



■ **Request for Proposals:** Public Awareness Campaign

■ **Department:** Operations

■ **Project Lead:** Jennifer Whitehead, Senior Communications Advisor

■ **Reference Number:** RFP-2026-03 Public Awareness Campaign

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## Request for Proposals

### Summary

The College of Nursing of New Brunswick (CNNB) is seeking proposals from communications/marketing firms to assist with a public awareness campaign that will present the College as a regulator of RNs and NPs in the interest of the public. While also highlighting RNs/NPs significant roles and contributions to the health care system and well-being of New Brunswickers.

### Organizational Background Information

CNNB is the regulatory body for all RNs and NPs in New Brunswick, the largest group of health professionals in the province (10,500). The purpose of regulation is to protect the public by ensuring RNs and NPs practise in a safe, competent, and ethical manner.

The Board of Directors is the governing body for the organization. Board directors are collectively responsible for strategic direction, risk management, and monitoring of operations to ensure that work is achieved to meet strategic objectives. The twelve-member Board of Directors is comprised of a President, President-Elect, seven Region Directors and three Public Directors.

The Leadership Team consists of five personnel: the Chief Executive Officer and Registrar, the Director of Policy, Risk and Compliance, the Director of Nursing Practice and Education, the Director of Registration and Deputy Registrar, and the Director of Complaints and General Counsel.

The team consists of just over 30 full and part-time staff. We are divided into departments, each headed by one of the above-mentioned directors.

## Organizational Objective

To clearly communicate our role as the regulator, while promoting the contributions of both RNs and NPs to the health care system, and to gain an understanding and appreciation by both the public to whom we serve, and our registrants.

- Bring awareness to the role of the regulator.
- Educate the significance, and clear differences on the roles of RNs and NPs in the health care system.
- Define communication strategies and tactics to be incorporated with the organization's operational plan.
- Recommend implementation of various strategies and tactics.
- Assess the effectiveness of the implemented strategies and tactics.

## Project Deliverables

The selected firm will be responsible for providing comprehensive, end-to-end campaign services, creative development, media buy, implementation, monitoring, evaluation, and reporting. All deliverables must align with the organization's mission, values, and commitment to responsible use of registrant funds.

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### 1. Creative Development and Content Production

Develop branded, accessible, and engaging creative materials tailored to each channel and audience.

Deliverables include:

- Creative strategy and campaign concept(s) for approval.
- Development and production of campaign assets, including:
  - Print materials (e.g., advertisements, posters)
  - Digital assets (e.g., display ads, web graphics)
  - Video content (e.g., short-form, public awareness videos)
  - Social media content (e.g., posts, stories, short videos, captions)
- Adaptation of creative assets across multiple formats and platforms.
- Copywriting and design services consistent with brand guidelines.
- Bilingual content for all materials.

### 2. Media Strategy and Buy

Develop a comprehensive, evidence-based media strategy designed to effectively reach target audiences and achieve campaign objectives.

Deliverables include:

- A detailed media strategy document outlining:
  - Target audience and rationale.
  - Key messages aligned with organizational priorities.
  - Recommended media channels (e.g., print, digital, video, social media).
- A media plan that includes:
  - Channel mix and justification.
  - Schedule /timing.
  - Budget allocation by channel and tactic.
  - Defined key performance indicators (KPIs.)
- Identification of opportunities for added value, including public service placements, community partnerships, or in-kind media.

- Responsible for the negotiation, purchase and management of all media placements.

### **3. Campaign Implementation and Management**

The firm will oversee the coordinated execution of the campaign across all channels.

Deliverables include:

- Quality assurance and pre-launch testing.
- Campaign launch and ongoing execution.
- Active campaign management, including:
  - Budget monitoring and reallocation as needed.
  - Performance optimization and adjustments.
- Regular communication with the organization, including status updates and progress meetings.
- Identification and mitigation of risks or implementation issues.

### **4. Monitoring and Performance Measurement**

The firm will implement robust monitoring processes to track campaign performance in real time.

Deliverables include:

- Setup and management for all relevant KPIs.
- Ongoing monitoring of:
  - Reach and impressions.
  - Engagement metrics (e.g., click-through rates, social interactions).
  - Video performance (e.g., views, completion rates).
- Monitoring of all media reach and interactions.

### **5. Budget Proposal**

The firm must submit a detailed budget that reflects value for money and prudent financial stewardship.

The budget should include:

- Itemized media costs by channel and tactic.
- Creative development and production costs.
- Campaign management and administration fees.
- Reporting and analytics costs.
- Any optional or value-added services.
- Identification of cost efficiencies, in-kind contributions, or leveraged opportunities.

### **6. Timeline and Milestones**

The firm will provide a detailed project timeline that supports effective planning and accountability.

Deliverables include:

- A schedule outlining all key phases, including:
  - Strategy development.
  - Creative production.
  - Media booking and placement.
  - Campaign launch and duration.
  - Reporting milestones.
- Identification of key decision points and approval requirements.

## Proposal Submission

Interested firms are invited to submit their proposals by May 15, 2026.

The proposal should include the following:

- Name and address of the firm.
- Number of years in the industry.
- Relevant work portfolio.
- Project management and deliverables.
- Recommended tactics with sustainability and evaluation plan.
- Anticipated timeline- milestones, review and revision cycles.
- Proposed budget.
- Team bios and roles.
- Up to three projects with rebranding experience. References may be contacted for the top proponent.

Proposals will be reviewed by the CEO and Senior Communications Advisor. A presentation may be requested.

## Evaluation Criteria

The proposals will be evaluated based on the following criteria:

- Demonstrated expertise and experience in marketing/awareness campaigns.
- Quality of project deliverables.
- Relevant clients and work portfolio.
- Competitive and reasonable pricing.

## Timeline

- RFP Issuance: April 20, 2026
- Proposal Submission **Deadline: May 15, 2026**
- Evaluation Period: May 19-29, 2026
- Consultant Selection and Notification: **June 5, 2026, or earlier.**
- Commencement of Services: This project would begin immediately and be completed later in 2026, or when the new legislation, Nursing Act receives Royal Assent. (Fall /Winter 2026).

## Contact Information

For questions and submission of proposals, please contact:

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