



# ST GILES HOTELS

REQUEST FOR PROPOSAL  
2019 BRANDING PROJECT

## **GENERAL SCOPE**

St Giles Hotels Group seeks an innovative branding and design agency to partner with its London based brand office to rebrand two of the group's sub brands - St Giles Blue- Three Star and St Giles Red - Four Star and create new brand identity, philosophy, communication and defining strategy that will elevate the hotels' to first-choice for travellers.

## **ABOUT ST GILES HOTELS**

St Giles Hotels Group is a growing collection of centrally and strategically located properties across Asia, Australia, Europe and North America. Each property welcomes guests to a warm and friendly atmosphere, creating a sense of family, and enhances city experiences with central location, great value, and inspired service. No two St Giles properties are alike, each offers something intriguing and unique. It might be a storied history, an unusual architectural feature, or an unexpected view; whatever it is, St Giles Hotels celebrate what makes a hotel distinct, while delivering the signature St Giles Experience of warm, authentic and locally rooted hospitality across its portfolio.

## **STAY YOUR WAY @ ST GILES HOTELS**

St Giles Hotels recognizes that every guest has individual needs and style, which is why the group invites guests to Stay Your Way by offering three levels of accommodations and service experiences: St Giles Blue - Three Star, St Giles Red- Four Star and St Giles Signature.

## **INSIGHT FOR REBRANDING**

While St Giles Hotels has been successful in defining the parent (global) brand's identity, positioning, values, and experience, its sub brands have been overshadowed, with little distincting identities and experiences firmly positioned in the guest's mind. Additionally, the St Giles Blue - Three Star sub-brand is the most aligned to the parent brand "St Giles Hotels" as this was the first portfolio of hotels to be created and shares similarity in name. With this rebranding, St Giles Hotels Group aims to further distinct the levels of accommodations standards and services offered to guests at the St Giles Blue - Three Star and St Giles Red - Four Star levels, while communicating the unifying values that make each sub brand "by St Giles Hotels.

### **REBRANDING OBJECTIVES** *(for the two sub-brands identified in the RFP)*

The chosen agency will deliver the following:

#### ❖ **Phase 1:**

- Full immersive audit of existing St Giles Hotels Group brand and three sub-brands
- Team with St Giles Hotels brand office to identify all brands' differentiators/USPs and comp set
- Conduct a market and competitive analysis for each brand's target and positioning

#### ❖ **Phase 2:**

- Create/upgrade brand visual identity (new brand name, logo, typography, colour palette)
- Develop brand positioning statement, tagline, key messages, personality, tone/voice

#### ❖ **Phase 3:**

- Design hotel collateral and signage to reflect new brand's tone and style
- Create brand visuals and design style guide/standard
- Design guest journey standard of services guideline
- Design Brand Architecture Diagram identifying the position of each sub-brands and how they relate to the parent brand - St Giles Hotels

### **RESPONDENTS PROPOSALS FORMAT**

Proposal should address each objective listed, detailing expertise and techniques that will be used in achieving the RFP's objectives. Presentation style and delivery is at the proposing team discretion. Kindly note, proposals may be rejected if minimum requirements are not met.

**BUDGET****£200,000**

Payment schedule is distributed across the three phases identified in the objectives. Respondents must detail all fees and costs (including 3rd party costs for the duration of the project.

**RFP TIMELINE:**

Request For Proposal Published	February 4, 2019
RFP Questions to St Giles Hotels Deadline	February 11, 2019
St Giles Hotels Response to Questions	February 15, 2019
Deadline to submit proposal	March 1, 2019 by 5pm GMT
Finalists notified by	March 7, 2019
Finalists Presentation	March 14, 15 & 18, 2019
Agency selection by	March 22, 2019

By submitting a proposal, the applicant agrees that St Giles Hotels decision concerning any submittal in any respect is final, binding and conclusive upon it for all purposes, and acknowledges that St Giles Hotels, may waive or deviate from the procedures and/or timeline outlined. All materials submitted become the property of St Giles Hotels. All costs incurred in connection with responding to this Request for Proposal will be borne by the submitting agency. This Request for Proposal in no way commits St Giles Hotels to award a contract. St Giles Hotels will not give a statement of the reason why any proposal or presentation was not selected.

**SELECTION CRITERIA:**

Written proposal to be submitted to: [vgaul@stgiles.com](mailto:vgaul@stgiles.com) by 5pm GMT on March 1, 2019. Hard copies of proposal can be mailed to:

St Giles Hotels

Attn: 2019 REBRANDING RFP

12 Bedford Avenue, 10th Floor

London, WC1B 3GH

Following receipt of written proposals, St Giles Hotels will select finalists who will be notified and asked to present in person at St Giles Hotels brand headquarters at Bedford

Avenue, London, WC1B 3GH. Final selection of the agency will be based on a combination of both written and in-person proposals.

**CONFIDENTIALITY**

The recipients hereto agree that this Request for Proposal, its concept, and all matters relating to St Giles Hotels and its marketing plans are strictly confidential. This information is not to be discussed with any parties not directly involved in this process.