

Details

RFx ID :	25965741
Tender Name :	Regional bus services branding
Reference # :	
Open Date :	Thursday, 23 June 2022 4:30 PM (Pacific/Auckland UTC+12:00)
Close Date :	Friday, 29 July 2022 4:00 PM (Pacific/Auckland UTC+12:00)
Tender Type :	Request for Tenders (RFT)
Tender Coverage :	Sole Agency [?]
Categories :	- 80170000 - Public relations and professional communications services - 82000000 - Editorial and Design and Graphic and Fine Art Services
Regions:	- Manawatu-Wanganui
Exemption Reason :	None
Required Pre-qualifications :	None
Contact :	Lizzy Leonard lizzy.leonard@horizons.govt.nz 021 227 7678
Alternate Physical Delivery Address :	
Alternate Physical Fax Number :	

Overview

Horizons Regional Council is going to market for a bus brand for our passenger transport services. This includes giving out regional passenger transport services a unique look and feel, including a name and a brand kit. It also includes producing and designing the collateral for buses, timetables, swirlies, digital and print advertising. Companies can choose to offer the design and production element or can choose to offer one of these. Our bus service includes 1.26 million passengers annually, 455 trips daily, 46 buses, 44 routes, and 974 bus stops. Our buses currently operate in Ashhurst, Feilding, Levin, Marton, Palmerston North, Taihape and Whanganui. Our bus services will continue to grow, with more services in more locations.