



## Terms of Reference for

### Provision of Branding and Marketing Services

**E4I/WONDER /RFP 10/2022**

<b>Project Title:</b> Women led opportunities through Networking for the Development of Entrepreneurial Resources (WONDER)	<b>Duration of Contract:</b> One Month
<b>Subject:</b> Marketing and Branding Agency	

#### 1. Background

The African continent has the highest percentage of women entrepreneurs in the world. According to the Global Entrepreneurship Monitor (GEM) 2016/17 Women's Report the female entrepreneurship rate in sub-Saharan Africa is 25.9% of the female adult population, meaning that one in four women starts or manages a business. These women, however, face a \$42 billion financing gap for African women across business value chains. AFAWA (Affirmative Finance Action for Women in Africa) is a pan-African initiative by African Development to bridge this \$42 billion financing gap facing women in Africa.

E4Impact is an initiative launched in 2010 by ALTIS – Graduate School of Business and Society of Università Cattolica del Sacro Cuore, with the objective of supporting the start-up and growth of new businesses in Africa. E4Impact Foundation is implementing the WONDER (Women led opportunities through Networking for the Development of Entrepreneurial Resources) project which is designed to build women capacity by equipping them with skills, knowledge, and tools to optimize and refocus their businesses for growth and scale-up.

WONDER is aligned to the objectives and themes of its innovative approach to improve African women led SMEs access to finance. The project will be implemented in Kenya and Cameroon and will work with 150 women-led businesses. Wonder project also aims to create synergies with government, financiers and other stakeholders that are working with the women entrepreneurs.

The WONDER project is being implemented by E4Impact in Kenya and Cameroon.

#### 2. Marketing and Branding Agency

E4Impact wishes to hire a marketing and branding agency/ expert to provide support to the Project as outlined below.

The objectives of the marketing and branding agency support for the Project are therefore to (1) provide the Project with a strategic direction and corresponding action plan with regard to communications, (2) provide a high level of visibility to the Project through branding, tools and a comprehensive campaign

### **3. Scope of Work**

The Marketing and Branding Agency will be responsible for supporting E4Impact Foundation to Raise awareness on the initiative among all our stakeholders as well as communicate effectively on WONDER's rationale (why) and approach (how) in a way that encourages participation from key stakeholders.

### **4. Roles and Responsibility**

#### **4.1. Task 1: Communications Strategy**

Develop a Communications Strategy for the Project, which is based on formative research/rapid communications, needs assessment of various stakeholders, along with a corresponding action plan to create visibility for the WONDER Project. It is envisioned that the communications strategy and general approach will entail an effective mix of mass communications, general and targeted advocacy, community mobilization, and social messaging. The tools will range from mass media to social media, direct interaction, media engagement and the development of strong branding and platforms at the state level.

##### **i. Media Relations:**

- Liaise with regional media to create visibility of the competition highlighting the various stages: Call for Applications for Phase I and Phase II of the Project.
- Develop media releases to be circulated with local and regional media houses to create visibility in the mainstream media
- Develop a digital media strategy that will be executed throughout the competition and should involve call for applications at different stages
- Organize a media brief to create synergies between the organization and the media fraternity in support of the project

#### **4.2. Task 2: Marketing Deliverables**

- ii. Develop and produce marketing collateral following the communication guidelines for Kenya (English) and Cameroon (French)
  - Prepare social media text in English and French for social media platforms, Facebook, Instagram, Twitter & LinkedIn for Call for application Phase I and Phase II.
- iii. Develop marketing collateral e.g., Call for application posters- communicating the different program objectives such as the eligibility criteria, the program benefits,
- iv. Prepare a promotional video for WONDER project
- v. Prepare Editable templates such as Countdown posters, Posters reflecting the different competition phases, Posters reflecting finalists in the different phases,

Judges’ posters, Participant posters, Testimonials, Bootcamp, Pitching Programs and Certificates for Participation. Ensure that the branded collateral dimensions are customized to the various platforms we are using to roll out the call for applications (Facebook, Instagram, Twitter & LinkedIn) *(This is an indicative, not exhaustive list)*

- vi. Design branded merchandise e.g., Briefing books, T-shirts, Roll-up Banners, Teardrop Banners, Notebooks, Pens etc.

The actual type and number of various creative outputs will be guided by the communications strategy proposed by the agency and as accepted by the E4Impact Foundation. However, E4Impact considers the following items outlined below as minimum requirements at this stage which may be subject to variations. The selected Consultant agency will be required to propose variations to the materials on completion of the delivery of the output given. The items outlined below, may or may not be included in the final variation, based upon the outcome of the formative research/rapid communications, needs assessment of various stakeholders and corresponding action plan proposed.

Concept, script, copy-layout and print-production of	
Branding for Project	<ol style="list-style-type: none"> <li>1. The main logo and legend</li> <li>2. Adaptations for all selected media, signage and stationery.</li> </ol>
Informational and promotional video	Two, 2-minutes videos
Brochure and multimedia presentations	
Outreach toolkit	<ol style="list-style-type: none"> <li>1. Call for applications</li> <li>2. Stakeholder engagement</li> </ol>
Print advertisement	<ol style="list-style-type: none"> <li>1. Half-page colour print ad layout promoting Project highlights and progress stages</li> <li>2. Adaptation of above to quarter page</li> </ol>
Outdoor banners	<ol style="list-style-type: none"> <li>1. Roll-up Banners</li> <li>2. Tear Drops</li> <li>3. Backdrop banner</li> </ol>
Social media	Provide an action plan for enhancing visibility of the project and for highlighting Project focus and impacts across various platforms, along with developing content



### 5. Organization Experience and Competencies

Applicants must include the following information in their submission under the appropriate letter-headings identified below:

- a. Agency: Description of agency profile, capability, experience in branding and communication strategies, graphic and web design, and content management.
- b. References: As references, kindly provide information indicating experience in similar assignments.
- c. Methodology Include project working approach, methodology, and proposed timeline for required outputs.
- d. Personnel: Description of personnel qualifications and competencies, and the ability to work in English and French. Please provide CVs of staff participating in the assignment.
- e. Availability: Confirm that the named personnel are available to commence work immediately.

#### Evaluation Criteria

Criteria	Score
Experience- evidence of similar assignments undertaken	20 points
Team / individual CV – competency and complementarity of team	10 points
Financial Proposal	20 points

#### How to Apply:

Interested applicants should email their Proposals detailing the service to be offered and the cost inclusive of Tax to [procurement.kenya@e4impact.org](mailto:procurement.kenya@e4impact.org) not later than **2<sup>nd</sup> November 2022** at **5pm**. The Subject of the email should quote **Marketing and Branding Agency Consultancy- E4I/WONDER/RFP 10/2022**

Proposals received after the deadline will **not** be accepted.

Due to the large volumes of applications we receive, only the successful candidates will be contacted.