

Request for Proposals: United We Go Brand Launch Campaign

Overview:

The Washington Regional Alcohol Program (WRAP) is seeking proposals from qualified agencies to manage and execute the launch of the **United We Go** brand in partnership with the DC Highway Safety Office (DCHSO). United We Go will serve as the umbrella campaign for all future public information efforts focused on transportation safety in the District of Columbia. This RFP outlines the scope of work and deliverables required for the brand launch, with a total budget of **\$400,000** and one-month timeline.

The selected agency will work closely with WRAP and the DCHSO to create a cohesive, impactful campaign that increases transportation safety awareness across various modes of transportation, engages diverse audiences, and fosters community buy-in for the United We Go brand.

This project will leverage federal funding, which will require the agency to comply with the Certifications and Assurances, as required under 2CFR 1300.

Key Dates:

- **RFP Release Date:** January 9, 2025
- **Proposal Submission Deadline:** January 29, 2025
- **Proposal Presentations:** February 5, 2025 through February 7, 2025
 - This component will include a presentation of ideas from selected vendors.
- **Project Award Date:** February 12, 2025
- **Target Campaign Launch Date:** April 1, 2025
- **Campaign Conclusion:** TBD by secured media placements; goal of one-month run

1. Project Scope

The selected agency will be responsible for executing the following components of the **United We Go** brand launch:

1.1 Wraps for Transportation Modes

The campaign will feature branded wraps for various transportation modes throughout the city. These wraps should align with the **United We Go** brand identity and messaging, which will focus on safety, inclusivity, and community engagement.

Deliverables:

- **Crosswalk Art:** Design and install crosswalk art at key intersections in high-traffic areas.
- **Metro Bus Wrap:** Design and produce one full wrap for a Metro bus. Additionally, design and produce bus advertisements (size/scale TBD by selected vendor)

- **Metrorail Car Wrap:** Design and produce a wrap for a Metrorail car.
 - **Bikeshare Station Wraps:** Design and produce a wrap for three bikeshare stations.
 - **Fleet Wrap:** Design and produce two wraps for District government fleet vehicles.
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1.2 Out-of-Home (OOH) Media Buy

The campaign will include a comprehensive out-of-home media buy to ensure visibility across high-traffic areas in Washington, D.C. The OOH media will encompass transit advertising, digital, and audio ads. Digital ads should be produced in English and Spanish.

Deliverables:

- **Transit Shelters:** Purchase and install ads in strategic transit shelters to maximize exposure in high-traffic areas.
 - **Metro Stations:** Coordinate ads within Metro stations, including posters, banners, and digital screens.
 - **Social Media Ads:** Develop and manage paid ads across social media platforms (Instagram, Facebook, X) to reach a broad audience.
 - **Phone Game Ads:** Partner with mobile game developers to run in-game ads targeted at commuters and residents in D.C.
 - **Spotify:** Design and implement targeted audio ads on Spotify (or other relevant streaming service) to raise awareness of the campaign's messaging.
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1.3 Influencer Launch Party

To create buzz and excitement around the United We Go brand, an influencer launch event will be held. This event will involve key community influencers, stakeholders, and champions of the traffic safety message.

Deliverables:

- **Launch Event:** Identify individuals who should attend the event. Manage all elements of event planning and implementation, including a brief program to describe the role of a United We Go influencer.
 - **PR Boxes:** Curate and distribute branded PR boxes to influencers, media, partners, and event attendees. Boxes should include campaign materials and branded items.
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1.4 Additional Deliverables

- **Press Release:** Develop and distribute a press release to highlight the launch of the United We Go brand.
 - **Added Value:** Negotiate and secure added value media placements and opportunities throughout the course of the campaign.
 - **Partnerships & Collaboration:** Collaborate with local nonprofits, District government agencies, and community advocacy groups to amplify the reach and impact of the campaign.
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2. Proposal Requirements

The proposal should address the following key elements:

1. **Agency Background:** Provide a brief overview of your agency, including relevant experience in managing large-scale public information campaigns, transportation safety, or similar initiatives.
2. **Team Composition:** Identify key team members who will be involved in the project, their roles, and relevant experience.
3. **Proposed Approach:** Detail your approach to executing the **United We Go** brand launch, including your strategy for the following:
 - Design and production of transportation wraps
 - Media buying and placement
 - Influencer engagement and event planning
 - Community outreach and advocacy building
4. **Timeline:** Provide a detailed timeline for all phases of the project, including the development of designs, media buys, event planning, and campaign launch.
5. **Budget Breakdown:** Provide a detailed budget that aligns with the allocated \$400,000. Include itemized costs for design, production, media buys, influencer engagement, events, and any other relevant expenses.
6. **Case Studies/Examples:** Provide examples of similar campaigns or projects you have managed, particularly those involving transportation safety or public information campaigns.
7. **Evaluation Metrics:** Explain how you will measure the effectiveness of the campaign, including key performance indicators (KPIs) related to audience engagement, media reach, and community advocacy.
8. **Optional – Sample Design:** Produce sample designs, materials, and/or mockups of proposed ads using the provided brand standards and photo repository.

- **Note:** If you are invited to present during the Proposal Presentation phase, vendors should be prepared to provide mock-ups of specific campaign deliverables. Vendors may select any 3 deliverables to present in this phase (i.e. a vehicle wrap design, a transit shelter graphic, and example swag piece from PR box).
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3. Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- **Quality of Approach:** Clarity, creativity, and feasibility of the proposed strategy for executing the campaign.
 - **Experience and Expertise:** Proven experience in managing campaigns of similar scope and scale, particularly in transportation safety and public outreach; Expertise of the proposed team members, including relevant skills and experience.
 - **Cost Efficiency:** How well the proposed budget aligns with the project's objectives and maximizes impact within the allocated \$400,000.
 - **Innovative Ideas:** Creative ideas that enhance the campaign's reach and engagement, particularly within the District of Columbia's diverse communities.
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4. Proposal Submission Instructions

Please submit your written and complete proposal by **5:00 pm on January 29, 2025**, to the following contact:

Kurt Erickson
kurt@wrap.org

Please submit all questions in writing to Kurt Erickson at kurt@wrap.org.

5. Attachments

- United We Go Barnd Standards
- United We Go Photo Repository