

RFP Response: Policy Brief and Communications Package

To: The Institute for Somnolent Studies (ISS); attention Jane Doe, Director of Strategic Napping

From: Sleephead Research Group

Date: September 29, 2025

Subject: Proposal in Response to RFP# NAP-0925 Midday Nap Implementation Project (MNIP)

Introduction

What should go here?

Consultancy Profile: The Sleepyhead Research Group

The Sleephead Research Group is a specialist consultancy focused on translating complex data and research into actionable policy strategies and compelling public-facing campaigns. Our interdisciplinary team includes policy analysts, communications experts, and social scientists who are driven by a commitment to evidence-based policy. Our work is defined by a cross-sectoral perspective, addressing not only the economic implications of any policy, but also its social impact and public resonance. We aim to produce research that is both intellectually rigorous and strategically impactful, helping clients navigate complex policy landscapes with confidence.

Approach to the Project

Our approach to the MNIP is comprehensive and integrated. We will provide a holistic research and communications strategy that starts with deep analysis and culminates in a targeted outreach plan. The scope of our work will encompass research into the importance of naps in the knowledge worker sector, exploring key issues related to midday naps. Our efforts will support employers and employees. By reframing the conversation and providing clear, compelling materials, we will help inform policy implementation that benefits both the employer and the employee and advances productivity goals.

Methodology

Knowledge Mobilization: Addressing Drowsiness at Work

The research will address the pressing issue of *[specific problem related to the topic]*, focusing on the risks and opportunities associated with *[specific context]*. We will explore the key research questions: *[List key research questions]*. Our methodology will involve synthesizing existing research, gathering case study data, and conducting a thorough stakeholder analysis to map potential allies and barriers.

Value Proposition

This project will deliver a unique combination of authoritative research and strategic communication, ensuring the ISS's policy ideas are not just heard but acted upon. The value lies in our ability to create a significant, lasting impact by:

- **Providing a Robust Evidence Base:** Our research will provide a credible, data-driven foundation for policy discussions.
- **Amplifying the Message:** The communications package will translate complex policy into clear, compelling messages that resonate with diverse audiences.
- **Driving Action:** By targeting the right stakeholders with the right message, we will maximize the potential for the policy to be adopted and implemented.

Deliverables

- **Final Policy Brief (3–5 pages):** A comprehensive, professionally designed PDF containing:
 - Executive Summary
 - Introduction and Problem Statement
 - Evidence-Based Rationale
 - Policy Recommendations
 - Conclusion
- **Communications Package:** A robust toolkit for strategic outreach, including:
 - **Press Release:** A newsworthy announcement of the policy brief's findings.
 - **Social Media Kit:** Pre-written posts and branded graphics for platforms like Twitter and LinkedIn.
 - **Opinion Editorial (Op-Ed) Draft:** A compelling, ghostwritten piece for media placement.
 - **Stakeholder Presentation Deck:** A visually engaging slideshow summarizing key findings.
 - **Stakeholder Briefing Note:** A concise, one-page summary for direct distribution to policymakers.
 - **Brand Assets:** Finalized logo and visual identity for the project.

Timelines

Task	October 15	October 30	November 15	Nov 31
Research & Analysis	●	●		
Policy Brief Submission		●	●	
Communications Package Submission			●	●
Communications Package Presentation				●

References

- [Citation for Reference 1]
- [Citation for Reference 2]
- [Citation for Reference 3]
- [Add more references as needed]

Sample for discussion