



“...meeting community needs...enhancing quality of life.”

OFFICE OF THE MAYOR

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M E M O R A N D U M

TO: Finance Committee
FROM: Sheng Riechers, Senior Communications Specialist
DATE: January 6, 2022
RE: Resolution #8-R-20 (City of Appleton Brand Study)

Resolution #8-R-20 regarding conducting a brand study for the City of Appleton was submitted on April 22, 2020 and referred to the Finance Committee. The Finance Committee referred the resolution to staff, in this case, the Mayor’s Office. Mayor Woodford sent a memorandum on September 29, 2020, requesting that the Office of the Mayor be allowed to further research and prepare a Request for Proposals (RFP).

On September 21, 2021, an RFP was issued and responses were collected through October 29, 2021. An internal review committee composed of staff from several city departments scored the six proposals submitted based on the criteria set forth in the RFP. Panel interviews with members of this review committee and the top two scoring agencies were held in November 2021. After review committee debrief and discussion, a final agency was selected.

Staff recommends the Appleton Brand Study project be awarded to Unlisted, LLC, an Appleton-based marketing and design agency. The contract includes fees for brand development services of \$58,700 and additional development and preparation for implementation services of \$30,140. A total project budget of \$450,000 was approved by the Common Council on August 4, 2021, as

part of a request to allocate excess General Fund balance from 2020.

This contract does not cover the total cost of implementation, which will be paid for out of the remainder of the Council-budgeted funds for this project.

Summary of Proposal Scores (out of 100%)

- Insight Marketing Design 86.59%
- All Together Studio 78.55%
- Unlisted, LLC 75.99%
- Greater Thought 61.82%
- Chandler Thinks 60.44%
- LORE 32.28%

Summary of Proposed Fees for Brand Development

- LORE \$106,631
- Greater Thought \$68,000-78,500
- Chandler Thinks \$59,475
- Unlisted, LLC \$58,700
- Insight Marketing Design \$54,900
- All Together Studio \$51,000

Although Insight Marketing scored the highest and proposed one of the lower fees, the review committee agreed that the presentation of their proposal was lacking too much aesthetically and therefore disqualified them for further consideration. After interviewing both All Together Studio and Unlisted, LLC – the majority of the review committee favored Unlisted. Not only is Unlisted an Appleton-based agency, but their understanding of our needs and design talent surpassed that of All Together.