



REQUEST FOR EXPRESSIONS OF INTEREST FOR ATI'S RE-BRANDING

1.0 Background

The African Trade Insurance Agency (ATI) is a multilateral development institution established by African States with a mandate to promote trade and attract investments in Africa by providing commercial, political risk/investment insurance and other related financial services. The World Bank and the African Development Bank are both partners providing technical and financial support.

ATI's impact is increasing as the company now insures an average of 1.4% of the GDP of its African member countries, where ATI has also insured over USD35 billion worth of trade and investments since inception.

As ATI's profile increases, it is partnering with international donors and other multilateral organisations on cutting-edge solutions for the energy sector in Africa. It is also attracting broad recognition as a critical partner on priority projects in its member countries and in the rest of Africa, where the company now has a mandate to do business, rendering it a pan-African institution.

As ATI positions itself for this next phase of growth, which includes robust membership expansion with an emphasis on expansion into West Africa, the company requires a "facelift" in order to better reflect its growing reputation within the industry both across Africa and internationally.

ATI therefore, intends to undertake a corporate re-branding exercise. This will entail development, roll-out and management of a new ATI brand. ATI therefore, intends to procure the services of a local or international consultant, firm of consultants or consortium to guide and implement the re-branding exercise.

2.0 Scope of work

The services will include but are not limited to the following:

(i) Outlining the "Brand Foundation", articulating the strategic thought for the corporate brand

- Creating a grid that clearly articulates how the proposed new identity connects with ATI's mission and vision, to its key clients and stakeholders and to its five-year corporate strategy
- Produce a detailed time-line and budget for all elements of the project that will guide the entire process

(ii) Brand Identity: Creating a new logo and all related collateral

- Propose a new company name as part of the facelift. This can include staff or shareholder surveys or external competitions, which you will manage
- Create a new logo and related tagline by giving ATI a minimum of three design options to choose from
- Designing marketing collateral but not limited to the following items:
 - i. Stationery, specifically letterhead, signature blocks, envelopes, business cards
 - ii. PowerPoint template
 - iii. Corporate banners
 - iv. Design of English and French brochure

- Incorporate the new logo into ATI's existing website, including both front-end design and back-end implementation
- Create a new brand guide that will incorporate all the elements of the new logo, plus the related collateral

(iii) Formulating a phased-in roll out strategy

- A grid detailing costs, timelines, the phases of roll-out that will incorporate how best to communicate with each of our target markets (clients, member and non-member governments, partners, the media), and the best medium to communicate for each audience
- Produce communication for each audience based on the medium to be used such as email, print advertising, website banner, social media campaign/posts, etc.

(iv) address any other issue(s) incidental and related thereto

3.0 Qualifications of the Consultant

ATI now invites eligible consultants to indicate their interest in providing the services. The ideal firm will be or will have the following attributes: 1. Specialist in strategic corporate branding 2. Previous experience of at least three similar and comparable projects with at least two references 3. Demonstrable ability to put together a multi-faceted team of relevant experts 4. Demonstrate a clear understanding of the ATI brand strategy going forward. Interested consultants must provide information indicating that they have requisite experience and qualifications to perform the services. In addition, a list of CVs of professional staff expected to take part in the project should also be provided. Consultants may associate to enhance qualifications.

ATI will evaluate expressions of interest and up to six qualified firms will be invited to submit detailed technical and financial proposals.

Expressions of Interest should be submitted by email to procurement@ati-aca.org on or before **17:00 hours local time on Friday, 19th October 2018**

George O. Otieno
Chief Executive Officer