



Confidential
Visit Manchester Brief

Brand Review
Industrial Powerhouse

January 2010



Contents	Page
1. Introduction	3
2. Proposed commission	3
3. Current Situation	4
3.1 Website	4
3.2 Database	4
3.3 Creative	4
3.4 Marketing Activity	4
4. Project Objectives	5
4.1 Industrial Powerhouse Aims	5
4.2 Overall Project Objectives	5
5. Target Markets	6
5.1 Geographic	6
5.2 Demographic	6
6. Tendering process	6
6.1 Other agencies	6
6.2 Communication of the brief	6
6.3 Format for Tender	6
6.4 Timescale and details for submission	7
6.5 Tender enquiries	7
7. Timescale of the project	8
8. Project Administration	8
9. Cost and budget	8
10. References and additional information	8
11. Contact details	8

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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

Visit Manchester is seeking consultancy support for undertaking a review of the Industrial Powerhouse brand, its values and perceptions, to identify the performance of the current brand and to provide recommendations for future branding including positioning, identity and values. Current thinking points to the brand not being as user friendly as it could be with consumers asking "Where is it?" "What is it?" this needs to improve.

The results and recommendations forthcoming from the brand review will then be used to procure a creative agency to interpret the brand identity into creative treatments for roll out both on and offline. The appointed agency for the brand review will be required to work closely with the creative agency in the initial stages.

3. Current situation

Industrial Powerhouse is the 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 Website

The site was re-launched in summer 09 supported by print advertisements in national press and an online acquisition campaign via Facebook. Visitation to the site averages 1668 visitors per month with 'what's on' and 'things to do' being the most popular pages after home (appendix 1).

The website focuses around key themes developed to tell the story of industrial heritage; the themes are Power, Fashion, Transport, Building a Modern Britain, The Workers and The Revolutionaries. In a Google Analytics content overview taken over a 6 month period the IP themes were 6th with transport and power being the most popular at 10th and 11th (appendix 2).

The website features attractions (95) that have a clearly defined link to industrial heritage however there is confusion over what can and cannot be included when the links are not as obvious i.e. The Lowry a modern building in an industrial setting or mountain bike trails in landscapes defined by industrial activity are currently not included but should they be?

A clear definition of an IP attraction is required and it is hoped the direction from the brand review will provide this.

3.2 Database

There is a contact database of 6000 records, this database was recently Arkenford profiled and a small number of additional survey questions were posed on the usefulness of the website, the visuals and the brand perceptions, results will be made available.

3.3 Creative

The creative treatment currently used was developed to focus around people rather than buildings (see appendix 3), the project needs to communicate the stories of the heritage, relating people's experiences and to avoid perceptions of stuffy old museums.

3.4 Marketing Activity

Where possible, activity will be integrated into the 5 tourist board attack brands in order to maximise on the equity of these brands.

However there will need to be some stand alone activity and the identity for this needs to be strong, meaningful, relevant and recognisable with a visitor focus.

The considerable investment in Industrial Powerhouse means that more is expected of the campaign and a relevant, appealing, meaningful brand name and position needs to be identified and established that will appeal to a wider non-enthusiast audience in order to achieve the visitation targets.

4. Project Objectives

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

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. For information on the Arkenford profile of current database see appendix 3.

5.1 Geographic

UK

European, with a particular focus on Germany.

United States, mainly educational.

5.2 Demographic

Greys - empty-nesters/early retired

Families ó with young children and older children

Group travel ó educational groups, clubs and society members;

Visiting Friends and Relatives (VFR)

6. Tendering Process

6.1 Other Agencies

This brief has been circulated to 6 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. The brief has also been posted on www.visitmanchester.com/corporate.

6.2 Communication of the brief

The brief has been circulated by email and post. Please note the brief can be distributed internally within your organisation for the purposes of preparing your proposal. Under no circumstances must the brief be disclosed or distributed to any other party without prior consent of an appropriate representative of Visit Manchester.

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~~-IPB 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:

- 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.
- Identify any partners or sub-contractors that would be involved.
- Identify any anticipated problems and suggest mitigating approaches to these
- Breakdown costs by the list of activities above, showing the time in days, the individual or group responsible for the task and the cost per day for each individual or group.

Example of acceptable proposal layout:

- Introduction and overview
- Proposed approach to brand review
- Commentary on methodology and proposed outputs
- Timescale
- Costs
- References

6.4 Timescale and details for submission

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

Activity	Date
Brief posted to tenderers (first class post)	Monday 4 th January
Confirmation of receipt of brief and intention to submit proposal	Monday 18 th January
Deadline for receipt of proposals	Friday 5 th February
Tenderers informed of decision	Monday 15 th February

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 February 2010 the successful tenderer will need to attend an initial inception meeting to discuss their approach to the project and a schedule.

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

We require a clear breakdown of costs involved in the project. This will include a full breakdown of consultants per hour. The payment details will be discussed with the appointed tenderer but it is expected that 50% will be paid on commission and 50% on completion.

Total budget for this brand review is £25,000

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 studies.

11. Contact details

For all enquiries related to the Brand Review brief please contact:

Lisa Houghton
Marketing Manager
Industrial Powerhouse
Visit Manchester
Email: lisa.houghton@visitmanchester.com