

# Call for Brand Narrative & Strategy Work

- DEADLINE : March 31, 2024

## Call for Proposals: Brand Narrative & Strategy Work

United Arts of Central Florida is seeking proposals from experienced brand marketing agencies for project work on the development of Orlando's Cultural Tourism brand narrative. Teams must have experience in brand positioning and crafting campaign work which aligns with current destination marketing messaging.

### Scope of Work:

#### 1. Discovery & Concept:

- Defining and designing the big idea
- Discovery of current destination and United Arts campaigns
- Development of cultural tourism profiles
- Messaging and copywriting treatments
- Collaborative feedback sessions
- Development of Manifesto, Positioning Statement, Headlines

#### 2. Conceptual Engagement

- Development of messaging deck and platform
  - Messaging matrix for external partners
  - Copy for social media content
  - Copy for email content
  - Copy for content strategies for landing pages
  - Hashtag and hashtag strategies
  - Creative application

### Requirements:

- Demonstrated experience in crafting brand positioning and strategies for specific audiences.
- Examples of work that matches scope
- Experience with Orlando tourism and familiarity with Orlando's art and cultural scene

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## Submission Guidelines:

Interested companies are requested to submit their proposals no later March 31, 2024. Proposals should include the following:

- Company profile highlighting relevant experience and expertise.
- References who can speak about the reliability and quality of your work
- Portfolio showcasing previous work, particularly in storytelling and branded content production.
- Proposed approach and methodology for fulfilling the requirements.
- Detailed breakdown of pricing and payment terms.
- Any additional value-added services or insights that could enhance the collaboration.

## Evaluation Criteria:

Proposals will be evaluated based on the following criteria:

- Relevance of experience and portfolio to the project requirements.
- Creativity and originality in proposed approach and content ideas.
- Cost-effectiveness and transparency in pricing.

## Submission Deadline: March 31, 2024

Please submit your proposals electronically to Deanna Kotch  
[Deanna@UnitedArtsCFL.org](mailto:Deanna@UnitedArtsCFL.org).

We look forward to reviewing your proposals.

United Arts of Central Florida