



TITANIC  
BELFAST®

# Titanic Belfast Brand Repositioning Tender

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## Overview

Titanic Belfast is a world leading visitor attraction located in Belfast, Northern Ireland. Located on the exact spot where RMS Titanic was designed, built and launched, Titanic Belfast offers an authentic visitor experience steeped in heritage and history.

Having attracted almost 6 million visitors from all over the world since opening in 2012, Titanic Belfast has been a catalyst for change, spearheading a transformation for tourism in Northern Ireland.

Titanic Belfast is an iconic six-floor building featuring nine interpretive and interactive galleries that explore the sights, sounds, smells and stories of Titanic, as well as the City and people which made her. It is the World's largest Titanic visitor experience.

In addition to the core attraction, the iconic building also houses a temporary exhibition space, banqueting suites, education and community facilities, catering outlets, a destination bar, retail store and a basement car park.

## Background to Tender

Since opening on 31<sup>st</sup> March 2012, [Titanic Belfast](#) has gone from strength to strength, carving out a strong brand identity across a diverse range of products and services in our first 8 years of operation.

With the introduction of a parent management company [TBL International](#) in 2017, the Titanic Belfast brand now sits alongside that of [SS Nomadic](#) and [TEC Belfast](#) as part of the TBL International suite.

Throughout 2020/21, as we approach our 9<sup>th</sup> year in operation, we will be undertaking a significant investment in our core product - the Titanic Experience, with updates to some of our interactive galleries to ensure we remain innovative and world-leading.

We feel this provides a unique opportunity to undertake a review of our current brand, with a view to repositioning this, rolling out a refresh across our Marketing and Communications and Digital Strategies.

## Invitation to Tender

Titanic Belfast invites tenders for an agency to review and refresh the current Titanic Belfast brand, to ensure that its narrative and assets can support the business going into a new stage of its life cycle, aligning with the future for the business.

Titanic Belfast currently has an in-house design function, so this project is being undertaken to establish the new identity and positioning of Titanic Belfast through refreshed narrative and assets in the short/medium term, with a long-term view of this being delivered in-house.

With multiple large projects in the pipeline in 2020/21, Titanic Belfast wants to ensure it is clear on its positioning and identity from an early stage, so this can be integral to all aligning projects.

We are seeking to appoint an agency on a quick turnaround of a brand review and repositioning to include a refreshed narrative, identity and assets. The existing logo for the company will remain.

Although a relatively simple project, given the potential for future projects to arise from this contract, we would welcome innovative ideas and concepts which would demonstrate the creativity and forward-thinking nature of the agency tendering.

A good understanding of the tourism and leisure industry and the impact of new and evolving technologies on both tourism and marketing would be an advantage.

## Existing Brand Guidelines

A copy of the existing Titanic Belfast Brand Guidelines can be downloaded [here](#).

It is not envisioned that the Titanic Belfast logo will change, instead the focus for the refresh would be around the narrative, look and feel.

In addition, consideration should be given to how the Titanic Belfast brand sits under TBL International ([view TBL International Brand Guidelines](#)) and particularly alongside Nomadic Belfast ([view Nomadic Belfast Brand Guidelines](#)) as this is part of the Titanic Experience ticket.

## Project Brief and Requirements

It is foreseen that the focus for the refresh would be around the development of updated guidelines for the brand identity to include:

- *Narrative*
  - Strapline  
e.g. previously have used 'The world's largest Titanic visitor experience' and 'World's Leading Tourist Attraction 2016'

- Copy  
e.g. descriptions of the building, the Titanic Experience and other products and services
- *Look and Feel*
  - Photography and Videography
  - Artwork and Graphics
  - Identifiers  
e.g. previously the building shards have been used as a secondary identifier for the brand
  - Example Templates  
e.g. showing how the updated look and feel could roll out to print, outdoor, digital ads and so on

While the focus of the brand repositioning would be on Titanic Belfast's core product (the Visitor Attraction), the brand identity must also take into account and sit across a number of other tiered products and services offered at the venue as outlined below:

- Titanic Belfast Visitor Attraction (Consumer Facing)
  - The Titanic Experience and SS Nomadic
  - The Discovery Tour
  - White Star Premium Pass
  - Hospitality Outlets (The Galley Café, Bistro 401 and Hickson's Point)
  - The Titanic Store
- Titanic Belfast Events (Consumer Facing)
  - Sunday Afternoon Tea
  - Seasonal Events e.g. A Night to Remember, Maritime Festival, A Taste of Titanic, New Year's Eve etc.
  - A Magical Christmas Experience
  - Weddings
- Titanic Belfast Business Sales (B2B)
  - Corporate Events e.g. conferences, gala dinners
  - Titanic Belfast within TBL International's portfolio of venues

In addition, the tender should include a minimum of 3 recent Case Studies showing details of similar projects, including customer testimonials and reference contact details as appropriate. Although not

required, if tenderers would like to include any initial thoughts or early concept ideas to indicate the direction they may take with the project this would be welcomed but will not impact upon scoring.

## Budget

We would expect that the budget for the project would be circa £25,000 - £30,000 and associated KPI's will be drawn up to measure return on this investment.

## Proposed Timescales

Titanic Belfast would require a quick turnaround on the project and tenderers must be able to meet this proposed timetable.

Stage	Date
Tender Document Issue	Friday 10 <sup>th</sup> January 2020
Tender Return Deadline	Thursday 23 <sup>rd</sup> January 2020
Potential Tender Presentations (If Required)	Wednesday 29 <sup>th</sup> January 2020
Appointment & Contract Start	Friday 31 <sup>st</sup> January 2020
Completion	w/c 9 <sup>th</sup> March 2020

## Submission of Tender

Tenders must be returned no later than 5pm on Thursday 23<sup>rd</sup> January 2020.

Tenders that are submitted by post should be registered or sent by recorded delivery.

Hand Delivery of tenders can be made via Titanic Belfast, between 9am – 5pm Monday – Friday only.

The tender document must be placed in an envelope and marked for the attention of Eimear Kearney, Head of Marketing and Communications, Titanic Belfast, 1 Olympic Way, Queens's Road, Belfast BT3 9EP.

A digital copy should be emailed to [eimearkearney@titanicbelfast.com](mailto:eimearkearney@titanicbelfast.com).

If desired, impressions of proposed concepts should be included with submissions.

All submissions must be in English and prices quoted in Sterling, exclusive of VAT.

## Point of Contact

In the event of any queries or questions, please direct these in the first instance to:

Eimear Kearney | Head of Marketing and Communications



T: 028 9076 6363

E: [eimearkearney@titanicbelfast.com](mailto:eimearkearney@titanicbelfast.com)

## Expenses and Losses

Titanic Belfast shall not be responsible for, or pay for, any expenses or losses that may be incurred by any tenderer in preparing their tender proposals.

## Preparation of Tender

It is the responsibility of prospective tenderers to obtain for themselves, at their own expense, any additional information necessary for the preparation of the tender.

## Tender Form

The tender shall be submitted on the tender form incorporated herein. The form shall be signed by the tenderer and submitted in the manner and by the date and time stated in the 'Submission of Tender' section, together with any relevant supporting documents and references.

## Award of Contract

Titanic Belfast reserves the right not to award a contract to any tenderer under this process. Titanic Belfast is not obliged to accept the lowest quoted tender.

The tender will be evaluated against the following criteria:

Quality of Submission	5%
Administration	15%
Understanding of Project	40%
Previous Experience	40%

## Contract Period

The contract shall be for the duration of the brand refresh project, anticipated to be from 31<sup>st</sup> January – w/c 9<sup>th</sup> March 2020. There will be the option to extend working with the tenderer on an adhoc project basis as required, however Titanic Belfast is under no obligation to extend this working period.



Titanic Belfast may use the success of this project to determine suitability for future projects.

## Presentations or Interview

Titanic Belfast reserves the right to meet with or interview some or all of the tenderers as part of the evaluation process. This shall be used to seek clarification on all or part of the tender submission.

## Tenderer Company Profile Form

Please answer all questions that are appropriate to your organisation.

1. Name of Company: \_\_\_\_\_

2. Trading Name of Company (if different): \_\_\_\_\_

3. Main address for correspondence: \_\_\_\_\_

\_\_\_\_\_

Postcode: \_\_\_\_\_

4. Registered office (if different from above): \_\_\_\_\_

\_\_\_\_\_

5. Name of person applying on behalf of Company: \_\_\_\_\_

6. Position in Company: \_\_\_\_\_

7. Telephone number: \_\_\_\_\_

8. Email address: \_\_\_\_\_

9. Website address: \_\_\_\_\_

10. Is the Company (please tick):

- a. A sole trader
- b. A partnership
- c. A private limited Company
- d. A public limited Company
- e. An association / trust (please specify) \_\_\_\_\_
- f. Other (please specify) \_\_\_\_\_

11. Number of employee's:

- a. Full time: \_\_\_\_\_
- b. Part time: \_\_\_\_\_

12. If a limited Company, state registration number: \_\_\_\_\_

- a. Date of registration: \_\_\_\_\_
- b. Place of registration: \_\_\_\_\_

13. State the Company's VAT registration number: \_\_\_\_\_

14. How long has the Company been in business in the field to which this tender relates?

\_\_\_\_\_

15. Does the Company have the following insurance?

- a. Public / Product liability - £5,000,000      Yes / No
- b. Employers' liability - £10,000,000      Yes / No
- c. Professional indemnity      Yes / No

The successful Tenderer shall be required to provide evidence of insurance.

16. If the Company is a member of a group, please provide the names and addresses of the parent Company, the ultimate holding Company and all other subsidiaries:

- a. Relationship: \_\_\_\_\_
- b. Company name: \_\_\_\_\_
- c. Address: \_\_\_\_\_

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17. If the Company is a subsidiary of another body, will the Parent Company guarantee the contract performance of its subsidiary? Yes / No

18. Please give details of Directors, Partners, Associates and the Company Secretary:

Designation: \_\_\_\_\_

Full name: \_\_\_\_\_

19. Please provide details of one Private Client who would be prepared to act as a referee on the Company's behalf:

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Contact name: \_\_\_\_\_

Telephone number: \_\_\_\_\_

20. Please provide details, on a separate sheet, of the Company's proposed management systems and processes for the delivery of this service.

21. Please provide, on a separate sheet, curriculum vitae of all personnel who will be involved in the provision of this service, highlighting qualifications and relevant experience.

*I / We certify that the information supplied is accurate to the best of my / our knowledge.*

Signed: \_\_\_\_\_

For and on behalf of: \_\_\_\_\_

Name (BLOCK CAPITALS): \_\_\_\_\_

## Personal Situation of Economic Operators Form

I/We \_\_\_\_\_ hereby declare that I am/we are not a disqualified person/supplier who:

- a. is bankrupt or is being wound up, where his affairs are being administered by the court, where he has entered into an agreement with creditors, where he has suspended business activities or is in any analogous situation arising from a similar procedure under national law regulations;
- b. is the subject of proceedings for a declaration of bankruptcy, for an order for compulsory winding up or administration by the court or of an arrangement with creditors or of any other similar proceedings under national laws and regulations;
- c. has been convicted by a judgement which has the force of a res judicata in accordance with the legal provisions of the country of any offence concerning his professional conduct;
- d. has been guilty of grave professional misconduct proven by any means which the contracting authorities can demonstrate;
- e. has not fulfilled obligations relating to the payment of social security contributions in accordance with the legal provisions of the country in which he is established or with those of the country of the contracting authority;
- f. has not fulfilled obligations relating to the payment of taxes in accordance with the legal provisions of the country in which he is established or with those of the country of the contracting authority;
- g. is guilty of serious misrepresentation in supplying the information required under this Section or has not supplied such information;
- h. has been the subject of a conviction for participation in a criminal organization, as defined in Article 2(1) of Council Joint Action 98/733/JHA;
- i. has been the subject of a conviction for corruption, as defined in Article 3 of the Council Act of 26 May 1972 and Article 3(1) of Council Joint Action 98/742/JHA3 respectively;
- j. has been the subject of a conviction for fraud within the meaning of Article 1 of the Convention relating to the protection of the financial interests of the European Communities;
- k. has been the subject of a conviction for money laundering, as defined in Article 1 of Council Directive 91/308/EEC of 10 June 1991 on prevention of the use of the financial system for the purpose of money laundering.

Signed by: \_\_\_\_\_

Duly authorised to sign for and on behalf of: \_\_\_\_\_

Date: \_\_\_\_\_



## Tenderer Contact Details Form

Please complete this form with your Company details and include it with your tender submission:

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Postcode: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

Website: \_\_\_\_\_

Name of person to contact in connection with this submission: \_\_\_\_\_

Position in Company: \_\_\_\_\_

Telephone Number (if different from above): \_\_\_\_\_

Email Address: \_\_\_\_\_

Mobile Number: \_\_\_\_\_

## Submission Inclusions

The below should be included with your submission:

1. Overview demonstrating understanding of Project Brief.
2. Case Studies x 3: Details of similar projects carried out over the last 12 months, including customer testimonials and reference contact names/telephone numbers as appropriate.
3. If desired, impressions of proposed concepts.
4. Detailed methodology for the provision of the service.
5. Predicted timescales and project plan.
6. Project pricing quote and breakdown of costs.
7. Detailed curriculum vitae of the project manager who shall have overall responsibility for the delivery of the contract, including their relevant experience and qualifications and what that responsibility shall include.
8. Detailed experience of any staff to be engaged in the delivery of the contract.
9. Details of any subcontractors to be used for any parts of the contract.
10. Details of quality control systems in place and ISO accreditation obtained.
11. Evidence of possession of sufficient public/products liability insurance.
12. Tenderer Company Profile Form.
13. Personal Situation of Economic Operators Form.
14. Tenderer Contact Details Form.
15. Additional options and costs for future work/support services if appropriate.