



POPULATION MEDIA CENTER BRAND PROJECT

Request for Proposals
Deadline: March 1, 2021



About PMC

For the past two decades, Population Media Center’s entertainment programming has promoted social and cultural change and helped improve the lives of millions of people. Nationally and globally, we are seeing movements for social and environmental justice grow, which opens the doors for work like that of PMC. PMC’s headquarters staff has grown from 12 to 24 people in the past six years as we expand to increase impact. Building on more than 20 years of international success, we are interested in authentic and multi-dimensional stories with a laser focus on storytelling for social good.

Population Media Center (PMC) is a U.S.-registered 501(c)-(3) specializing in entertainment that addresses women’s rights, population growth, and environmental sustainability. PMC’s vision and mission are:

Vision: A sustainable planet with equal rights for all.

Mission: To use entertainment-education and mass media to promote social and cultural change by addressing the interconnected issues of the full rights of women and girls, population, and the environment. Our goals are to empower people to live healthier and more prosperous lives and to stabilize global population at a level at which people can live sustainably with the world’s renewable resources.

The expansion of our team and our efforts have diversified our portfolio of countries, including the establishment of a U.S. Content Division in 2018 to expand our work in the United States. It has also led to better clarification of separate revenue streams, including both B2B and B2C. While this growth has been powerful for all the reasons we had hoped, it also has raised challenges and opportunities for our brand. We are now well-poised for a brand evolution.

Scope of Branding Project

PMC is looking for a Brand Partner who wants to look carefully at PMC’s mission, vision, audience segments, and portfolio of work to build a transparent and powerful brand. This branding project will analyze PMC’s current positioning among key target segments and assess the overall positioning and messaging strategy and hierarchy. PMC’s variety of revenue streams offer unique opportunities and challenges.

Over the past three years, PMC has compiled a number of powerful tools and understandings that now need to be coalesced and packaged to clearly tell our audiences what they can expect from PMC products and services, differentiating us from competitors. This rebranding project will take into account the core elements of brand – the character of PMC, our values, our goals, our competitors, our experience -- and refine our positioning and the implementation of that positioning. The positioning and messaging emanating from this brand project will build the framework for all internal and external communications, including a brand-new website.



The PMC brand must carry itself in direct mail to philanthropic individuals, Hollywood boardrooms, and in project proposals to public funders like the United Nations and major international NGOs.

The priority audience segment for PMC's brand, because it is the most exacting of our audiences and the most desirable type of funding, is a defined sub-segment of individuals in the U.S. philanthropic sector. PMC has personified this segment as "Pillars of the Community" and has conducted research into this segment for the past two years, both qualitative and quantitative, that will be crucial in the refinement of the PMC brand and positioning.

PMC requests proposals by qualified firms to audit and present a reinvigorated brand for PMC that meets these requirements:

- Clear Identity: a PMC brand that resonates with our key audiences at a top level in a uniform way, with all sub-level messaging particular to specific audiences feeding up into the top-level understanding of PMC.
- Flexibility: the brand, while clear at the highest level, must also flex to meet the needs of a variety of audiences – and define that "flex" for different audiences across the entire organization.
- Mission Focus: the brand should understand and promote the core values of PMC.
- Authentic: the brand needs to resonate with our audiences and accurately reflect who PMC is and the work we do.

It should be noted that the "Pillars" research and qualitative research of donors revealed questions about the strength of the corporate name: Population Media Center. We are currently exploring next steps to determine if the corporate name should be considered for evolution. This is not a small decision and will not be entered into lightly. As such, feedback and ideas on this from the Brand Partner selected for this RFP will be welcome, but this particular project will not include a brand name change. Knowing that the brand name may or may not change in the coming years, we are viewing this brand project as "Phase 1" of the branding project. (Note: This does not guarantee a phase 2 nor does it guarantee that the same Brand Partner would be selected for that project if it takes place.)

Phase 1 is where we build the heart of the brand: positioning and messaging. This work will guide us continually, regardless of whether or not there is a name change down the line.

However, since there is the possibility that we might change our name, we do not want to unveil a visual brand change that the average consumer recognizes as a "rebrand" because we do not want to "rebrand" twice within 3 or 4 years. This does mean that there will be parameters for the visual evolution of PMC's identity. We welcome honing and tightening of PMC's visual identity – and feel there is much work within this realm that can and should be done as part of this Phase 1 project – and we would work with the brand partner to determine what's appropriate.

PMC Audiences:

PMC has four major audience segments.

- Pillars of the Community (B2C): This segment is comprised of a distinct subset of individuals who live in the U.S. and already donate to charity. This is our most exacting audience and the one we are looking to grow most significantly. Pillars is the priority for our branding project and is also the most prospective. This audience has evolved over the past two years based on qualitative research with our existing donors and research to understand market opportunity. We have conducted our most recent research to better understand them.
- Credibility Corp (B2B): This segment is comprised of primarily public funders (some examples: UN divisions, USAID, DFID, other governmental funders) and International NGOs who have primed on public funding opportunities and are looking to hire PMC as a subcontractor to perform a specific part of the project.
- Impact Org (B2B): This segment is comprised primarily of private funding institutions (some examples: Ford Foundation, Bergstrom Foundation, private family foundations, and other private funders). These funders often operate under the direction of a CEO, a board, or a family member who often thinks much like Pillars in their discernment of where they can make the biggest impact, but their buyer's journey resembles that of Credibility Corp.
- Entertainment Inc (B2B): This segment is comprised of entertainment professionals who live in the U.S. and are buyers for distribution outlets, creatives, and production partners and we want them to buy our shows or work with us.

Timeline

- We will be accepting proposals on a rolling basis until Monday, March 1, 2021.
- Contacting proposals of interest will be on a rolling basis, reaching out no later than March 8th.
- Brand Partner selected no later than March 22nd.
- Begin work as soon as possible, and no later than April 5th.
- "Discovery and Research" and "Development of Brand" Deliverables by June 30th. The Implementation Deliverables (training and sharing of the new brand across PMC) are negotiable, but preferred by August 1st.

Deliverables

The brand partner will work closely with the PMC marketing and communications team to analyze, assess, and refine the brand to resonate for external audiences and PMCs, pulling in other teams and individuals as needed.

Discovery and Research: The brand partner will review all audience research (internal and external qualitative interviews, donor qualitative study, market segmentation study, and messaging research study), audience profiles (segment documentation, buyer journey details for each segment), and key brand documents (PMC brand guidelines, PMC story framework, Messaging framework, drafted positioning statement from recent research, competitor analysis) thoroughly and will facilitate interviews with PMC staff as needed for additional information-gathering. The work of the past three years on PMC’s story framework and audience segmentation and research is at the heart of this project.

The draft positioning statement from the Pillars research is: *To Pillars of the Community seeking to confirm their leadership identities and exercise their optimism via philanthropic support, PMC offers a uniquely innovative, sophisticated approach to overpopulation, rights of women and girls, and the environment – which yields significant large-scale impact validated by quantitative data.*

We will also require that our brand partner audit existing marketing materials, such as the website, copy and taglines, white papers, fact sheets, infographics, appeals, landing pages, email templates, etc. for our different audiences. Partners with experience with HubSpot are encouraged to apply. We have been using Hubspot for two years.

Development of Brand: At the end of this stage of the project, we want a clear understanding of PMC’s positioning – and how to convey that. We need to be able to articulate to each audience why we are the best choice for them. And we need to be able to do all of this succinctly -- and consistently -- by anyone within the organization, even if they are not in the marketing department.

It would be our expectation that this project could involve numerous components, and we would work with our brand partner to determine what makes the most sense. Some of the key deliverables we think of:

- Positioning: The Brand Partner selected will work with PMC to refine the positioning statement for PMC overall, and by segment, that clearly articulates the needs of the audience, how PMC meets that need and is different from the competition, and why that brand promise can be trusted. Brand characteristics and implementation would emanate from this.
- Implementing the Brand and Positioning:
 - Messaging: A key deliverable of this project needs to be a clear overall messaging strategy
 - Visual: Although there are limits on the visual evolution in this phase, there is also great opportunity. We are open to all ideas on this front, keeping in mind our need to not have it appear as a comprehensive “rebrand” to the general public.

The above and other focal areas proposed by the Brand Partner must result during this stage in tangible new tools to strengthen internal adherence to the PMC brand. These may include brand guidelines, brand promise, brand narrative, brand statements, taglines, messaging guidelines, message map, writing guidelines, etc.

Internal Socialization: Providing PMCs with these tools and adequate training and conversation will be important. This is their brand. Their work shapes PMC and they are responsible for promoting and protecting our brand. How do we launch the refined brand and positioning – and the tools to effectively wield it – to PMCs in a way that allows them to internalize the messaging and have it become second nature?

Desired Consultant

Consultant must have at least five years of experience working in marketing, brand development, and communications. Nonprofit experience is preferred. We are an organization with several stakeholders and audiences, so a portfolio of brand development for similar organizations is necessary. Bidders should be prepared share their experience working with several audience segments under one organization.

Bidders must be licensed in their state(s) of operation and comply with all federal, state, and local laws, including the Equal Opportunity Employment Act, the Americans with Disabilities Act, civil rights legislation, and OSHA regulations.

Bidders must disclose any relevant conflicts of interest and/or pending lawsuits, as well as the name of any officer, director, or agent who is also an employee of Population Media Center or Population Institute.

Proposal Requirements

Format proposals to a standard 8.5"x11" document size and follow the format below:

- Section One – General Information
 - Name, address, phone, email, fax, and website URL
 - Federal ID number
 - Contact person for the purpose of your proposal
 - Date of incorporation/how long in business
 - State where licensed
 - Number of employees
- Section Two – Your Story: Provide a 1- to 4-page narrative of your experience developing, executing, and managing brand projects of this size and timeline. Please include how your approach to brand development and brand implementation relates to the objectives of this RFP.
- Section Three – Personnel: Provide a list of key personnel who will work on this brand project and include their professional background and experience.
- Section Four – SOW: Provide the scope of work as you envision it and your approach to the project. Estimated times, schedules, and costs should be included.



- Section Five – References and Samples: Include three to five references with written summaries or case studies and any links to developed brand guidelines available on the web.

Submission Guidelines

- Submit proposals via email in PDF or Word format only, to: marketing@populationmedia.org.
- The deadline for submissions is March 1, 2021.
- Submissions will be reviewed by the Director of Marketing and Communications and a small committee. PMC reserves the right to reject all proposals, to waive any informalities and technicalities, to solicit and re-advertise for new proposals, or to abandon the project in its entirety.

Direct questions to:

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PopulationMedia.org