



City of Prague Branding Strategy: Preliminary Market Consultation

Dear participant, please be prepared to answer the following questions during the Consultation:

- 1) As a part of your services, does your company:
 - a) provide quantitative analysis?
 - i) If yes, what do they focus on and how are they different from other competitors on the market?
 - b) provide qualitative research?
 - i) If yes, what is the scope of those? Based on what do you pick respondents (age, gender, nationality, place of residence, employment etc.)? Do you run it through questionnaires, focus groups, or in person?
- 2) Have you ever prepared a complete branding strategy for a city or a country?
 - a) If yes, who was your client and what exactly was the scope of your services?
 - b) If not, which parts of the branding "journey" do you have experience with providing (research, strategy, implementation etc.) and what case studies can you share with us?
- 3) What are all the necessary steps that need to be considered when formulating a new strategy?
- 4) What makes your solution better / different / unique compared to your competitors'?
- 5) What is the price range for your services?
- 6) How do you manage stakeholder involvement (in what phase of the project do you do it, what's the format etc.)?
- 7) What KPIs do you set up to evaluate success of the strategy?
- 8) Do you think it makes sense to bundle the whole project in a comprehensive tender for one provider, or is it preferable to split it up into various parts like quantitative research / qualitative research / strategy / evaluation?
- 9) Is it acceptable for you to be asked to carry out a sample assignment as part of the tender?

- 10) Alternatively, what specific/other evaluation criteria do you consider appropriate for use in the forthcoming tender and why?
- 11) What information should not be missing from the tender documentation in order to fulfil the purpose of the procurement?
- 12) How much time would you consider sufficient to process the bid?