



## UGANDA TOURISM BOARD

### REQUEST FOR EXPRESSIONS OF INTEREST FOR PROVISION OF BRAND IDENTITY DEVELOPMENT AND ADVERTISING FOR THE NEW PEARL OF AFRICA BRAND LOT 1.

#### PROCUREMENT REFERENCE NO: UTB/CONS/2018-2019/00010

Uganda Tourism Board has allocated funds to be used for the acquisition of **Brand Identity Development and Advertising** services for Uganda Tourism Board.

The **Brand Identity Development and Advertising agency** shall be required to create, design and execute the brand identity development and advertising activities in order to achieve the objectives of the Uganda Tourism Board.

The estimated duration of the assignment is **12 Calendar months**.

Uganda Tourism Board now invites eligible **Brand Identity and Advertising Agency** ("Agency/Agencies") to indicate their interest in providing the Services. Interested agency/agencies should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services.

#### The Scope of the Assignment will include:

##### Section One

##### 1. **A one-off Baseline Survey;**

- The agency shall undertake market research to establish current awareness and association/perception levels in the markets defined above in the objectives.
- The agency shall provide the UTB with clear consumer profiles/segmentation in each of the markets defined above for each of Uganda's key products in the marketing strategy namely Birding, Wildlife, Cultural and Heritage, Religious Tourism, MICE and Adventure.

##### 2. **Brand Planning;** i.e. usage of the findings from the baseline survey to define brand identity and campaign ideas.

- The agency shall develop a draft concept to guide all marketing communication in the markets defined above i.e. which media channels to use, which influencers to use, which events to use, etc.

- In addition, the agency shall define the destination's brand manual to position the destination as a pristine tourism destination in the global market place.

### 3. **Designing the Brand Identity;**

- From the baseline survey and brand planning, the agency will provide a brand manual clearly defining brand assets such as the logo, tagline/USP, colors, fonts, photographic style, layouts, Mnemonics, typefaces, illustration styles, iconography, business cards, letterheads, power-point templates, TV Design principles and guidelines, Press design principles and guidelines, Magazine design principles and guidelines, Outdoor design principles and guidelines, Digital design principles and guidelines, Sponsorship environment principles and guidelines, Radio guidelines, Retail design principles and guidelines, Internal communication guidelines, Branded Merchandise principles and guidelines e.g. gazebo, tear drops, umbrellas, T-shirts, Online assets principles and guidelines; Website & Intranet design principles, digital application, Expo Stall Designs, Branded Wear, Marketing Collateral, Place Branding,

### 4. **Marketing Collateral;**

- The agency shall provide the destination's positioning videos, and where necessary, translate them for the domestic, regional, and International markets.

### 5. **Brand Meetings for Buy-In stakeholders;**

- Following the design of the brand manual and collateral, the agency shall hold consultative meetings and workshops with key stakeholders to ensure buy-in. Persons to be consulted shall include among others, The President, Cabinet, Parliament, Ministries and agencies, private sector, embassies, etc.

### 6. **Refinement of Draft Manual and Collateral**

- Following consultations with stakeholders, the new Pearl of Africa brand shall be launched at a national launch event.
- BIG IDEA CREATIVITY, COMMUNICATION STRATEGY AND CONTENT CREATION

Uganda's brand has to be led by a concept that summarizes the essence of its unique selling proposition; the reason why travelling to Uganda is a must. UTB wants to have Uganda's brand 'Big idea' and its communication strategy. The Big idea will be unfolded in integrated offline and online communication elements and in an executable communication plan/programme.

**(a) Big idea creativity;**

- The agency shall develop the Big idea which shall hold the audience's attention, stimulate the mind, and stir emotions. It should be simple and easy to understand. Uganda's Big Idea will be the "umbrella" message throughout the brand communication system.

**(b) Communication strategy (Social Media and Digital) & offline – Traditional and OOH);**

- Define the communication axis. The main benefit that will be communicated to the audiences.
- Develop the strategic messaging. A messages ecosystem that provides enough diversity for different markets, customer, segments, and products (travel motivations).
- Establish the proposed tone of voice to be used in communication to help audiences connect specific words or ideas to Uganda in a desired way.

**(c) Communication plan**

- The agency shall identify media channels and activities that are most appropriate to communicate the key messages to the target audiences. It will be necessary to consider owned, paid and earned media.
- The agency shall develop the necessary communication pieces for the execution of the communications plan.
- The agency shall develop an editorial

**(d) Collateral design and production (Content creation):**

- The agency shall design and produce communication elements (printed, digital, video, photos, stories, flyers, stand booths for expos, exhibitions etc.)

**Section Two**

**ADVERTISING AND MEDIA BUYING**

**(a) Media plan & programme (for paid media)**

- The awarded company will develop the media plan for all the paid advertising considered in online and offline channels.
- The company will deliver a media chronogram including: Media type, Media name, targeted audience (customer segment and city), Format (size or length), Frequency, Timeframe (Start and end date), Week days. For offline media: Gross rate point (GRP), Cost per rating point (CPR), Opportunity to See (OTS), other considered relevant. (Provide only Certified Data by a recognized institution). For online media: Cost per click (CPC) /Cost per impressions (CPM), other considered relevant.

(b) Communication pieces' adaptation (printed, digital, video, photos, stories, etc.)

- Produce the final arts adaptations of different communication pieces with the required specifications of each media.

### **Required Submission Materials**

The agency/ agencies **must** have the following:

- a. Provide a letter of interest, executive summary and a description of the proposer's organization's services and activities including company organization chart, provide the name and resume for the key staff and other employees who will be directly involved in performing the work include listing of all awards and recognition account management has received.
- b. Demonstrate previous experience in brand identity development and advertising in the submission.
- c. The agency must be willing to provide exclusive services to UTB and to no other destination marketing agency/company in East Africa.
- d. The agency should demonstrate a thorough understanding of Uganda's Tourism products and rich experience in the destination Marketing.
- e. Key professional experts on the project must demonstrate at least 10 years of proven brand identity development and advertising experience.
- f. The agency **Must** have at least one Ugandan Expert on the Key Professional Team with experience in Tourism marketing in Uganda.
- g. The agency **must** possess offices in Uganda for close supervision with major liaison offices located in the key source markets.
- h. Annual revenues of at least **UGX 2 Billion** per year, over the past five years.

### **The Shortlisting Criteria**

The Technical Team from Uganda Tourism Board shall review the Expression of Interest (EOI) and rate them on the following criteria:

1. Demonstrated experience.
  - a. Quality of experience in previous marketing related accounts for over ten (10) years and ability to implement a strong Marketing program aligned with Uganda's Destination Brand – The pearl of Africa. The agency must demonstrate relevant experience of at least three (3) projects similar in brand identity development and advertising in the last five years.
2. The agency may associate with other firms in the form of a joint venture or a sub-consultancy to enhance their qualifications. The Agency/Agencies should clearly indicate in the Expression of Interest submitted by Associations, whether the Association is a Joint Venture or a sub-consultancy, and which of the agency the lead agency is if a sub contract is required.

**NOTE:** The joint venture agreement should be fully registered by the Registrar of companies and must highlight the lead agency in the joint venture

3. The agency will be selected in accordance with the method of shortlisting of agencies following publication of an expression of interest contained in the Government of Uganda's Public Procurement and Disposal of Public Assets Act, 2003, and the PPDA (Procurement of Consultancy services) Regulations, 2014.

Further information can be obtained at the address below during office hours, **08:30am to 5:00pm (local time)**.

Expressions of interest must be delivered in a written form (In English Language) to the address below in person by **28<sup>th</sup> March, 2019 at 11:30am (Local time)**.

**The Head Procurement and Disposal Unit**

Location: **6<sup>th</sup> Floor, Block C, Lugogo House**

Street Address: **Plot 42, Lugogo Bypass**

City: **Kampala**

Postal Office No.: **P.O. Box 7211**

Country: **Uganda**

Telephone: **+256 414-342 196/7**

Electronic mail address: [gbwire@utb.go.ug](mailto:gbwire@utb.go.ug)

Website: [www.visituganda.com](http://www.visituganda.com)

<b>Activity</b>	<b>Date</b>
Publication Date	14 <sup>th</sup> March 2019
Closing Date for submission of EOI and opening	28 <sup>th</sup> March, 2019
Short listing processing and Approvals	28 <sup>th</sup> to 3 <sup>rd</sup> April, 2019
Issue RFP	8 <sup>th</sup> April, 2019
Pre-Bid conference	12 <sup>th</sup> April, 2019
Closing date for submission of Proposals and Opening of Technical Proposals	30 <sup>th</sup> April, 2019
Evaluation of Technical and Financial Proposals	2 <sup>nd</sup> to 10 <sup>th</sup> May, 2019
Approvals, Negotiations and Contracting	<b>30<sup>th</sup> May, 2019</b>

**ACCOUNTING OFFICER**