



Request for Proposals:
Marketing Consultation Services

Creation of Brand and Event Marketing Plans
for EducationUSA in Canada

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INTRODUCTION

This document is a request for proposals from experienced marketing consultancy agencies and/or individuals to assist EducationUSA in developing brand and event marketing plans for EducationUSA advising centers in Canada. The consultant will work closely with EducationUSA advisers in the development of the strategies and plans over the course of the engagement.

BACKGROUND

The Brand

EducationUSA is a U.S. Department of State network of over 400 international student advising centers in more than 170 countries. The network promotes U.S. higher education to students around the world by offering accurate, comprehensive, and current information about opportunities to study at accredited post-secondary institutions in the United States. EducationUSA also provides services to the U.S. higher education community to help institutional leaders meet their recruitment and campus internationalization goals. EducationUSA is your official source on U.S. higher education. For more information about the EducationUSA network, visit educationusa.state.gov.

EducationUSA established its first Canada advising center in Ottawa in 2012. Hosted by Fulbright Canada, EducationUSA collaborates closely with the Fulbright team. The Foundation for Educational Exchange between Canada and the United States of America (Fulbright Canada) is a binational, treaty-based, non-governmental, not-for-profit organization.

According to Opendoors report, there are 25,992 Canadian students studying in the U.S. in 2021 making Canada the 4th largest country of origin of international students in the U.S. Due to the increased interest in recruiting Canadians to the US and the high demand for EducationUSA services, in 2021, two more advising centers joined the network – Toronto and Vancouver – expanding the EducationUSA Canada team to three advisers.

EducationUSA serves two main audiences: international students who are interested in studying in the U.S. and the U.S. higher education community.

In Canada, EducationUSA advisers provide a wide range of in-person and virtual services to students to guide them through the process of studying abroad in the United States. Advisers provide information on a host of topics, including:

- The admissions process and standardized testing requirements
- How to finance a U.S. education
- Preparing for departure to the United States

EducationUSA advisers support the international student recruitment and internationalization efforts of all accredited U.S. higher education institutions by:

- Organizing school visits and college fairs, virtual and on location

- Sharing information about Canadian educational systems and scholarship programs

The Event

In May 2023, EducationUSA Canada will host its inaugural in-person U.S. college fair in three cities:

- Vancouver: May 9, 2023
- Ottawa: May 11, 2023
- Toronto: May 12-13, 2023

In Vancouver and Ottawa, there will be an informational session for high school guidance counsellors in the afternoon, followed by a college fair in the evening that is open to the public. In Toronto, the guidance counsellor event will take place on May 12, while the fair will take place on May 13.

GOALS

The goals for the brand marketing plan include:

1. Understand the target market and define key messages for each audience group.
2. Have a plan to follow for the next 12 months to increase brand awareness among Canadian students and educators.

The goals for the event marketing plan include:

1. Attract 20-40 U.S. higher education institutions to present in each city.
2. Attract at least 40 guidance counsellors in each city to participate in the informational session prior to the fair.
3. Attract at least 200 students to visit the fair in Vancouver and Ottawa respectively and at least 500 students to visit the fair in Toronto.

SCOPE OF WORK

1. Develop a brand marketing plan for EducationUSA Canada including the following element:
 - a. Target market analysis
 - b. SWOT analysis
 - c. Digital and traditional marketing strategy with suggested budget expenditures
 - d. SEO strategy including suggested keywords and metrics to evaluate the effectiveness of the strategy
2. Develop an event marketing plan for the college fair including the following elements:
 - a. Text and graphic design for the event adhering to EducationUSA's brand guidelines
 - b. Promotional activity recommendations including digital marketing and traditional media marketing in each city
 - c. Budget and controls for suggested promotional activities

TIMELINE

- Request for proposals announced: August 15, 2022
- **Proposal due: September 26, 2022 at 5pm PDT**
- Virtual interviews: week of October 3, 2022
- Contract award (anticipated): October 14, 2022
- Brand marketing plan to be completed by December 16, 2022
- Event marketing plan to be completed by December 16, 2022
 - o Graphic designs to be completed by November 18, 2022

RFP REQUIREMENTS

The proposal must include the following elements:

- Qualifications and experience of the team or individual
- Demonstrated understanding of the scope of work
- Suggested approach to work
- Artistry based on prior portfolio submitted with three (3) samples of prior projects
- Capacity to perform work within schedule
- A schedule of effort and pricing based on hourly rates
- Any additional terms or conditions to which the parties may agree
- Please provide three references

RFP SUBMISSION

Proposals can be submitted via email to Zhaoying Hu at zhu@fulbright.ca by the deadline.

FINAL DELIVERABLE

All deliverables including code, data, schematics, research, flow charts, notes, outline, formulae, processes, algorithms, text, graphics, video, source code, editorial content and the like used in connection with the marketing strategy and marketing plan will become the sole property of Fulbright Canada and may be used for any purpose including but not limited to posting, disclosure, reproduction, broadcast, and transmission. Fulbright Canada may use any concepts, ideas or techniques for any reason or purpose whatsoever, including but not limited to developing and marketing services or applications using such data.