

**THRIVNER BRANDING, MARKETING, AND PUBLIC RELATIONS
RESPONSES TO QUESTIONS
REQUEST FOR PROPOSAL DUE APRIL 23, 2021**

With appreciation to the potential bidders who asked questions based on [Thrivner's Branding, Marketing, and Public Relations Request for Proposal](#) (RFP), below please find all of the questions and answers grouped by the section headers from the RFP. In instances where bidders asked similar questions, Thrivner answered the most detailed version of the question.

BACKGROUND

Q: Are you accepting out-of-state proposals?

A: Yes.

Q: Have you defined a budget range for this engagement that you can share? Is there an estimated range?

A: Thrivner purposefully chose not to list a budget in the RFP. We would; however, appreciate a phased approach to the proposal and associated budget.

Q: Does Thrivner currently work with a marketing, etc. agency. If so, can you share this information?

A: No, Thrivner does not currently work with a marketing and/or public relations agency.

Q: Are you already producing the content you mention in the RFP (podcast, book, etc.)?

A: Content has been produced for social media accounts and a monthly newsletter that could be updated, repackaged, and reorganized for new opportunities (e.g., podcast, book, new social media posts).

Q: Can you share any data around how that app is doing since it launched?

A: Since its debut, there have been more than 11,000 downloads of The Arena App.

Q: What's prompting this RFP now (I see the app launched in 2018)?

A: Thrivner's next software product will be ready for beta-testing later this year.

Q: How long has the current brand campaign for the app been in use; what creative elements exist?

A: The Arena App launched in 2018 and the brand has been stable for three years. Creative elements include a logo and style guide, social media content, some original photography, licenses for stock photography, and a monthly newsletter.

Q: What existing assets do you have in terms of video and photography?

A: Thrivner has some original photography and licenses for stock photography but no video assets.

Q: Do you see this engagement as an ongoing effort or a single campaign?

A: Thrivner will continue to make and market software. Forming a long-term relationship with the right branding, marketing, and public relations company would be ideal.

Q: Have you already run some paid advertising around the app? How did that do?

A: Yes, Thrivner has run App Store ads and other paid ad campaigns that didn't yield enough results to continue running ads.

Q: Where do you see Thrivner 5 or 10 years from now? We would love to understand the future vision for the company.

A: In 5-10 years, Thrivner will have several software products in the marketplace and will be recognized as a leading thinker and innovator in how individuals and organizations plan and execute their work as well as share, transfer, and comprehend knowledge.

Q: Who do you see as your competitors?

A: There's a lot of software out there for wrangling individual to do lists and managing larger projects. Examples include Todoist, Things3, TickTick, Actions by Moleskine Studio, Omnifocus, Clickup, Trello, and plenty of others. Thrivner is less concerned with competitors and more concerned with running our own race.

Q: Can we have access to existing research? What types do you have?

A: Yes, the successful firm will have access to existing market research.

Q: What brands do you aspire to be like (while having your own unique identity, of course)?

A: We admire the branding for The Home Edit and The Container Store. We want branding that stands on its own and doesn't focus on the identity or personality of the co-founders.

Q: What examples of brand ecosystems do you find most appealing and/or successful?

A: 10% Happier (company, book, podcast, app), The Home Edit (organizing service, products, Netflix show).

Q: What makes an ideal partner for Thrivner? What values do they hold, processes do they follow, and other tangible and intangible qualities will the ideal candidate have?

A: Our principles are on our [website](#) and are touchstones for our company. They codify what we aspire to be and how we endeavor to get there. A successful partner will:

- Begin with the outcome to be produced and then think about the tasks to be done;

- Provide efficient and effective strategy, results, and smart ideas;
- Be self-motivated and self-informed;
- Be kind and patient, and trust your team and ours to be excellent, brilliant, and hardworking;
- Bring humor and perspective to our interactions; and
- Work in harmony and at ease.

Q: Who will be the core day-to-day contact and what does your working team look like for this project?

A: The core-day-to-day contacts are Dori Stiefel, Emily Wallace, and Jenni Kidd ([bios here](#)).

Q: What is the creative approval process?

A: Thrivner typically co-develops creative content with our customers and our partners. Thus, although the co-founders, Dori Stiefel and Emily Wallace, are the official approvers, any creative approval process would be pro forma if socialized and co-developed throughout.

Q: What internal marketing resources does the Thrivner team have on staff (copywriters, web developers, graphic designers, etc.)?

A: Thrivner has graphic designers, app developers, web developers, and copywriters.

PROJECT GOALS // OVERALL

Q: Are there any specific goals you are hoping this work will help you achieve and how will you measure success?

A: Thrivner is seeking the services of a firm that can develop and implement a new branding, marketing, and public relations strategy to drive app downloads, web app subscriptions, podcast downloads (future), and book sales (future).

Q: Can you elaborate on your target audience? Do you currently get most of your business from word-of-mouth and referrals? If not, what tactic drives the most leads? What is their geographic?

A: Our target audience is people with big lives who are endeavoring to change the world, or at least their corner of it. We are here to provide useful tools and visuals for the people who plan, who organize, who do, people who can visualize the end result and execute flawlessly. Our people are the people who never met a mountain they couldn't move. Right now, so much of that happens by sheer force of will. With better tools, systems, and thought processes, world-changing could be accessible to everyone.

Past paid social media marketing has primarily targeted women, ages 25-65, who live in major metropolitan cities. While that marketing has delivered engagement, it has not delivered app downloads.

PROJECT GOALS // UMBRELLA BRAND

Q: Are there any obstacles or challenges you have encountered with your current branding (internal or external)?

A: Arena is a popular word in the title of several video games available in the App Store, which makes search terms very tricky. Similarly, social media hashtags have to be handled delicately not to veer too far into fitness, sports, and hustle subcultures. The successful bidder will consider whether Thrivner should continue to develop a brand around Arena (and make that the umbrella brand) or recommend new branding for the umbrella brand and Thrivner's software products, podcast (future), and book (future).

Q: Will the "umbrella brand" be Thrivner, or a new brand that Thrivner will live under?

A: Thrivner, Inc. remains the company that provides consulting services and makes software. An "umbrella brand" is needed for Thrivner's software and associated content (e.g., podcast, book, etc.). Right now, there is a single software product named The Arena App and more software products are in development.

Q: Do you have a current brand voice and/or identify for Thrivner and/or other sub-brands?

A: Thrivner's brand is both smart and thoughtful. We are always thinking. Arena's brand springs from Teddy Roosevelt's "The Man in the Arena" speech and is for people who are actually in the arena, people who are trying to get things done and create change in the world.

Q: Who is your target audience for the umbrella brand?

A: Customers who recognize and pay for the value in useful tools and visuals—people who plan, who organize, who do, people who can visualize the end result and execute flawlessly.

Q: How many products and/or offerings could live under the umbrella brand?

A: Several software products, a podcast, a book, and other future content.

Q: What are the brands that live under the umbrella brand? Are you looking for branding for each?

A: Right now, the only branded software product is The Arena App. A second software product (not yet named or branded) will go into beta testing in a few months. We are looking for savvy, elegant branding that makes sense for the umbrella brand and associated content and offerings (e.g., software products, a podcast, a book, and other future content).

Q: How many logos are you looking for in the suite?

A: As many as it takes and as few as necessary.

Q: Does each secondary brand need its own look and feel?

A: That all depends on the recommendations for the umbrella brand.

Q: What are the brand and marketing objectives of the new brand ecosystem in year 1?

A: A coherent look, feel, voice, and message that drive app downloads for The Arena App, recruit beta testers for Thrivner's next software product, and build an audience for all of Thrivner offerings (software, book, podcast, etc.).

Q: What is the 3–5-year vision for the brand?

A: Our software helps people think through small tasks and large projects. It facilitates not just knowledge-sharing but knowledge-comprehension. Our visuals are clear, intuitive, and industry-leading. Our approaches to work and innovation are available in a book and the associated podcast is known as a destination for fascinating, nuanced conversations. Our brand should support and live into this vision.

PROJECT GOALS // WEBSITE

Q: Is there an opportunity for website development?

A: The RFP states “proposed website content and images for existing or future website(s) (actual updates to be performed by a Thrivner team member).”

Q: Regarding the website, the RFP mentions future websites. Can you provide more information as to what those future sites may be? And how many?

A: Right now, The Arena App is an offering on Thrivner's website. The creation of an umbrella brand for software, a (future) podcast, and (future) book may include a website or websites, based on the recommendation of the successful bidder.

Q: Does “existing or future web sites” include full websites not yet built? Landing pages? Social media? Your App? We would love to have an understanding of scope—and how much content will likely be needed in this first campaign push.

A: Yes, “existing or future web sites” includes full websites not yet built. The successful bidder should recommend the number and type of websites and proposed content to accompany each recommendation.

Q: Is your main goal driving traffic to the website or the schedule an appointment button? How many daily appointments do you receive through your website?

A: Our main goal is to drive traffic to a website for our content and offerings (e.g., The Arena App, software/expanded team version of The Arena App, a podcast, a book, and/or other future content). The schedule-an-appointment button may be removed as part of an overall redesign.

Q: Will the umbrella brand's website need to house all sub-brands, or will all the brands exist independently on their own sites beside one another?

A: Ideally the umbrella brand's website will house content and offerings (e.g., The Arena App, software/expanded team version of The Arena App, a podcast, a book, and/or future content).

Q: Should the products carry equal weight to the consulting practice or is this a shift in offerings away from consulting?

A: This is a shift to provide offerings in addition to consulting. While Thrivner will always solve hard problems in science and technology for a variety of customers, software and associated offerings are the future of our company.

Q: What is your primary goal for the website? To drive visitors to purchase the book or subscribe to the podcast or download the app?

A: Yes, the website should drive conversion for app downloads, podcast downloads, book sales, etc.

Q: What CMS platform is your website currently built on? Are you open to using Wordpress?

A: Thrivner's website is already built on Wordpress.

Q: Are there any additional features you'd like to add to the site beyond what you currently have?

A: Thrivner is open to any and all suggestions that would showcase the umbrella brand and drive conversion.

PROJECT GOALS // SEARCH ENGINE OPTIMIZATION

Q: Can you elaborate on your goals for SEO support?

A: The website for the umbrella brand must be high ranking for Google Search Results (e.g., project management, task management, how to manage a project, how to manage a complex project, how to manage a large team with projects, how to manage my day, how to plan my day, how to plan the day, how to plan the week, how to plan the month, how to plan the year).

PROJECT GOALS // SOCIAL MEDIA

Q: Have you done any social media marketing in the past? If so, can you share any previous campaigns?

A: Yes, @thearenaapp has run paid Facebook and Instagram ads in the past and produced no discernable results.

Q: Please confirm the social campaign is paid and organic, or just paid? Open to additional recommendations for your comprehensive marketing plan outside of social?

A: A social media marketing campaign should be both paid and organic. We are open to, and counting on, additional recommendations outside of social. Our products would benefit from a public relations strategy, too.

Q: Can you elaborate on what you're looking for in the website social post mockup deliverable?

A: Thrivner would like to see mockups of the website and social media posts to get a sense of the overall look, feel, and consistent message.

Q: What is your primary goal for the social media campaign? To spread awareness, generate leads, etc.?

A: Thrivner wishes grow an audience through a mix of social media and public relations. In the past, social media for The Arena App had zero correlation to app downloads and activity. A successful social media and public relations strategy will result in app downloads, increased daily active users, podcast downloads, book purchases, etc.

Q: Do you already use any social listening tools?

A: Not consistently.

PROJECT GOALS // BRAND PLATFORM

Q: With brand success being so dependent on adoption by all stakeholders—staff, board and other partners—will you be needing a brand guidelines manual and is there an interest in supporting a best-practice brand rollout for internal and external partners?

A: Yes, the RFP stipulates the need for a brand guide and style guide. Thrivner does not require a best-practice brand rollout.

SELECTION SCHEDULE

Q: When are proposals due?

A: Friday, April 23, 2021.

TIMELINE

Q: The RFP mentions the work needs to be done within 3 months. Can you clarify what is driving this timeline? Are you looking for all of the scope deliverables to be completed within the 3 months or just the brand work?

A: Thrivner's next software product will be ready for beta-testing later this year and the best market for that software is an aware and engaged audience for The Arena App. One approach to the phased approach mentioned above in the Budget section would be to propose the brand work within the three-month timeline and also include a menu of informed options for the associated deliverables.

ELEMENTS OF PROPOSAL

Q: Are there any other documents or items you require for this submission outside of the items listed below?

- A description of the firm that includes a general overview and names/credentials of the creative team who would work on this project (please include a link to your website)
- Information about the firm's strengths and distinguishing skills or capabilities as they might relate to Thrivner, Inc.
- A portfolio of relevant, past work

A: A submission must be fewer than 10 pages total, and, at a minimum, include the elements listed in the bullets.