

Western Red Cedar Lumber Association



Request for Qualifications: Creative Services

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MAIL/COURIER/BY HAND:

**Western Red Cedar Lumber Association
1501 – 700 West Pender Street
Pender Place 1
Vancouver, B.C., V6C 1G8
Attention: Peter Lang**



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1. Introduction

Western Red Cedar Lumber Association

The Western Red Cedar Lumber Association (WRCLA) is a non profit trade association incorporated under the Societies Act of British Columbia. Founded in 1954, the association is known worldwide as “the voice of the cedar industry”. It is an industry funded association whose membership is comprised of primary, secondary and tertiary manufacturers from Coastal and Interior regions of British Columbia. Members produce a full range of Western Red Cedar lumber, semi-finished and finished value added consumer products including specialty items such as: sidewall shingles, furniture, garden structures and gazebos. Current membership consists of 17 manufacturing members and an affiliate membership of 49 Certified Cedar Distributors representing 133 branches. WRCLA members produce over 765 million board feet of products – representing approximately 60% of total North American cedar production. Approximately 80% of member export shipments are to the United States, with the balance being exported to offshore markets, principally Europe, Oceania and Japan.

Principal Purpose & Mandate

The principal purpose of the WRCLA is to raise the awareness of, stimulate demand and support the value proposition for all Western Red Cedar products through the delivery of a comprehensive marketing program backed by technical support services, education and training. The primary mandate of WRCLA is the development of the North American market, however direct assistance is provided to its affiliate organization, the Western Red Cedar Export Association for the delivery of offshore market development programs.

Key Activities

The WRCLA North American promotional program is a comprehensive, multi-million dollar *marketing campaign which is comprised of numerous elements that combine to achieve the desired objective of stimulating the demand for Western Red Cedar products such that the volume and value of shipments from British Columbia achieve levels that allow the industry to maximize operations consistent with a sustainable AAC. Major program components include:

1. Implementation of an extensive advertising program targeting architects, consumers and building professionals.
2. Delivery of a comprehensive PR program to increase publicity for WRC including radio and TV media tours, syndicated articles, architect case studies and TV participation.
3. Maximizing access to WRC products via print, multi-media and online resources.

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4. Promotion of WRC at both major national level trade shows and smaller but key regional shows.
5. Participation at Street of Dreams projects featuring WRC in model homes.
6. Conduct educational seminars for architects, builders, installers and dealers.
7. Extensive development and use of on-line resources to maximize awareness of cedar's benefits, product availability, proper usage and access to resources via the internet.
8. Production of promotional and technical literature to communicate key information addressing cedar properties, uses, installation, finishing and maintenance.
9. Implementation of an Architect Design Awards Program.
10. Utilization of in market staff and training program to instruct key decision makers.
11. Conduct market research and technical research to measure program effectiveness and resolve market access issues.

2. WRCLA Creative Services Activities

2.1 Request for Qualification

The WRCLA's North American promotional program is a comprehensive, multi-faceted marketing campaign that requires a broad range of marketing skills for its successful delivery. WRCLA contracts with service providers to assist in the delivery of certain aspects of its promotional program and is currently seeking qualified suppliers to provide a variety of Creative Services. Specific services can be categorized into the following areas:

1) **Program Design and Implementation:** This includes individuals or firms experienced in the overall design and direction of a professional marketing campaign, with the expertise and resources (internal and/or external) to achieve clearly defined campaign objectives within specific timelines and strict budgetary guidelines.

2) **Specific Creative Services:** This includes graphic design, communications and multi-media web design services. These services will be used to design and develop creative solutions to specific aspects of the WRCLA promotional program including, but not limited to:

- Advertising for North American markets
- Branding and visual identity development
- Multi-media PR services
- Publication design (technical and promotional brochures, booklets and other print documents)
- Digital/Web/Multi media projects, materials and tools

It is understood that creative service firms may vary in the range of skills and expertise offered. Some firms may have highly specialized expertise in one particular area mentioned, while others may offer a broader or full range of services. The diversity of WRCLA's project requirements justifies a broad and diverse list of qualified firms.

All applicants must have a demonstrated track record of achievement in their specific field of expertise. Proponents are encouraged to articulate in their submissions key strengths, unique expertise, areas of specialty and value-added skills offered to WRCLA. Preference will be given to those with knowledge of the forest products sector and its markets.

3. Request for Qualification Process

3.1 Enquiries

All enquiries related to this Request for Qualifications are to be directed, in writing, to the person identified below.

Name: **Peter Lang**
Address: Western Red Cedar Lumber Association
Pender Place 1
1501 – 700 West Pender St
Vancouver BC, V6C 1G8
Phone: (604) 891-1234
Fax: (604) 687-4933
E-mail: lang@wrcla.org

3.2 Submission Process

All submissions are to be in writing and delivered by mail, courier or delivered by hand to the WRCLA's office located at:

Address: Western Red Cedar Lumber Association,
Pender Place 1
1501 – 700 West Pender St
Vancouver BC, V6C 1G8

Submissions must not be sent by facsimile or electronically
Submissions must be sealed in an envelope clearly marked with:

- Proponent's Name & Address
- Project Title

3.3 Evaluation

Evaluation of Submissions will be done by WRCLA staff. They will check Submissions against the mandatory criteria as outlined in Section 5.1. Submissions not meeting all mandatory criteria may be rejected without further consideration

Submissions that do meet all the mandatory criteria will be assessed and a final selection made based on the Desirable Criteria outlined in Section 5.2 including (in no particular order): history of proven performance; vision and creative approach to positioning Western Red Cedar as a unique specialty product; cost effectiveness of services provided; ability to integrate the specific creative service

with other elements of WRCLA's Real Cedar promotional program; ability to work in close cooperation with other key contractors of WRCLA. WRCLA's intent is to select one or more firms that meet the criteria listed in Sections 5.1 and 5.2.

3.4 Notification

At the conclusion of the Request for Qualifications process, all Proponents will be notified of whether WRCLA wishes to enter into a contract with them.

3.5 Proponents' Expenses

Proponents are solely responsible for their own expenses in preparing their Submission and for subsequent contract negotiations with WRCLA, if any.

4. Additional Terms

4.1 Confidentiality of Information

Information pertaining to WRCLA obtained by a Proponent as a result of participation in this project is confidential and must not be disclosed without written authorization from WRCLA.

4.2 Conflict of Interest

- a) In their Submissions, Proponents should indicate any real or potential conflict of interest of which they are aware regarding performing work under this Request for Qualifications.
- b) WRCLA may reject a Quotation if it appears that there would be a significant conflict of interest in connection with the services requested.

5. Evaluation Criteria

All submissions will be evaluated on the basis of mandatory and desirable criteria. Submissions not clearly demonstrating that they meet the mandatory criteria, will receive no further consideration for evaluation.

5.1 Mandatory Criteria

A minimum of 5- years demonstrated high level experience in marketing program creation and implementation or specific creative services including design and/or development of advertising programs, Branding and/or visual identity development, multi-media PR services, publication design, digital/web/multi-media projects.

Working Language of WRCLA: The working language of WRCLA is English and all responses to this Request for Qualifications must be in English.

5.2 Desirable Evaluation Criteria

Submissions meeting the mandatory requirements will be further assessed against the following desirable criteria.

Desirable Evaluation Criteria	Weighting
Applicant Value to WRCLA: Applicants are requested to describe why they believe their skills and experience meet the requirements of WRCLA and demonstrate why they feel they should be selected for inclusion on WRCLA’s list of qualified applicants.	10%
Applicant’s Profile: Applicants should provide a profile of themselves or their firm as appropriate and describe the individuals who will be working on this project. Please provide a summary of all staff and other resources (i.e. specialists, associates or sub contractors) to be used, with their respective curricula vitae.	15%
Applicant’s Qualifications: Applicants should list examples of projects that have been successfully completed demonstrating marketing program design and implementation and/or specific creative services. Applicants should include the outcome of the project(s), with particular emphasis of the value added to the client. Examples should include graphics, where applicable, and summaries of particular marketing projects. Applicants should list their demonstrated experience in working with the B.C. forest sector as well as specific markets in which they have applied their services.	45%
References: Applicants should provide a list of client references. The Submission should include not more than five client references that are best suited to validate items in all areas of the Submission, and specific to the examples of work indicated as being most relevant to WRCLA. Please provide the reference name, company or organization, address, telephone number, and email address.	10%
Price: A pricing schedule should be listed by relevant service categories and should be provided as hourly rates and daily maximums. Rates of sub-contractors are to be identified.	20%

6. Proposal Format

Please provide a detailed Qualification summary including, but not limited to:

- Cover letter indicating why Proponent is qualified to undertake the requested activities
- Curriculum Vitae
- Description of past achievements in related events
- Fee schedule for delivery of specific services
- Any other information that you believe is relevant to support your proposal and which will help to meet the evaluation criteria listed in Section 5.2