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RHOI

Integrated Marketing, Behaviour Change and Launch Campaign



AWDURDOD PARC CENEDLAETHOL ERYRI
ERYRI NATIONAL PARK AUTHORITY

www.eryri.llyw.cymru

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1. Background

Eryri National Park Authority is seeking to appoint an experienced marketing and communications supplier to develop and deliver an integrated bilingual Welsh/English marketing and behaviour-change campaign for **RHOI**, a new initiative designed to encourage visitors and local people to take part in activities that do environmental, cultural and community 'good'.

RHOI has been inspired by the success of CopenPay and forms part of the wider international DestinationPay approach. The basic principle is simple: people are encouraged to do something positive for the places they visit and, in return, receive a reward from a participating business or organisation.

The programme will initially focus on **Bala and Betws-y-Coed as pilot areas**, with the aim to grow across the wider region of Eryri over time. Activities will be provided by a range of partner organisations, community groups, businesses and other organisations. Participating businesses will provide rewards to people who complete eligible activities.

Examples of the types of behaviour RHOI could encourage include choosing public transport; volunteering; taking part in litter-picking or conservation activities; supporting local cultural activity; learning or using Welsh; and taking part in activities that contribute positively to the communities and environment of the area.

The programme is not intended to operate as a conventional discount or loyalty scheme. The emphasis is on encouraging people to make positive choices and participate in meaningful activities, with rewards providing an additional motivation.

The campaign should therefore be concerned with **behaviour change as much as awareness or app downloads**.

A useful way of thinking about the intended user journey is:

SEE → UNDERSTAND → JOIN → ACT → REWARD → SHARE → REPEAT

The successful supplier will be expected to develop this journey further and identify the communications, behavioural interventions and marketing activity required at each stage.



2. The opportunity

RHOI provides an opportunity to present responsible tourism in a different way.

Rather than telling people what they should not do, or presenting sustainability as an obligation, RHOI is intended to make positive behaviour feel easy, social, rewarding and enjoyable.

The campaign should help establish a distinctive proposition for RHOI, with an accessible tone that can work for both visitors and local people. Initial thinking has included the idea of **"Do good for fun"**, although the appointed supplier will be expected to test and develop the positioning and strapline rather than simply adopt this wording.

The campaign will need to work across Welsh and English audiences and should feel authentically rooted in Eryri and the (predominantly Welsh speaking) communities in which the programme operates. It should not feel like a generic tourism campaign with Welsh language added afterwards.

The National Park Authority already has a suite of photography and video assets which have been developed for RHOI. The appointed supplier should review and make effective use of these assets rather than assuming that a completely new creative production is required.



3. Objectives

The overarching objective is to establish RHOI as a recognisable and compelling way for people to make a positive contribution when visiting or living in the participating areas.

The campaign should:

- build awareness and understanding of RHOI;
- encourage people to download and actively use the app;
- encourage people to plan and book positive activities before they arrive, where appropriate;
- increase participation in environmental, cultural and community activities;
- encourage behaviours that support responsible tourism and the objectives of the programme;
- create a sense of participation and social momentum around RHOI;
- demonstrate clear benefits to participating businesses, activity providers and communities;
- provide effective materials for recruiting and onboarding future RHOI partners and businesses; and
- establish a recognisable brand and communications approach that can continue beyond the initial campaign period.

Downloads should therefore be treated as an important **enabling metric rather than the primary definition of success**. The Authority is particularly interested in evidence that the campaign changes behaviour and results in meaningful participation.

4. Scope of the commission

The Authority is looking for an integrated campaign rather than separate marketing activities delivered in isolation.

The appointed supplier will be expected to develop the overall campaign strategy, creative approach, marketing calendar and media/activity plan, and then deliver the agreed campaign within the available budget.

The campaign is expected to run from **February to October 2027**, covering the period leading up to launch, the launch itself and the main operating season.

The supplier should consider how communications can influence behaviour at different points in the visitor journey. For example, someone considering a visit to Bala or Betws-y-Coed may be encouraged to download the app and book a volunteering activity before travelling. Someone already in the area may be encouraged to choose an activity that day. Following participation, they may be encouraged to share their experience and undertake another positive action.

The RHOI app is currently in Beta phase and is expected to be ready for deployment on app stores by **March 2027** at the latest. Suppliers should take this into account when planning pre-launch, launch and early-campaign activity.

The supplier should consider the full range of appropriate channels, which may include digital advertising, social media, PR, earned media, out-of-home activity, partnerships, influencer activity, events and activity within participating businesses and user-facing locations.

Budget

The £35,000 campaign budget must include all proposed campaign activity and associated expenditure, including, where proposed, press releases and PR activity, digital advertising, out-of-home activity, influencer costs and the launch event.

Suppliers should provide a clear proposed allocation of the £35,000 budget and explain how they would maximise its impact. The Authority is particularly interested in the balance between paid media, earned media, partnerships, creative activity and campaign activation.

Where suppliers propose activity beyond October 2027, this should be clearly identified. Any costs included within the £35,000 budget must be capable of being invoiced by **October 2027 at the latest**.

The supplier should also provide a **legacy marketing plan** setting out how RHOI could continue to be promoted after the initial campaign. This should be based on a maximum indicative marketing budget of **£10,000 per year** and should identify the activities, channels and resources that would provide the greatest value from a relatively modest annual budget.

Ongoing resourcing beyond October 2027 within the £10,000 annual legacy budget is expected to be handled in-house by the Authority, using the templates and materials developed by the supplier during the initial commission.



5. Behaviour change

Behaviour change is a particularly important part of this commission.

The Authority does not simply want to maximise impressions or app downloads. We want to understand how marketing and behavioural science can be used to encourage people to do something.

Suppliers should demonstrate their experience of applying behavioural science, behavioural economics or related approaches to marketing, communications, public behaviour or social/environmental campaigns.

We would like suppliers to explain how they would approach questions such as:

1. What motivates someone to choose a RHOI activity?
2. What makes a positive behaviour feel easy and attractive rather than worthy or burdensome?
3. How can communications reduce friction and make it easier for someone to participate?
4. How can we encourage people to commit to an activity before travelling?
5. How can social proof, prompts, rewards, identity, reciprocity, convenience and other behavioural principles be used appropriately?
6. How can the campaign encourage repeat participation rather than a single interaction with the app?

Suppliers should explain the behavioural framework they would use and how this would translate into practical campaign activity. We are particularly interested in approaches that demonstrate an understanding of the gap between **intention and action**.

Experience does not need to be specifically related to app launches. Experience of successfully changing behaviour in environmental, tourism, cultural, community, public health, transport, sustainability or other relevant fields may be equally valuable.



6. Brand, tone of voice and creative approach

The appointed supplier will be expected to develop a practical brand and communications framework for RHOI.

This should build on the existing RHOI identity, logo, photography and video assets and should include a clear tone of voice for both Welsh and English communications.

The supplier should help establish:

- the core RHOI proposition and positioning;
- key straplines and campaign messages;
- Welsh and English language principles;
- tone of voice and messaging guidance;
- guidance on behavioural language and calls to action;
- visual and creative direction for the campaign;
- examples of how the brand should be used across different channels; and
- practical templates and guidance that the Authority and partners can continue to use.

The resulting brand book should be practical rather than a purely visual document. It should enable the Authority, businesses and activity providers to communicate RHOI consistently without requiring an agency to produce every future piece of content.

The Authority would expect editable/source files for agreed templates and assets.

Intellectual property in the brand book, templates, creative assets and all other materials produced under this commission will vest in **Eryri National Park Authority (ENPA)**.

All campaign materials must meet accessibility requirements and comply with Government Welsh Language Standards, in addition to the bilingual approach set out above.

The creative approach should be distinctive, positive and contemporary. Suppliers should explain how they would make RHOI feel like something people want to be part of, rather than another responsible tourism initiative telling users how they should behave.



7. Partner and business recruitment

RHOI depends on a network of activity providers and businesses.

The campaign commission therefore also includes the development of materials that can be used to explain RHOI to prospective partners and encourage them to join.

These materials should communicate the proposition clearly to both:

Activity providers, who offer activities that contribute to environmental, cultural or community objectives; and

Reward providers, including participating businesses, who provide rewards to people completing RHOI activities.

The supplier should consider what information, messaging and supporting materials are required to make onboarding straightforward and attractive.

This should include appropriate pitching/onboarding materials that the Authority can use in meetings, presentations, email approaches, events and future recruitment campaigns.

The materials should help answer the practical question: **“Why should my organisation get involved?”**

8. Marketing strategy and campaign calendar

The supplier should develop a strategic marketing calendar covering the period from February to October 2027.

The calendar should demonstrate how the campaign develops over time rather than treating the launch as a single event.

We would expect the supplier to consider distinct phases such as pre-launch awareness and recruitment, building anticipation, launch, sustained participation, seasonal opportunities and post-launch momentum.

The supplier should identify the key objective for each phase, the audience being targeted, the behaviour being encouraged, the channels being used and the measures of success.

The Authority is particularly interested in how the campaign can reach people before they arrive in the area, when there is still an opportunity to influence transport choices, activity bookings and other decisions.

The campaign should also consider how participating businesses, activity providers, local organisations and partners can become part of the marketing network, helping to extend reach beyond paid media.

9. Audience

The initial audience is people visiting or considering visiting **Bala, Betws-y-Coed and the surrounding areas**, alongside residents who may participate in RHOI activities. We already have a successful volunteering strategy and active volunteer workforce in Eryri, these are not our primary audience, although we will be promoting the app internally to them, to allow them also to benefit from it.

The supplier should develop an audience strategy rather than assuming that all users should be marketed to in the same way.

This should consider factors such as geographic origin, trip planning behaviour, motivations, age/life stage, digital behaviour and propensity to participate in environmental, cultural or community activities.

We would expect the campaign to have a **regional and national reach**, with the supplier identifying the audiences and geographic markets where marketing investment is most likely to translate into meaningful participation.

10. Launch

The supplier will be expected to develop a launch concept and activation that gives RHOI a strong public introduction.

The launch does not necessarily need to be a large traditional event. Suppliers should consider what form of launch would create the greatest awareness, participation and earned media value within the available budget.

The launch should demonstrate what RHOI is about rather than simply announce that an app exists.

Suppliers should explain how they would use the launch to generate content, encourage immediate participation, involve local partners and create momentum that can be sustained after the launch period.

11. Measurement and KPIs

Suppliers should propose a measurement framework that distinguishes between awareness, engagement, behaviour and longer-term outcomes.

We would expect this to go beyond conventional advertising metrics.

Indicative measures could include awareness and reach, website/app traffic, app downloads and registrations, activity views and bookings, completed activities, reward redemptions, repeat participation, pre-arrival engagement and participation generated through different campaign channels.

The supplier should also propose ways of measuring behavioural change and understanding where users drop out of the intended journey.

For example, if 10,000 people download the app but only 500 undertake an activity, this should not automatically be considered a successful campaign. Conversely, a campaign generating fewer downloads, but substantially higher participation may provide greater value.

Suppliers should explain:

- **What KPIs would you measure?**
- **How would you distinguish between awareness, engagement and actual behaviour change?**
- **How would you attribute activity to different elements of the campaign?**
- **What would success look like by October 2027?**
- **What data would you require from the Authority and the app developers to measure this effectively?**

Where meaningful benchmarks exist, suppliers should provide them.

12. Budget

The total available budget for the initial commission is **£35,000**.

Suppliers should provide a transparent proposed budget showing how they would deploy this amount and the rationale for their allocation.

The Authority is not prescribing how the budget should be divided. We want suppliers to demonstrate where they believe investment will have the greatest effect.

The budget should include all proposed campaign expenditure, including agency activity and, where relevant, paid media, influencer activity, PR, out-of-home advertising, launch activity and associated campaign costs.

Suppliers should identify any assumptions made about media costs, production costs or third-party expenditure.

We would particularly welcome proposals that demonstrate how a relatively modest budget can be amplified through partnerships, earned media, community participation, existing assets and other low-cost/high-impact activity.

An environmental approach to delivering the campaign itself is favoured. Suppliers should provide either their organisation's carbon reduction plan, or a forecast of the emissions expected to be generated in delivering the proposed campaign.

13. Supplier experience and portfolio

Suppliers should provide relevant examples of previous work demonstrating their ability to deliver integrated campaigns and influence behaviour.

Experience of app launches is not essential.

Of greater importance is demonstrable experience of campaigns that have successfully encouraged people to act, particularly where the desired behaviour involves environmental, cultural, community, tourism, transport or other public-interest outcomes.

Examples should explain the challenge, the approach taken, the behavioural insight underpinning the work, the channels used and the measurable outcomes achieved.

Suppliers should provide a minimum of **2 case studies**, and a maximum of **5**.

We are particularly interested in evidence of campaigns where the supplier had to move audiences from **awareness to action**, rather than simply generate exposure.

14. Proposed approach and tender response

Suppliers should respond to the brief by setting out how they would approach the commission.

As part of their response, suppliers should provide a concise outline of their proposed approach to the following:

Users of RHOI

Strategy: How would you position RHOI and what would your overall campaign strategy be?

Behaviour change: What behavioural science or other evidence-based approach would you use to encourage participation and repeat behaviour?

Creative: What would the look, feel and tone of the campaign be? How would you build on the existing RHOI assets?

Audience: Who would you prioritise and why?

Marketing calendar: What would the key phases and objectives be from February to October 2027?

Budget: How would you deploy the £35,000 and why?

Measurement: What KPIs would you use and how would you measure actual behaviour change?

Reach: What level of regional and national reach would you expect to achieve from the proposed investment, and what assumptions underpin this?

Launch: What would you prioritise for the launch and why?

Partnerships: How would you use participating businesses, activity providers and other partners to extend the campaign?

Legacy: How would you maintain momentum after October 2027 with a maximum annual marketing budget of £10,000?

Experience: What relevant examples demonstrate your ability to deliver this type of work?

The Authority would also welcome an indication of what the supplier believes should **not** be prioritised. Given the available budget, we are looking for suppliers who can make clear strategic choices rather than attempting to deliver every possible marketing channel.

The appointed provider will be responsible for ensuring that all copy used in marketing, promotional and editorial materials fits within legal definitions, and that the framing of 'volunteering' and 'rewarding' complies with UK employment legislation.

15. Key deliverables

The final scope will be agreed with the successful supplier, but is expected to include an integrated marketing and behaviour-change strategy, campaign calendar, bilingual creative and messaging approach, tone of voice and practical brand book, launch strategy and activation, digital and wider campaign activity including copywriting, PR/earned media activity, influencer approach where appropriate, partner/business onboarding and pitching materials, campaign measurement framework and reporting, and a legacy marketing plan for the period beyond October 2027.

All agreed campaign materials should be supplied in appropriate editable formats to enable continued use by Eryri National Park Authority and its partners.

16. Indicative timetable and milestones

The supplier should propose a detailed delivery timetable as part of their response.

At a minimum, the Authority anticipates the following broad stages:

February 2027: mobilisation, audience and behavioural insight, finalisation of positioning and campaign strategy.

Ongoing: fortnightly meetings with the project team to update them on the progress.

February-March 2027: creative development, partner materials, pre-launch communications and campaign build-up.

Easter 2027: RHOI launch and initial campaign activation.

April-October 2027: sustained marketing, audience engagement, activity participation, PR, partnership amplification, optimisation and measurement.

October 2027: final campaign reporting, evaluation and legacy planning.

The supplier should identify key decision points, approvals and dependencies, including any information or access required from the Authority, app developers or programme partners.

The successful supplier will report to the RHOI project team, with sign-off of creative work provided by the Project Manager and the project board.

Suppliers should provide a **risk register** as part of their response, identifying key delivery risks (for example, app readiness, partner recruitment or weather-dependent launch activity) and proposed mitigations.



17. About RHOI

RHOI is being developed and managed by **Eryri National Park Authority**, working with a network of organisations across the region.

The programme brings together activity providers, community organisations and businesses around a common objective: encouraging people to do something positive for the environment, culture and communities of the area.

The app provides a mechanism for people to discover and engage with these activities, with participating businesses offering rewards in return for positive actions.

The ambition is for RHOI to become a recognisable and scalable model for positive user behaviour, beginning in Bala and Betws-y-Coed and potentially expanding further over time.

The successful supplier will therefore not simply be marketing an app. They will be helping to establish the **RHOI proposition, behaviour-change model and public-facing identity** during its formative stage.

18. What we are looking for

We are looking for a supplier that can combine strategic thinking with practical delivery.

The successful organisation will need to understand marketing, communications and media, but also understand why people behave as they do and how campaigns can move people from intention to action.

We want to see a campaign that feels relevant to the people and places involved, works naturally in both Welsh and English, makes intelligent use of existing assets and partnerships, and uses the available £35,000 as effectively as possible.

Most importantly, we want to understand **how you would make people want to participate**.

Do good for fun. Get something back.

Criterion	Weighting	What you are assessing
Quality of proposed approach and strategy	**20%**	Understanding of RHOI, the challenge, audiences, positioning and overall campaign strategy
Behaviour change approach	**20%**	Understanding and practical application of behavioural science; ability to move people from awareness to action and repeat participation
Creative approach, brand and bilingual communications	**15%**	Quality and distinctiveness of proposed look and feel, tone of voice, Welsh/English approach, messaging and use of existing assets
Marketing plan, channels and audience reach	**15%**	Strength of campaign calendar, channel mix, regional/ national reach, pre-arrival engagement and use of partners/ earned media
Budget and value for money	**10%**	How intelligently the £35k is allocated, justification for spend, potential amplification and understanding of media/ activation costs
Measurement and KPIs	**10%**	Quality of proposed measurement framework, particularly measurement of participation and behaviour rather than downloads alone
Relevant experience and capability	**10%**	Evidence of delivering comparable behaviour-change, environmental, tourism, community or public-interest campaigns. Evidence of an environmentally conscious approach to delivery and an organisational carbon reduction plan.



19. Tender process, submission and key dates

The deadline for tender submissions is 12pm on **30 November 2026, via the electronic tender submission on Sell 2 Wales**. The successful supplier is expected to be selected by **7 December 2026**.

Submissions should be provided as either a PowerPoint deck or a Word document, depending on the supplier's preferred approach to presenting creative work.

Questions regarding this tender should be directed to the point of contact for clarifications: **alec.young@eryri.llyw.cymru**.