

Request for Information: NWA Research and Discovery Phase for Brand and Digital Strategy Refresh

Background & Overview

In today's fast-moving communications environment, the National WIC Association (NWA) sees an opportunity to strengthen its brand and messaging foundation to support clarity, trust, and recognition across audiences. NWA produces high-impact resources, convenings, advocacy, and thought leadership for the WIC community, but our current brand, messaging, and digital ecosystem do not always communicate the breadth, value, and impact of the work as clearly or consistently as they could. We are exploring the opportunity to bring in specialized expertise to help us build a modern, cohesive, accessible, and sustainable brand foundation that reflects NWA's role and better supports engagement with members, partners, policymakers, and the public.

As a first step, NWA would like to conduct research and discovery to ensure that strategic decisions and approaches are audience-centered, data-informed, grounded in best practices, and guided by equity, diversity, inclusion, and belonging (EDIB) principles. This work may include research into audience needs and perceptions, current brand and communication performance, the peer landscape, digital behavior and content performance, accessibility and inclusion, and internal organizational priorities.

The insights and recommendations developed from the research and discovery should also identify opportunities to make NWA's brand, communications, and future digital experience more accessible, inclusive, representative, and effective for the range of audiences we seek to reach.

Project Context

NWA is in the early stages of a broader brand and digital refresh. We anticipate that research and discovery will inform an overarching strategy and subsequent brand strategy/rebrand, with a more comprehensive digital strategy, design, and development occurring afterward. This sequencing is intended to ensure that future digital work is grounded in an established brand and messaging foundation and to minimize duplication of work.

Through this RFI, NWA is particularly interested in how respondents would structure and integrate research activities to generate insights that support both near-term brand decisions and future digital work within the allotted budget of \$30,000, including a breakdown of estimated costs and the timeline to complete the various research activities.

NWA recognizes that this is an information-gathering request rather than a formal solicitation. Responses may be brief and are not expected to constitute a fully developed proposal. We are primarily interested in respondents' perspective on the appropriate approach, scope, sequencing, and approximate cost.

NWA Overview

NWA is the nonprofit voice of nearly 1,800 local agencies with approximately 10,000 clinics nationwide, supporting more than 6.7 million mothers, babies, and young children served by the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC). NWA provides education, guidance, and support for WIC professionals and drives innovation and advocacy to strengthen WIC as we work toward a nation of healthier families.

Guiding Principles

NWA intends for this work to be audience-centered, data-informed, grounded in best practices, and guided by EDIB and accessibility principles. Equity, diversity, inclusion, and belonging should be embedded throughout the research and strategy process, not treated as a standalone activity or end-stage review. NWA is interested in approaches that intentionally consider whose perspectives are represented in research, whose may be missing, and where barriers to engagement may exist.

Potential Research Activities

NWA is interested in respondents' recommendations regarding the appropriate research mix.

Potential areas may include, but are not limited to:

- Audience research, including interviews, focus groups, and/or surveys
- Internal stakeholder research
- Brand perception and peer/competitive landscape analysis
- Brand and communications audit
- Messaging and positioning research
- Web analytics, UX, and content assessment
- EDIB and accessibility considerations integrated across research activities
- Brand concept and message testing, where appropriate

Respondents are encouraged to recommend which activities to prioritize, combine, modify, or defer within the available budget.

The research activities should not be conducted as isolated exercises. Findings should be synthesized into an overarching strategy with clear, prioritized recommendations for NWA's brand positioning, messaging, audience engagement, EDIB approach, and future digital experience.

Desired Outcomes

- Research findings
- Insights and prioritized recommendations
- Overarching strategy

Requested Information for Respondents

We are seeking information on how you/your team would approach this project. Please briefly summarize your approach and considerations on the following components:

- **Based on the goals and potential research areas described above, what approach and research mix would you recommend for NWA, and why?**

- **Given a budget of \$30,000, which activities would you prioritize, combine, defer, or add?** Please identify any opportunities to maximize the budget through an integrated approach or NWA staff support.
- **What key deliverables and strategic outputs would you recommend from this phase, and how would you translate research findings into actionable recommendations and an overarching strategy?**
- **What approximate timeline would you anticipate for your recommended approach?** Ballpark estimates are sufficient at this stage.
- **Please briefly describe your relevant experience with similar brand, audience, communications, and/or digital research and strategy engagements.** Examples or links to relevant work may be included if available.
- **Is there anything about NWA's proposed approach, sequencing, or scope that you would recommend reconsidering before a future procurement?**

Responses should not exceed 6 pages, including links or supplemental materials. **Please send responses to comms@nwica.org by 5 PM ET on 10/20/26.**