



NYC & Company is the official destination marketing organization and convention & visitors bureau for the five boroughs of New York City.

## **NYC Brand Revitalization Campaign Request For Pro Bono Proposal Prepared by NYC & Company 5/5/20**

### **OBJECTIVE**

As the world clearly sees, the global Covid-19 pandemic has had an unprecedented, unimaginable effect on New York City. In addition to its impact on our health, safety, job market and economy, Covid-19 has transformed the City overnight from one of the world's most desirable destinations into one of the most prominent epicenters of this disease.

NYC & Company is the official destination marketing organization and convention and visitors bureau for the five boroughs of New York City. Our mission is to drive economic prosperity and promote the positive brand image of NYC around the world. We are a membership-based organization funded in part by dues paid by the tourism, arts and culture, culinary and hospitality communities, as well as through a contract with the Mayor's office. The Covid-19 crisis has put most of our funding in jeopardy, even as protecting the reputation of NYC has become more important than ever.

Therefore, we are seeking support from NYC's creative community, and herein asking for a **rally cry/tagline and logo**, as well as a **video-first brand campaign** and **supply of media placements** to support them—all on a pro bono basis. The goal will be to remind the world how spectacular New York City has always been, and how astonishing the five boroughs will always be.

This campaign should inspire hopefulness, tug at our heartstrings and illustrate why NYC has become home to millions of residents who are passionate about this City—and a dream destination for millions more around the world. It should remind viewers of what they love and miss about the five boroughs, and make them long to visit and explore once again—with the firm reminder that NYC will be back, better than ever.

The following outlines the details of the request. We welcome submissions from any agency or individual willing to participate by donating their services and being a part of the response at this very important moment in time.

### **DELIVERABLES**

#### **Logo/Tagline**

We are looking for a visual/verbal treatment that will capture the imaginations of New Yorkers and indelibly come to represent NYC across the globe. In essence: a theme, slogan or rally cry and logo that can root the campaign in all executions, as universally powerful as New York State's I♥NY brand, adopted by New Yorkers from a state tourism campaign as a grassroots rallying cry in the face of the fiscal crisis of the 1970s. Note, however, that the work **must not** reference or evoke I♥NY, which is owned by the Empire State Development Corporation.

## Media Campaign

- :30 TV spot, with cut-downs for digital use
- Static campaign image for use in out-of-home channels
- Live-read script for radio
- Thought starters on how the campaign idea can extend into digital promotions, social media, business-to-business communications and event executions
- Suggestions for TV and digital media placements and influencer amplification plan, which would need to be provided on a pro bono basis

## Research

- Utilize a combination of research techniques including qualitative, quantitative and social sentiment analysis to allow us to better understand consumer sentiment about traveling to/visiting NYC on a moment by moment basis to help guide our communication strategies.

## TARGET AUDIENCE

### Primary:

- NYC locals (five boroughs and tristate)
- Acela corridor
- Long-haul domestic

### Secondary:

- International

### Tertiary:

- B2B audiences
  - Domestic and international travel trade (tour operators and travel partners, including airlines)
  - Meeting planners and clients—corporations/associations that host and attend meetings

## TONE OF VOICE

Our voice is active and open. It is warm, inspirational and evocative, excited to share the best of New York City to a receptive audience. The tone leans toward conversational, with a wry, knowing quality, but always welcoming, never cynical or sarcastic. In other words, we are genuinely thrilled to promote the five boroughs to the world—but we're still New Yorkers who love the City. See our website for further reference: [nycgo.com](https://nycgo.com)

### Do Not Reference I ❤️ NY

- As mentioned above, please do not reference or evoke the I ❤️ NY brand or campaign, which is owned by the Empire State Development Corporation. Work must be original, powerful and flexible enough to speak to the core appeal of NYC—from both local and visitor perspectives—even as the City continues wrestling with the effects of the pandemic and begins a phased approach to emerging from it.

## Vocabulary

- Use rich, illustrative vocabulary and strong imagery.
- Do not overuse the words “experience,” “iconic,” “culture.” Where possible, be more specific.
- Avoid New York City clichés like “the city that never sleeps,” “the Big Apple,” “Gotham,” “the concrete jungle.”
- Avoid effusive/excessive punctuation (no multiple exclamation marks, no emojis, etc.).
- English words to use: adventurous, singular, exciting, thrilling, vibrant, insider, one-of-a-kind
- English words to avoid: extravagant, ostentatious, opulent, expensive, pricey, deal, offer
- Use active phrasing and experiential, immersive language.

## General Guidelines

- Where possible, be five-borough inclusive.
- Avoid: promotion and/or references to Airbnb.
- Avoid: promotion of private, non-landmarked addresses.
- Avoid: political statements, as well as references to drug use, graphic descriptions of nudity/sexuality, and promotion of inebriation.

## THOUGHT STARTERS/INSPIRATION

- Welcome Video: <https://www.youtube.com/watch?v=cqMEi1kOkSc>
- 2019 Annual Report: <https://indd.adobe.com/view/a614092f-2162-4a39-97c3-f4d67b0cbe0b>
- Together Video: <https://www.nycgo.com/videos/stronger-brighter-together-new-york-city>

## PITCH REQUIREMENTS

Agencies are welcome to pitch for one or all three deliverables. All pitches should include agency credentials/bio, inclusive of client overview, areas of expertise, location and any relevant case studies, ideally in the travel, hospitality or tourism industries.

- **Logo/Tagline** pitch should also include:
  - Logo and tagline that can stand alone or be incorporated into content
  - Thought starter on how the idea can extend into other channels (including content, promotions and social media)
- **Media Campaign** pitch should also include:
  - Script and storyboard or animatic for a :30 content piece
  - Key visual example(s) for use in out-of-home or digital media
  - Possible approach for content distribution plan
- **Research** pitch should also include:
  - Overview of proposed methodologies and systems available
  - Proposed methodology that will inform campaign approach

## TIMING (interim deadlines subject to change)

- Brief released: May 6
- Follow-up questions due: May 8
- **Logo/Tagline submission deadline: May 15**
- Media Campaign & Research submission deadline: May 22

- Logo/Tagline Evaluation/Follow-Up Completed: May 20
- **Logo/Tagline Selected** **May 22**
- Media Campaign & Research finalists selected May 22
- Virtual presentations by finalists: May 25–27
- Final Media & Research selection: May 28

## **CONTACT**

All submissions and questions can be emailed to [BrandProject@nycgo.com](mailto:BrandProject@nycgo.com)

*Please note, this project will be done gratis. All ideas submitted must be original. Any work used will become the property of NYC & Company. Depending on the scope of work, you may be asked to sign a work for hire agreement. By submitting, you are releasing NYC & Company from any liability pertaining to this submission.*

**We thank you for your participation and partnership.**

## APPENDIX – CURRENT BRANDING EXAMPLES

Our tourism campaign is grounded in the eclectic street art, stickers and paste-ups found all over the five boroughs. It allows for an endless riff on icons, type styles and expressions. It is tied together by a tactile, hand-drawn sensibility, overlays, a limited color palette and the globally recognized icon of the Statue of Liberty.

