

Request for Proposals

Video Marketing Campaign



January 8, 2021

Project Summary

Skills Ontario is a well-regarded player in the promotion of skilled trade & technology careers to Ontario's youth, and have had great success building an audience with written content. Skills Ontario now desires to elevate and solidify its position as a leader in the industry; drive traffic and further educate our target audience through the execution of a video marketing campaign.

The goal of the campaign is to:

- Promote and inspire young people & their influencers (i.e. parents) to consider careers in skilled trades and technology
- Continue to raise the profile of Skills Ontario as a leader in skilled trade & technology career promotion
- Increase public facing social and traditional media advertising
- Better connect Skills Ontario Alumni and partners to our mission and mandate

The campaign will consist of 2 series of marketing videos that are released to relevant audiences, over a period of 3 months initially and at various ongoing points over the next 1-2 years. Each video will be supported by other digital and non-digital marketing assets, to facilitate delivery, engagement, and conversion.

Series #1 – Indigenous Role Model Campaign Videos – a series of 8 live action videos featuring indigenous trades people and their path to that career (2.5 minutes max each). We will also require high quality photo images to be captured of the 8 indigenous role models for use in a poster campaign for schools and friendship centers across Ontario.

Note: Skills Ontario has pre-identified role models for these videos who are located throughout the province of Ontario. The selected company will need to factor in travel to various locations throughout the province to record videos with our selected role models.

Series #2 – General Skilled Trade & Tech Career Videos (up to 25 videos total) – a mix of live action videos and animated videos featuring trades people, pathways to skilled trade/tech careers, day in the life of, and more. High quality photo images will be required with this series as well for future marketing collateral use.

Skills Ontario seeks the assistance of qualified agencies to assist with the planning, video production, and execution of some aspects of the marketing campaigns.

Company Information

About Skills Ontario

Skills Ontario is building Ontario's skilled trades and technologies workforce. We are committed to preparing Ontario's youth for the highly skilled economy of tomorrow. We partner with school boards, colleges, small business, large companies, labour groups, and governments to provide opportunities for youth to explore and develop skills for successful careers in skilled trades and technologies.

With 30 years of experience, Skills Ontario is a province-wide organization with a grassroots connection into the many communities we serve. Our programs represent a long-term investment in the lives of all Ontarians.

We enable and empower all youth, including women and Indigenous youth, to consider a career in skilled trades and technologies. Engagement with students, teachers, parents, volunteers, employers, and mentors ensure our programs connect education, experience, and employment. We deliver in-school presentations across Ontario, host Canada's largest skills competition, run summer camps for skills development and connect students to employers.

Audience

Series #1 – Indigenous youth and their influencers (i.e., parents)

Series #2 - Ontario's youth population including but not limited to grades K-12 as well as post-secondary students and their influencers.

Proposal Request

We invite qualified vendors to participate in this RFP. Proposals must be received by the specific date(s) and in the specific format, as defined below.

Timetable and Milestones

Date	Milestone
January 13, 2021	Request for Proposal Released to Vendors
January 29, 2021	Request for Proposal Submission Deadline
February 5, 2021	Vendors Notified of Presentation Date
February 11, 2021	All Vendor and Supplier Demos Complete
February 15, 2021	A Vendor Is Selected and Notified

RFP Vendor Responses

Please, provide responses to the following questions:

Vendor Company Overview

Provide a brief overview of your company.

Vendor Capabilities and Relevant Experience

List the capabilities your company will bring to bear on this project. Discuss your company's experience with projects like this.

Strategy Development

Describe how you would facilitate the development of a strategy for this project. What strategic elements would you typically include, in a project of this nature and scope?

Campaign Elements, Work Plan, and Timeline

What different elements would be included in the campaign? What content would be created, by whom? What activities would be executed, by whom? Please, provide a timeline for the development and delivery of each of the campaign elements you have defined.

Video Production

Please, define the process you would follow to produce the necessary video content. What advantages and risks are inherent in your process? Please include your preliminary recommendations for the following:

- Length of video
- Shooting location(s)
- Video style
- Production values
- On-camera talent
- Resolution
- Narration
- Animated graphics
- How to manage restrictions imposed by the current pandemic
- Timeline for completion

Marketing and Promotion Process

Please, define the process you would follow to produce the non-video marketing assets and activities necessary to the successful execution of this project.

Project Management

How will you manage this project, to ensure that all activities are completed on time, on budget, and at defined quality levels?

Subcontracting

Please, indicate which parts of the campaign, if any, you will be subcontracting to other companies.

Measures and Metrics

How would you propose we measure the success of this project? Which metrics are most important? What's the best way to measure return on investment? Where are our greatest successes likely to be found?

Pricing and Costs

Based on the content and activities you are proposing for this campaign, please provide pricing for the work you will do. Also, please provide your estimate of any costs that are likely to accrue from other necessary vendors.

Relevant Case Studies and Examples

Please, provide links to any case studies, or examples of your work that are relevant to this project.

Submission Contact Information

Please, submit your proposal, in compliance with the timeline provided above, and any questions you may have to:

Michelle Proctor

Marketing & Events Coordinator

E: mproctor@skillsontario.com

M: 519-574-2399