

# THRIVNER BRANDING, MARKETING, AND PUBLIC RELATIONS REQUEST FOR PROPOSAL

## 1.0 BACKGROUND

Thrivner, Inc. is a boutique consulting firm that solves hard problems in science and technology (see <https://www.thrivner.com/>). We have been doing this work for decades, and as a result, we have optimized some thinking and processes for our personal productivity and that of our team. In 2018, we launched The Arena App: Project Planner (free in Apple's App Store: <https://apps.apple.com/us/app/the-arena-app-project-planner/id1295129242>) and have more software in development as well as a podcast and potential book on topics relating to modern and effective professionalism.

The Arena App - named for the Teddy Roosevelt's "The Man in the Arena" speech - is a tool designed to help you think and to make better decisions about how to use your time (e.g., Is it a big or small task? How many steps are there? Does it have to be done today or could I do it later?). Arena allows the user to set the parameters for projects, decide the importance in relation to their day, and form a better plan for completing the to-do list.

Future projects build on these ideas and apply them more broadly.

## 2.0 PROJECT GOALS

Thrivner, Inc. is seeking the services of a firm that can develop and help implement a new branding and marketing strategy that is big enough to encompass an ecosystem of activities and revenue streams (outlined below). The selected firm will be responsible for the development and implementation of a comprehensive marketing plan.

Tasks include - but are not limited to - the following criteria:

- Creation of an "umbrella brand," similar to an ecosystem, where content and offerings can live (The Arena App, software/expanded team version of The Arena App, a podcast, a book, and/or other future content)
- Avoiding leaning too heavily on one specific person serving as the "face" of the brand, but instead, the movement/practice/result itself being the brand
- Proposed website content and images for existing or future website(s) (actual updates to be performed by a Thrivner team member)
- Search engine optimization
- Social media marketing campaign, including but not limited to: Instagram posts and stories, Facebook Live/YouTube videos, Twitter posts, and LinkedIn updates
- A brand platform (brand guide + style guide) based on our purpose, our expertise, our dream customer that includes:
  - The new brand name, tagline, and logo, with a complementary logo suite if needed for future content
  - Brand headlines and positioning copy

- Imagery/design/typography to convey our voice
- Mocked up website social posts
- All files delivered in native form for an in-house team to use, resize, adapt, etc.
- Other communications and/or marketing related assistance as required
- Overall brand platform and accompanying campaign needs to be welcoming, encouraging, positive, open, engaging, professional, and kind

### **3.0 SELECTION SCHEDULE**

The Request for Proposal timeline is as follows:

- Request for RFP: March 1, 2021
- Deadline for Bidders to Submit Questions: April 2, 2021
- Thrivner, Inc. Responds to Questions: April 16, 2021
- Proposals Due: April 23, 2021
- Selection of Top Bidders/Notification to Unsuccessful Bidders: April 30, 2021
- Start of Negotiations: May 7, 2021
- Contract Award/Notification to Unsuccessful Bidders: May 31, 2021

### **4.0 SUBMISSION OF PROPOSALS**

The RFP will be posted on our website, <https://www.thrivner.com/>. It can be downloaded from this location and submitted to [hello@thrivner.com](mailto:hello@thrivner.com) with the subject line “RFP-Thrivner Inc.” Responses must be received no later than April 2, 2021.

### **5.0 TIMELINE**

The project must be completed within three months.

### **6.0 ELEMENTS OF PROPOSAL**

A submission must be fewer than 10 pages total, at a minimum, include the following elements:

- A description of the firm that includes a general overview and names/credentials of the creative team who would work on this project (please include a link to your website)
- Information about the firm’s strengths and distinguishing skills or capabilities as they might relate to Thrivner, Inc.
- A portfolio of relevant, past work

### **7.0 EVALUATION AND CRITERIA**

The successful respondent will:

- Possess the full-service, in-house capabilities for marketing, creative services, production, media planning and placement, and research

- Have the education, experience, knowledge, skills, and qualifications of the firm and the individuals who will be available to provide these services
- Have the expertise of the firm in working with similar customers