

REQUEST FOR PROPOSALS

Columbia World Projects Brand Refresh and Fourth Purpose Awareness Campaign

Background & Deliverables

Columbia World Projects (CWP) mobilizes the university's researchers and scholars to work with governments, organizations, businesses and communities to tackle global challenges. We are seeking a dynamic, innovative and resourceful consultant or consultant agency to:

1. Devise a comprehensive brand refresh plan for the organization
2. Devise and help execute a strategic multimedia campaign around the Fourth Purpose, an idea proposed by University President Lee C. Bollinger to advance human welfare by merging intellectual capacities with groups and organizations beyond the academy.

Description of Deliverables

The consultant or consulting agency will be expected to undertake activities described below that will deliver results on refreshing CWP's brand and devising and launching a strategic multimedia campaign around Columbia University's Fourth Purpose.

Deliverable #1: Devise a comprehensive brand refresh plan:

- Review CWP's organizational history, goals and vision;
- Review CWP's current brand propositions and identity materials to assess strengths and challenges;
- Survey a range of stakeholders and potential partners to gain a clear picture of their understanding of and reactions to CWP's brand;
- Meet with key leadership to assess their current views on CWP's brand and their vision for its evolution;
- Conduct a comparative assessment of brand and identity approaches in the non-profit, foundation and university spaces;
- Synthesize inputs and formulate recommendations for an CWP brand refresh to complement the new strategic vision;
- Work with CWP senior management to refine recommendations and achieve buy-in from CWP core leadership
- Design a high-level brand and identity refresh plan based on approved recommendations;
- Lead execution of brand and identity refresh, either through available resources or the direction of a third-party creative agency, CWP internal creative resources, or some combination thereof.

Deliverable #2: Devise and help execute a strategic multimedia campaign around the Fourth Purpose:

- Review all materials on the Fourth Purpose and Columbia World Projects to gain an understanding of how the organization and initiative intersect;
- Understand CWP's identity, brand strategy and channels of communication
- Survey stakeholders within the university to gain an understanding of current awareness of the Fourth Purpose and map out deficiencies among various audiences
- Identify how the campaign will map itself to CWP

- Design high-level multimedia products that will lead to broad and meaningful engagement across the Columbia community
- Identify preferred distribution channels within CWP and the university
- Handle coordination to launch and execute campaign
- Produce final report evaluating success of the campaign and lessons learned

Results/Outputs

- Comparative assessment report of brand and identity approaches in the non-profit, foundation and university spaces
- Results from survey of stakeholders and potential partners on their understanding of and reactions to CWP's brand
- Recommendations for an CWP brand refresh to complement the new strategic vision
- High-level brand and identity refresh plan based on approved recommendations
- Execution of brand and identity refresh, with focus on digital products
- Results from survey of stakeholders on awareness of the Fourth Purpose and deficiencies among various audiences
- High-level multimedia products on the Fourth Purpose
- Launch and execution of Fourth Purpose campaign
- Final report evaluating success of the Fourth Purpose campaign and lessons learned

Client Needs/Specifications

Columbia World Projects (client) will contract with an individual or a consulting agency that has/have:

- Extensive experience with high-level and successful rebranding and advocacy campaigns for major organizations, academic institutions, or research centers
- Ability to quickly map out and understand organizational and university complexities
- Understanding of how to negotiate branding and identity challenges in the context of complex organizational structures
- Proven track record of working closely with established team to build consensus and straddle new campaigns with existing organizational branding
- Experience creating effective multimedia products and identifying channels to disseminate them
- Experience evaluating and measuring success of brands and campaigns

Consultancy Details

- The consultancy is expected to begin January 2022 and complete work within a 6 – 9 month period.
- Depending on prevailing University safety mandates, communication between CWP and contracted consultant is expected to be virtual.

Application Instructions

Interested parties should submit a proposal by November 24th that includes a CV or Client List, cover letter that summarizes the consultant's proposed methodology for this scope of work and portfolio of work.

Applications should be emailed to CWP-Consultants@columbia.edu with the subject line "CWP Brand Refresh and Fourth Purpose Awareness Campaign Consultant."

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