

VFB Branding Proposals – Interview Questions

Interview date: 7/26/17

Qualifications of Key Individuals

1. Please introduce your team and the role(s) each team member will play in your process. Please explain who is the lead contact and who else will be interacting with the VFB committee and other Fort Bragg stakeholders.
2. Please describe how many and what type of projects your Fort Bragg team completed together? Explain how and why your team composition is right for Fort Bragg's branding process.

Capabilities/Resources

3. How many times have you and/or your team performed a complete branding process that includes all steps of the branding process as described in your proposal? [steps generally include: research/discovery phase, concept development, delivery/decision process, implementation/guide to implementation].

How many of those efforts have been a branding process for a destination marketing organization?

If you haven't completed a branding process and/or if you have not completed a DMO process, please explain what you will do to ensure success of your team?

4. How does (or will) your approach to completing the branding process differ when working with a local government as compared to working with private or business clients? What's your experience working with a local government agency?
5. What do you see as particular challenges of working for a small city like Fort Bragg? How will these challenges impact the branding process and branding goals?

Schedule/cost

6. Please explain your timeline and deliverables as presented in your proposal. At what point in your timeline do you expect to have a brand concept approved and ready for launch?
7. What involvement do you recommend from the branding consultant after the brand concept is approved/ launched? How will you bill for any post-launch involvement?

Strength/depth of Plan and Process

8. How will you implement your research/development process for Fort Bragg? Please describe research /development tools, expected number of visits/days/meetings in Fort Bragg, type of interactions (1:1, small groups; larger workshops, etc.); target audience(s); and outreach targets/goals.
9. Should a brand be targeted to a particular demographic? Please explain. To whom should Fort Bragg's brand be directed?
10. Have you experienced a situation where after a thorough research & development process, a client did not like any of your brand proposals? What did you do in that situation? How did that impact your subsequent brand development processes?
11. Which stakeholders or constituents do you believe should endorse/accept/support the selected branding? How or to what extent do you encourage/cultivate buy in?

Utilization of Local Business

12. What are the advantages and disadvantages of utilizing local talent for a branding activity? If you are local, how will you overcome the disadvantages? If you do not have a local presence, how will you overcome disadvantages?

Other

13. Are there any questions you would like to ask us, or is there anything you would like to add?