

Questions 1-8 to CMHC RFP for Marketing and Advertising Services for Granville Island,

Vancouver, British Columbia, File # 201401458

Question 1

What is the current marketing mix used by Granville Island?

Answer 1

The current marketing mix used by Granville Island is: display (bus, no or billboard), direct mail to local trade area only, print (local weeklies – 3 times a year), local web & e-newsletter services, self-managed social media, on-island display (Granville Island and controlled media)

Question 2

What is the approximate budget allocation for this mix?

Answer 2

The approximate budget is reflected in the dollar amounts presented in the RFP in section 1.2

Question 3

Is there a digital marketing strategy in place?

Answer 3

A digital marketing strategy is in process at CMHC.

Question 4

What problems, if any, has Granville Island been experiencing in attracting local residents and visitors over the last year 3 years?

Answer 4

No specific problem can identified at this time.

Question 5

Can you provide any specifics on Granville's Island's current customer base?

Answer 5

Please find below a very rough breakdown of Grandville's Island's local audience:

Male/Female	43.5% / 56.5%
Average age	41.6
Household Income	\$87,017
Employed/ Self-employed	71%
Retired	13%
Univ grad/post grad	51%

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Question 6

Is Granville Island's brand actively managed, and how? When was its last rebranding?

Answer 6

Granville Island brands are actively managed both internally and in partnership with a creative agency. Granville Island brand was explored roughly 5 years ago.

Question 7

To better understand Granville Island's current and potential customers for the strategic and promotional plan we're pulling together, could you please provide a bit of focus on the target audience objectives. Specifically, is the order of the objectives listed in 3.3 A (Marketing and Promotions Strategy) also the order of priorities? As in, "Increase visits from Metro Vancouver residents..." is the first bullet, is this also the first priority? While are we to assume "reinforce Granville Island's reputation as a 'must-see' tourism/destination experience" is priority number 3 (and so forth for the remaining objectives listed)?

Answer 7

The objectives listed in section 3.3 A of the RFP are not listed in any priority order.

Question 8

Further on the Metro Vancouver residents target, is there any specific target audience opportunity (e.g. families) that requires more of a focus in the next year to 2 years?

Answer 8

The objective, as noted in section 3.3 A is to increase visits from Metro Vancouver residents with a propensity to patronize Granville Island businesses.