

Request for Proposal – Creative and Digital Partner(s)

The Opening Minds brand is seeking a Creative and Digital partner to support them in ongoing marketing efforts.

We are seeking one consolidated solution.

Note that this can include:

- A full-service solution through one partner
- A consolidated solution with multiple partners (e.g. digital expertise + creative expertise) that opt to submit a joint response to the RFP
- A digital agency that can demonstrate the ability to work with outside creative teams for digital assets

Background:

The Mental Health Commission of Canada (MHCC) is a registered charity created to focus national attention on mental health issues and to improve the health and social outcomes of people living with mental illness.

Since 2010, the Commission has offered mental health training programs. In 2023, MHCC-Opening Minds (OM) was formally introduced as a social enterprise and the largest systematic effort in Canadian history focused on eliminating stigma. MHCC – Opening Minds offers mental health training programs and advisory services to individuals and organizations who wish to proactively support mental health in their workplaces and communities. Training courses include Mental Health First Aid (MHFA), The Working Mind (TWM), and The Inquiring Mind (TIM). In addition, HeadStrong and our Psychological Health & Safety (PHS) Assessment programs contribute to mental health literacy and stigma reduction. Opening Minds has trained over 1 million people in mental health across Canada, and that number is growing. Our courses are available in person or virtually and have been adapted for greater relevance in many specific sectors. More information can be found at <https://openingminds.org>

The Ask

Opening Minds is seeking to expand its digital marketing efforts to drive awareness and adoption of our programs. This will include but is not limited to, an Always On

integrated campaign across various digital platforms and specific campaigns to leverage new audiences, new programs, and news/noteworthy moments in the market.

Criteria:

The digital and creative partner(s) selection will be based on your approach, processes, and thought leadership on how you intend to work with Opening Minds. There is no expectation to develop creative ideas or specific digital tactics as part of the submission.

Your RFP response must include an overview of how you would approach the required elements below.

Required Elements:

- Digital Strategy:
 - o Launch and strategic plan for integrated social channels
 - o Development of integrated digital strategy across multiple channels including SEM, Digital Ads, Paid Social
 - o Develop, in partnership with Opening Minds, user personas and customer journeys related to the digital tactics
 - o Advise on connection points with Opening Minds owned channels including email, website, social, forms, CRM etc.
 - o Advise on connection points for SEO
- Creative Concepts and Copy Development:
 - o Develop a creative strategy for ads
 - o Develop ad concepts to support the creative strategy
 - o Production of ads (all sizes and formats for social and digital ads)
- Collaboration tools
 - o Tools will be used for presentation, collaboration, and approval of ads and ad creative and copy
- Testing
 - o Overview of how testing is incorporated into the overall strategy (e.g. AB testing)
- Analytics and reporting
 - o Including reporting tools, cadence, and process for continuous improvement
- Innovation
 - o Overview of how new, evolving, and best practices are incorporated into the plan including but not limited to AI

In addition to these elements, your RFP response should also include an overview of:

- Your team structure, including roles and responsibilities in managing an ongoing integrated campaign. Please be as specific as possible about who would be supporting this account
- Fees, including how funds are allotted to media buys, management fees, and any third-party tools
- Ability and experience running bilingual campaigns
- Ability and experience running campaigns that combine client investment with Google Grants
- Ability and experience supporting diversity, equity, and inclusion in your processes and deliverables

And lastly, please include the following information in the proposal:

Company Information:

- Company Name and Address
- Website
- Primary Contact (Name, Title, Phone, Email)

Profile and Experience:

- Agency profile, and description of core competencies
- Description of projects of similar size and scope (with examples of work) where your services have been provided in the past three years

Budget:

The budget will depend on the strategy that is developed. For the purpose of planning and scoping, consider the **full annual budget** to be approximately **\$120K**.

How the project will be awarded:

- Thought leadership
- Approach and processes
- Fit of your organization and team with Opening Minds
- Previous Experience

Expected deliverables

- A written response to the elements outlined in this RFP
- Examples of relevant work
- Proof of experience with accessibility
- Commitment to Equity Diversity and Inclusion to be demonstrated
- Testimonials (optional)

Shortlisted candidates will be invited to present their submission during a virtual session with the Opening Minds team.

The Timelines:

RFP Distributed	June 24, 2024
Deadline to submit questions	July 2, 2024
Deadline to submit RFP	July 12, 2024
Notification of shortlisted candidates	July 17, 2024
Presentation for shortlisted candidates	July 24/25, 2024
Agency Selection	July 30, 2024
Project Kick Off	Aug 6, 2024

Note that this timeline is geared to a launch date of Sept 16th.

Questions about this RFP as well as the submissions can be sent to:

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