



Expression of Interest:

Expression of Interest – Marketing and Communications Services

Deadline for submissions is 4:00 pm MST on Wednesday January 27, 2010.

Please submit all Expression of Interest Proposals clearly marked: **Buy Yukon EOI – Marketing and Communications Services**

Mail in a sealed envelope or drop off to:

Suite 202 – 302 Steele Street, Whitehorse, Yukon Y1A 2C5

Attention: Denny Kobayashi, Project Manager

Email to:

info@buyyukon.ca



Overview of the Request for Expression of Interest

Introduction and Scope

This Expression of Interest (EOI) is issued to solicit experienced, relevant and responsible firms to provide Marketing and Communications services to the Buy Yukon Program being delivered under the auspices of the Yukon Chamber of Commerce (YCC). The Marketing and Communications Service Provider (the “Contractor”) will provide Marketing and Communications advice and services in relation to the projects within the Buy Yukon Program. These will include realization of customised communication plans to achieve maximum visibility in all areas of communication including brand development, promotion, advertising, design, online and offline media and public relations across all public and social networks and the web. The Contractor will work in liaison with the Buy Yukon Management Committee and will work day-to-day with the Buy Yukon Project Manager who will be the lead YCC contact. Services provided by the Contractor shall align with the project’s scope and objectives, on time, within budget and shall comply with the YCC’s direction, business practises and policies.

The EOI should include a statement detailing suitability for the role and any relevant experience. A portfolio and proposed hourly rate (inclusive of GST) together with a statement of availability should also be included. Prospective agencies and individuals (the “Proponent”) must be a registered Yukon business maintaining a valid municipal or Yukon business license. Proponents will be required to provide a reliable estimate of the percentage of the work that will be performed by Yukon-based employees and subcontractors if applicable.

The attached information sets out the minimum amount of information we require from you prior to entering into any agreement and includes details on the criteria that the successful Contractor will have to meet. Please ensure, in order for your submission to be considered, that your proposal is both detailed and concise. Please do not hesitate to contact us should you require clarification on any points listed below.



Background Information – Buy Yukon Program

The Buy Yukon Program (the “Program”) is a private-sector led initiative focused on creating a shift in the attitudes and behaviours of Yukon consumers, businesses, and governments in support of Yukon-based businesses.

The Institute for Local Self Reliance released research in 2013 that concluded that businesses in communities with sustained buy local campaigns, run by a local business/citizen alliance, saw revenues grow by triple the growth compared to areas without an alliance (Shop Indie Local, October 2020). They went on to conclude that *“A single merchant has limited ability to shift attitudes or consumer spending, but by building strength in numbers, we can create broad support for independent businesses locally and advocate for their interests.”* (Ibid). The Buy Yukon Task Force stated that the goal of the Plan is to *“...keep dollars in the Yukon, enhance Yukon retail and service experience, and ensure that the Yukon economy and its governments are creative in how they support real positive growth not only coming out of the COVID lockdown, but for many years to come.”* (Buy Yukon Task, July 2020).

The Program builds on a Buy Local Discussion Paper/Briefing Note (the “Brief”) developed by the Buy Yukon Task Force and translates the principles and priorities in the Brief into an actionable Program to be delivered over the next 2.5 years. The Program requires financial and other supports from the federal, First Nations, Yukon, and municipal governments. The private sector will provide leadership, funding, partnership, and other resources in support of the Program.

As the initial CanNor application was being developed, the federal government through the Department of Innovation, Science and Economic Development (ISED) launched a Relief Program in support of SMEs across Canada to promote buy local initiatives being delivered by the Provincial/Territorial Chambers of Commerce. The proposed Buy Yukon Program aligns with the ISED focus and objectives for their program, and the Canadian Northern Economic Development Agency (CANNOR) arranged for an introduction to the ISED team to discuss the potential for the Program to be funded by ISED.



It was determined that the proposed Program aligns with the ISED program's objectives and that ISED would support an application from the YCC for Buy Yukon and they have set aside up to \$445,000 in FY 2020-2021 to support the Program. CANNOR is supporting a Free Shipping initiative as a component of the Program and are providing just under \$100,000 in support of this component. The Yukon private sector is providing cash and in-kind support of \$57,500. The total Program budget for FY 2020-2021 will be \$602,500. It is anticipated that multiple contracts for Marketing and Communications Services may be issued that will in the range of \$50,000 to \$200,000 depending on the goods and services contracted.

IMPORTANT: The budget for the Program must be totally expended by March 31, 2021. Proponents must demonstrate the capacity to deliver services to the Program within this timeline.

Scope of Work

The scope of work will include, but is not limited to:

- Develop, implement and report on consumer marketing and communications campaigns in traditional, digital and social media environments
- Reach different and distinct target consumer and small business audiences across the Yukon
- Create a wide range of content and communications material through innovative approaches
- Plan communication programs, and carry out research into the attitudes and perceptions of the target audiences
- Identify key areas for improvement and outline key research that may ultimately be beneficial to the Program
- Plan content and write copy for publications such as fliers and brochures, posters, magazines, newspaper, and social media
- Write and distribute news releases to local media
- Arrange for spokespersons to appear on local television and radio programs
- Develop, execute and administer advertising and promotional campaigns

Conditions

Contractors are required to possess their own Yukon-based work space and equipment as well as any applicable insurances. Regular briefing sessions and meetings will be held at the YCC offices at Suite 202 – 302 Steele Street, Whitehorse, Yukon Y1A 2C5, or by video conference.



Negotiation of Contract

The YCC will negotiate a finalised scope of work, agreed price and conditions of contract with qualifying Proponents who have responded to the EOI. The YCC reserves the right, at their sole discretion, to award contracts to multiple Proponents. The award of all contracts is conditional on approved funding and the conditions and requirements attached to the funding. The YCC is not bound to proceed to contract. The scope of this call is for Marketing and Communications agencies or individuals to be added to a list of external service providers of the YCC. Nevertheless, this does not provide the certainty that these service providers will eventually be engaged by the YCC.

Proposal Requirements: Expression of Interest – Marketing and Communications Services

The following is an outline of the basic information that will be required to assess a Proponent's EOI. Proponents must provide:

Company Profile and Team Members

- A brief profile of the agency/company and contact information
- Name(s) and resumes of the individuals or subcontractors who will develop, lead, and implement the Program, highlighting their relevant experience

Experience

- Two examples of marketing and communications services provided to a client project of similar nature
- Reference and contact information for the two examples: Reference name, role when contract in place, phone number, email
- An example of experience working for an NGO client

Yukon Content

- An estimate of the percentage of time that each Yukon-based individual or subcontractor will spend on the contract (based on proportion of service billings). Yukon-based individual or subcontractor is defined as maintaining a permanent residency in the Yukon. For example, a company based in the Yukon that engages a digital agency based in Vancouver or a company that has employees who work in another office of the company, outside of the Yukon shall NOT be listed or considered as Yukon-based.



Price

- A blended billing rate for services that will be provided for services provided to the Program
- Confirm the markup that will be applied to any third party goods or services procured for the Program

Discounts/Sponsorships

The Program is supported by cash and in-kind goods and services contributed by Program's partners, sponsors, and suppliers. The value of these contributions is critical to the Program's success.

- Proponents should state the value of any discounts or sponsorships they will provide in the delivery of goods or services, which could be cash, in-kind, or discounts from regular billing rates

Other Information

- Statement of current commitments/availability based on completion of the project by March 31, 2021
- Please include any other information (either written or visual) you feel may be relevant in assisting the YCC to assess your company and your proposal
- The provision of this document and any submitting of any expression of interest by any potential proponent shall not constitute a binding agreement between the YCC and the Proponent
- The YCC reserves the right to enter into, or to decline to enter into any agreement at its sole discretion
- The successful proponent will be required to enter into a formal contract with the YCC



Evaluation Criteria

The following are some of the key criteria that will be applied in reviewing the EOI proposals:

- Corporate strength, accountability and experience
- Quality and relevance of services provided to previous clients
- Yukon Content
- Price
- Discounts/sponsorship value
- Capacity and availability
- Overall quality of the Proponent's proposal and information provided

Thank you for your interest in and support of the Buy Yukon Program and we look forward to reviewing a submission from you.

Proposal Requirements: Expression of Interest – Marketing and Communications Services

Please contact us at (867) 333-4257 for any questions about this EOI.

Deadline for submissions is 4:00 pm MST on Wednesday January 27, 2021.

Submit Responses to the EOI:

Mail in a sealed envelope or drop off to:

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Attention: Denny Kobayashi, Project Manager

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