant and appealing to a wider none 'enthusiast' audience in order to achieve the visitation targets. Creative needs to focus on people, experiences and stories.

For the purposes of the tender the agency is required to submit:-

- Suggestions for a new name / examples of possible logos
- A sample print advertisement for specialist press – e.g. genealogy based. Mandatory funding logos are attached.
- Suggestion for how that creative can be used online

On appointment the successful agency will be required to produce a creative toolkit to include:-

- New name for the project
- New logo
- Brand guidelines and tone of voice
- Generic print advertisement
- Generic consumer focussed copy of varying lengths that describes the programme
- E-newsletter template
- Web page template
- Exhibition stand
- Suggested copy

3. Current situation

Industrial Powerhouse is the current consumer-facing name for the project to promote industrial heritage for the Northwest. The main vehicle to do this has been through www.industrialpowerhouse.co.uk with some printed literature and attendance at targeted consumer and trade exhibitions.

3.1 Creative

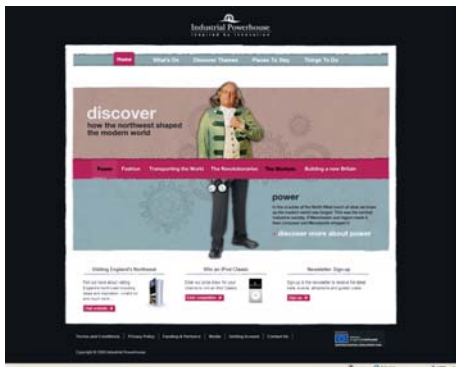
The creative treatment currently used was developed to focus around people rather than buildings using a contemporary design that brings together contrasting images from the past and present.

The creative assets consist of:-

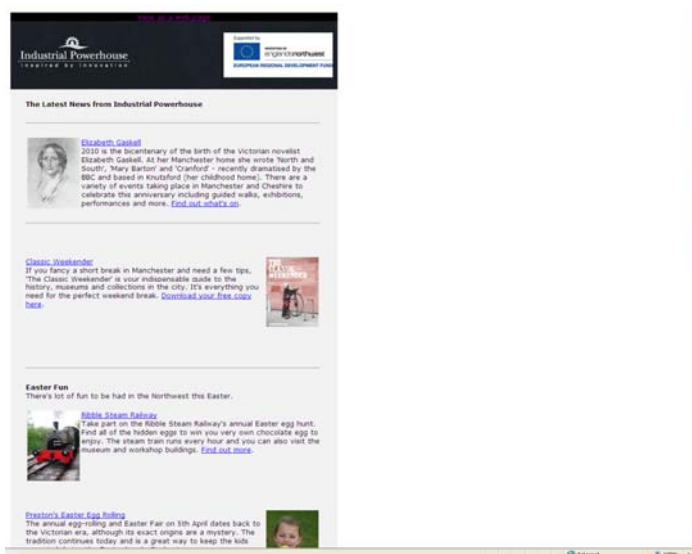
- Logo



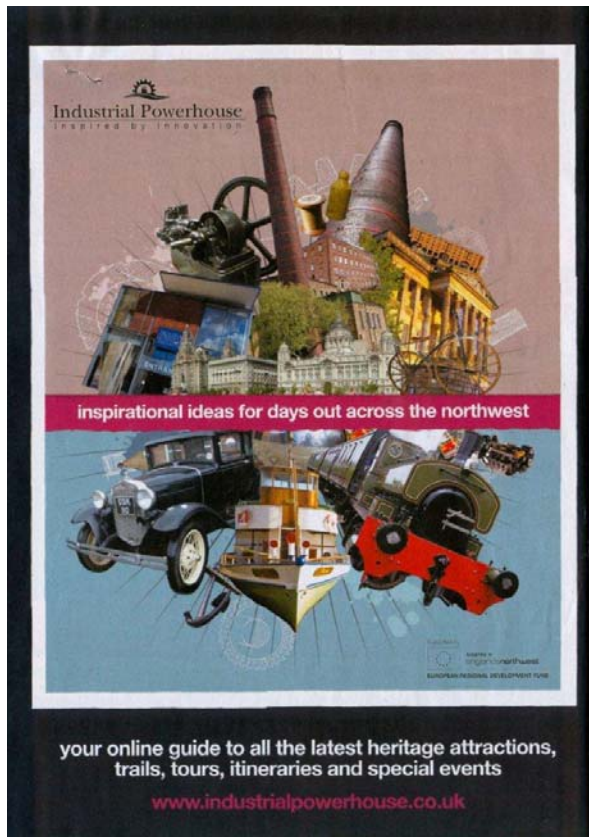
- Website



- E-newsletter template



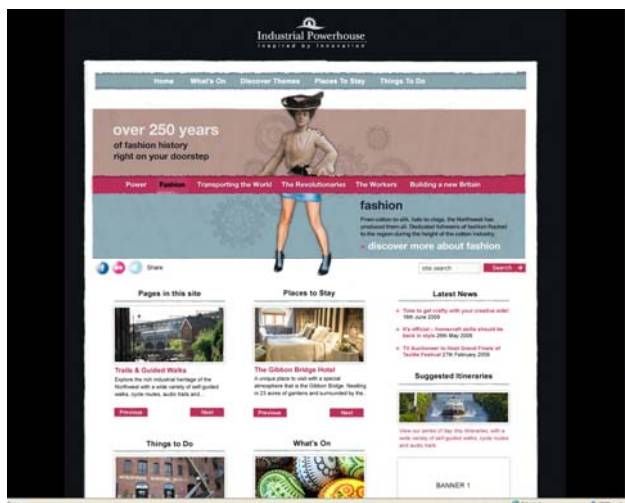
- Generic print advertisement



3.2 Website

The site was re-fined in summer '09 incorporating a new home page design. Print advertisements that mirrored the home page creative supported the launch in national and specialist press.

The website is currently under development improvements with additional functionality and the new creative for the site will need to fit into the new layout.



3.3 Marketing Activity

Activity to date has included:-

- attendance at targeted exhibitions both consumer and trade
- E-communications to a consumer database
- print advertising
- Partnership campaigns with a link to the project either through theme or location.

4. Project Objectives

The objectives for Industrial Powerhouse are outlined to demonstrate the extent and the requirements of the project.

The following aims and objectives have been set for the project:-

4.1 Industrial Powerhouse Aims

The project aims are:-

- Deliver increased visitors to Industrial Powerhouse attractions
- Increase overnight stays within the Northwest
- Deliver increased spend at venues
- Improve the visitor experience
- Work closely with regional and sub-regional marketing campaigns where relevant
- Deliver increased educational tourism visits

4.2 Overall Project Objectives

1. Create a full time Project Co-ordination position by 31st June 2009
2. Increase economic benefit from intentional visits from £1.3m to £3.9m
3. Increase economic benefit from contributory impact from £4.6m to £13.4m
4. Increase bed nights from intentional Industrial Powerhouse visits from 8227 to 24000
5. Increase bed nights from contributory visits from 12,000 to 36000
6. Increase visits to key anchor sites from 59% of contacts to 69% by 2012
7. Increase average visits per annum from visits from beyond the Northwest but within the UK from 2.2 to 3 by 2012. Increase visits from within the Northwest from 3.3 to 4 visits per annum by 2012.
8. Marketing campaigns in national and international markets including e-marketing, profile at travel trade and consumer shows and events with a reach of approx 1m potential visitors per annum.
9. Increase database contacts from 6,000 to 20,000
10. Achieve advertising value equivalent (AVE) target of £250,000 for PR in national/international consumer & travel trade media per annum.
11. Enhanced interpretation at minimum of 5 key sites using latest technology e.g. Bluetooth, GPS

5. Target Markets

The current markets identified for the project are segmented into demographic and geographic. Lifestyle, interests, preferences, income etc have not yet been considered for targeting.

5.1 Geographic

UK

European, with a particular focus on Germany.

United States, mainly educational.

5.2 Demographic

Greys - empty-nesters/early retired

Families – with young children and older children

Group travel – educational groups, clubs and society members;

Visiting Friends and Relatives (VFR)

Specialist groups – genealogy, enthusiasts

The target markets for destination-led campaigns will align with the destinations targets.

6. Tendering Process

6.1 Other Agencies

This brief has been circulated to 14 agencies who have been invited to tender. In line with Visit Manchester's policy, the appointment will be made on the most suitable tender, depending on quality, experience and price.

6.2 Communication of the brief

The brief has been circulated by email. The brief has also been posted in the public arena on www.visitmanchester.com/corporate.

6.3 Format for tender

Three copies of the proposal should be addressed to Paul Simpson, Managing Director, Visit Manchester (label enclosed). The label enclosed is marked with 'TD-IPC' to indicate to the addressee that tender documents are enclosed for this tender and any tender received before the official submission date will be held until the closing date has passed and then opened by a Director and Head of Department of Visit Manchester.

The presentation of the proposal is at the discretion of the tenderer; however, it should be clear and concise and should cover all areas highlighted below:

- Suggestions for a name and logo treatments, designs for print creative.
- Full information on relevant experience in this area of work.
- Provide examples of similar work previously undertaken, including the names and contact details of appropriate clients where possible.
- Provide a sufficient level of detail of their proposed approach to the task to enable this to be clearly understood.

Example of acceptable proposal layout:

- Introduction and overview including rationale for suggestions
- Proposed creative and logo treatments
- Timings for delivery
- Costs
- References

6.4 Timescale and details for submission

The timescale relating to this project's tendering process is as follows:-

Activity	Date
Brief distributed electronically and posted online	18 June
Confirmation of receipt of brief and intention to submit proposal	25 June
Deadline for receipt of proposals	2 July
Tenderers informed of decision	w/c 5 July

Should your organisation be unable to comply with the proposed timescale, please contact Lisa Houghton at Visit Manchester in writing or via email as soon as possible.

Tenders must be received by post. If the tender is received after the deadline it will not be considered unless in special circumstances and with prior approval of Visit Manchester.

6.5 Tender enquiries

Please note that Visit Manchester's process for responding to the tender enquiries is as follows:-

- Tender enquiries must be emailed to the main contact identified
- Visit Manchester will circulate the question and the response to all tendering organisations without identifying the enquiring tendering organisation. Please therefore bear this in mind when preparing any queries.

7. Timescale of the Project

Further to appointment in July 2010 the successful tenderer will need to attend an initial inception meeting to discuss the requirements of the project and to establish a delivery date for the toolkit.

8. Project Administration

Visit Manchester would expect to work closely with an identified key contact person through each stage of the project and expect regular liaison and updates. Please state in your proposal who this contact person will be and include their contact details. Your key contact at Visit Manchester is the Industrial Powerhouse Marketing Manager, contact details are outlined in section 11.

9. Cost and Budget

The payment details will be discussed with the appointed tenderer but it is expected that the successful agency will be paid 50% on commission and 50% on completion of the creative development. Each subsequent project will be costed on an individual basis and will be paid on successful completion.

Total budget for development of creative concepts is £15,000.

10. References and additional information

References must be submitted in support of the proposal. Any further information that you can provide in addition to the requested must be submitted, including case studies showing examples of previous work.

11. Contact details

For all enquiries related to the Creative Brief please contact:

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