



REQUEST FOR PROPOSAL: Brand Discovery and Marketing Strategy

<https://www.hidionline.com/hidi/>

Release Date: June 10, 2019

Due Date: July 3, 2019

GOALS

- HIDI seeks an experienced creative and branding agency to lead a brand discovery exercise and create a marketing strategy to position HIDI as the go-to provider of health care data and analytic services in Missouri and nationwide.
- HIDI desires to have a solid understanding of the backbone of the brand, resulting in a focused roadmap in the form of a “brand dashboard” that will drive everything for branding, marketing and strategic execution. The brand dashboard should include brand promise and positioning statement; brand personality; marketplace opportunities/challenges and competitors; target audience(s); and unique selling proposition.
- Upon completion of the discovery phase, the agency should provide a strategic marketing strategy to achieve specific goals, including tactics and deliverables.

COMPANY BACKGROUND

Founded in 1985 by the Missouri Hospital Association, HIDI is a not-for-profit organization located in Jefferson City, Mo., that provides timely access to data and analytic services to more than 1,400 hospitals in Missouri and nationwide to support their strategic planning, advocacy and health policy initiatives.

CURRENT MATERIALS

- **Website:** <https://www.hidionline.com/HIDI/HIDIHome.aspx>
- **Login Portal:** <https://www.hidianalyticadvantage.com/Analytics/Login.aspx?ReturnUrl=%2fanalytics%2f>
- **Publications:**
 - [HIDI HealthStats](#)
 - [Alerts and Notifications Promotion](#)
 - [Alerts and Notifications Sales Sheet](#)
 - [Case Study: Social Determinants of Health](#)
 - [Case Study: ZIP Health Rankings](#)
 - [EBP Solution Sales Sheet](#)
 - [HIDI Advantage Sales Sheet](#)

PAIN POINTS

- Lack of coherent marketing strategy
- Materials developed ad hoc
- Lack of measurement strategy
- Limited capacity for content creation
- Creative and visuals not representative of an industry leader

SCOPE OF WORK

PHASE I: Brand Discovery [July – August 2019]: Lead staff through a brand discovery exercise and develop a comprehensive brand dashboard.

PHASE II: Marketing Strategy [September 2019]: Present cohesive marketing strategy recommending specific tactics and deliverables to meet sales goals and objectives.

PHASE III: Execution and Implementation [September-November 2019]: HIDI will evaluate and determine priority of deliverables, assess which deliverables require outsourcing, and bid out and/or execute as appropriate.

VENDOR AND PROPOSAL REQUIREMENTS

- Vendor should:
 - Be an experienced, creative, strategic, full-service agency.
 - Provide highly responsive support available 8a – 5p (CT), M-F.
 - Be prompt, professional and invested in HIDI's mission and business objectives.
 - Be prepared to present your proposal, and demonstrate effective results-oriented brand building.
- Proposals should:
 - Describe the process you will use to meet the outlined objectives.
 - Provide a portfolio of three completed projects, the client's goal and how you achieved the client's vision.
 - Proposed budget and any applicable fees. *Estimates can be finalized after further discussions prior to contract execution.*
 - Proposed approach, work plan and timeline.

DIRECT QUESTIONS & RFP RESPONSE TO:

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