



REQUEST FOR PROPOSAL

MARKETING AGENCY INSPIRE GLOBAL ASSESSMENTS

March 2025

The BC College of Nurses and Midwives
200 Granville St. Suite 900
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ORGANIZATION OVERVIEW

Inspire Global Assessments, formerly known as the Nursing Community Assessment Service (NCAS), is a competency assessment service operated by the British Columbia College of Nurses and Midwives (BCCNM). As the largest health regulatory body in British Columbia, BCCNM regulates the practice of licensed practical nurses, registered nurses, registered psychiatric nurses, nurse practitioners, and midwives under the authority of the Health Professions Act. Inspire emerged from BCCNM's pioneering efforts in nursing regulatory practices, leveraging innovation to advance the assessment of nursing competencies.

Inspire launched in January 2017 with the primary objective of assessing the competencies of internationally educated nursing professionals seeking registration in British Columbia. Our assessments are crucial in helping candidates identify their strengths and areas needing improvement, thereby facilitating their pathway towards professional registration. We assess competencies across registered nursing, registered psychiatric nursing, licensed practical nursing, and health care assistance through a comprehensive approach that includes both computer-based and simulation-lab assessments.

The simulation-lab assessment, conducted at specialized centers in Canada, offers a unique opportunity for nurses to demonstrate critical skills such as clinical judgment and nursing assessment in a realistic, simulated environment. This approach not only ensures rigorous assessment standards but also enhances public protection by providing robust evidence for regulatory decisions across multiple provinces in Canada.

Recognized for its innovation, Inspire stands out internationally for its ability to assess competencies across multiple nursing professions simultaneously. This triple-track advantage allows candidates to pursue alternate pathways to registration, thereby optimizing their career progression while addressing workforce shortages in the healthcare sector.

Future Vision: Looking ahead, Inspire envisions transitioning towards a virtualized assessment platform to overcome current barriers such as the cost and accessibility associated with in-person simulation assessments. This virtualization initiative aims to leverage cutting-edge technologies like artificial intelligence and virtual reality to create a more flexible, scalable, and globally accessible assessment solution. By doing so, Inspire seeks to expand its reach beyond Canada, supporting the mobility of healthcare professionals worldwide and meeting the evolving demands of global healthcare systems.

PROJECT OVERVIEW

Inspire Global Assessments is seeking a dynamic and innovative Canadian-based marketing agency to develop and execute a comprehensive marketing and brand asset creation strategy and playbook for our evolving, innovative product and service offering.

We aim to enhance our brand presence, improve market recognition, and effectively communicate the value of our assessment solutions through compelling physical and digital marketing materials. This project is crucial for our growth strategy and will directly impact our ability to engage with our target audience within the Canadian and global markets.

PROJECT OBJECTIVES

- **Elevate Brand Identity:** Evolve our *existing* brand-book into a cohesive and impactful brand identity that accurately reflects Inspire Global Assessments' values and expertise.
- **Enhance Market Recognition:** Increase brand awareness and recognition within the target marketing assets and channel (digital, social, and physical asset and utilization).
- **Create Engaging Marketing Materials:** Produce high-quality, visually appealing marketing assets for both physical (booth, one-pagers) and digital platforms (videos, photos, custom visualizations, pitch decks).
- **Improve Lead Generation:** Develop marketing materials that effectively communicate the value proposition and drive lead generation.
- **Ensure Consistency:** Maintain a consistent brand message and visual identity across all marketing channels.
- **Provide Sales Enablement:** Create effective sales materials that support the sales team in their efforts.

SCOPE OF WORK

The selected agency will deliver the following outcomes:

1. **Brand Audit and Strategy:** Conduct a light (brand / identity document) review of existing brand materials and develop a comprehensive brand strategy on top of the existing brand identity.
2. **Visual Identity Development:** Design or refine the visual identity, including custom assets, videos, typography, and imagery.
3. **Content Creation:** Marketing content creation for the marketing assets, with final outputs in: English, French, Hindi, and Filipino.
4. **Physical Asset Creation:** Design and produce a professional and engaging trade show booth for industry events, including the creation of physical collateral (brochures, flyers, handouts, etc.).
5. **Digital Asset Creation:** Develop a compelling and visually appealing pitch deck as well as marketing videos to support sales cycles and a suite of custom icons and graphical assets for website and digital marketing.
 - a. Create digital templates for social media, email marketing, and other online platforms.
 - b. Create digital sales enablement materials.
 - c. Content Development (Visual): Create supporting visual content for marketing campaigns.
6. **Project Management:** Provide regular project updates and maintain clear communication throughout the engagement.
7. **Market Adaptation:** Ensure all assets are relevant, accurate, and tailored to the industry, with ability to simply augment for various global audiences.

DELIVERABLES

Category	Details
Strategy	<ul style="list-style-type: none"> • Brand Audit and Evolution • Brand Guidelines (as needed for evolution) • Marketing Opportunities and Recommendations (as needed) • SEO Recommendations, including competitive analysis and target key words • Key thought leaders, forums, and companies to partner with, follow, and curate content for
Digital Marketing Assets	<ul style="list-style-type: none"> • Newly Evolved Visual Identity Package (as needed) • Professional Pitch Deck (PPT) (1) • Custom Icon / Graphic Asset Library (~20) • Social Media Templates (Various Platforms) (20) • Email Newsletter Template (5) • Infographic Template (2) • Other (Email Signature Templates, FAQ, Press Release, Case Studies) (4) • Marketing Videos (2) <p>Physical Marketing Design Files: Figma / Adobe</p> <ul style="list-style-type: none"> • Trade Booth Assets (5) • Brochure Design Files (5) • Flyer Design Files (5) • One-Pager / Hand Out Files (2)
Physical Marketing Materials - Printed & Delivered.	<ul style="list-style-type: none"> • Trade Booth Assets (5) • Brochure Design Files (5) • Flyer Design Files (5) • One-Pager / Hand Out Files (2)
Operations & Content	<ul style="list-style-type: none"> • Messaging outline by Ideal Customer Profile • Customer Profile / Buyer personas and key needs • Project Status and Deliverable Reporting • Marketing content provided in English, French, Hindi, and Filipino • Custom Content created for all versions of marketing materials, including: Trade Booth, Pitch Deck, Social Media Content, One-Pagers, and Case Studies).

TIMELINE

3-5-months (March - July , 2025 Timeframe).

Proposals detailing an ability to achieve the proposed outcomes within a shorter or longer timeframe will be considered.

PROVIDED COMPONENTS

Upon awarding the work to a successful candidate, based on the evaluation criteria detailed below, Inspire Global Assessments will provide the following:

1. Existing Brand Book
2. Innovation Details of Progressing Products and Services
3. Existing Assets (Logos, Letterhead, etc)
4. Customer Insight - Overview of our Buyers / Intended Audience

BUDGET

Proposals will be assessed against competitive budget outlines within the proposal review process. Please see below for scoring reference. Ideal budget capacity for Inspire Global Assessments is \$80,000.00 CAD; trade-offs on deliverables will be considered to remain within budget parameters.

EVALUATION CRITERIA - Proposal

Criteria	Details
Experience and Expertise (25%)	<ul style="list-style-type: none"> • Demonstrated experience in brand development and market asset creation • Healthcare-sector experience • B2B and Innovative Technology marketing experience
Portfolio & Creative Quality (25%)	<ul style="list-style-type: none"> • Quality and relevance of past work • Creativity and design experience • Capabilities spanning physical and digital asset creation • Custom videography and marketing video capabilities • Social media assets • Team and Capabilities
Strategic Approach & Understanding (20%)	<ul style="list-style-type: none"> • Demonstrated understanding of Inspire Global Assessments' objectives • Domain awareness for marketing and messaging relevance within the Health Sector
Project Management & Communication (15%)	<ul style="list-style-type: none"> • Proposed project management methodology • Communication Plan • Ability to meet deadlines and maintain quality • Timeframe
Value & Cost Effectiveness (15%)	<ul style="list-style-type: none"> • Competitive pricing and demonstrated value for the proposed services

PROPOSAL SUBMISSION

Please send your proposal to Inspire's Project Officer, David Power, at dpower@inspireassessments.org by March 31, 2025, at 12 p.m. PST.