

INVITATION TO 'EXPRESSION OF INTEREST" (EOI) FOR DEVELOPMENT OF A BRAND PLATFORM FOR HIMACHAL PRADESH

The Government of Himachal Pradesh envisages developing a Brand Platform for the State which would present the collective vision of the State based on its social, political, economical, cultural and natural strengths, implicit values, qualities and characteristics that make it special and unique.

The Brand Platform should project the strength, potential, priorities, expectations and ambitions of the State and build a comparative and competitive advantage in its favour. This platform should function as a coherent and consistent guide for all marketing efforts of the Government agencies as well as the private sector of Himachal Pradesh. The brand platform should articulate the best of Himachal Pradesh and bring out its inherent ethos and implicit identity.

The Brand platform should assimilate the essence of Himachal Pradesh while allowing a level of flexibility for expression of individual proposal of various components and differentiating attributes.

The Government of Himachal Pradesh invites Expression of Interest for consultancy services from qualified, experienced, reputed, internationally acclaimed and financially sound consultants, including overseas agencies for developing a Brand for Himachal Pradesh.

The consultancy firm shall have the following attributes:

- Consultants having expertise and experience in Institutional branding and strategy development.
- Preferably, have previous experience in nation branding or the branding of large organizations with dissimilar business units.
- Research expertise.
- Capable creative team.
- Profound workshop facilitation and training skills.

Expression of Interest should include:

- Details of past experience in nation branding or the branding of large organizations.
- Complete proposal for defining and articulating the brand platform.
- Summary of research expertise, workshop facilitation & training expertise.
- Full description of the members of the consultant agency, their experience, credentials and their role in the exercise.
- General summary of the concept, scope and limitation of the project.

The selected consultant will commence work within two weeks of the award of the Project.

Deliverables :

The successful bidder shall be required to deliver the following:

- Study and analysis of Himachal's current 'state of the brand'.
- Study and analysis of how Himachal is perceived within the state and at the national and international levels.
- Study and competitive analysis of other States and their current positioning.
- Benchmarking best practices in city, state or nation branding.
- Articulation and application of a brand platform for Himachal along with brand strategy.
- Analysis of implications for various Government agencies and private sector.

Developing primary and secondary visual brand identity elements i.e. Logo, tagline colour schemes, visual styles, design templates and extensive guidelines for communications

Recommendations of a brand marketing strategy that will include review of existing marcom tools and practices to identify gaps, leveraging on competitive study recommending an innovative marketing communication strategy to reach out to the different target audiences, briefing of PR and Ad agencies of the brand platform

Brand alignment across ministries, government agencies, stat boards and other stakeholders such as key companies in the private sector.

Timing

The branding assignment is expected to be carried out within a maximum period of 10 months from the Contract Award date

When bidding for this assignment, the agency may partner with other reputed firms, various other stakeholders when lacking in specific expertise. Such an arrangement must however be explicitly indicated in the bid.

Last date of submission of bids	:	15 th March, 2010 up to 1 pm.
Date of opening of Bids	:	15 th March, 2010 at 3 pm.

Terms and Conditions

1. The EOI shall be submitted in a sealed cover, super-scribing "EOI for Development of A Brand Platform for Himachal Pradesh." to Director, Information & Public Relations Department, Himachal Pradesh, Shimla-171 002.
2. The Agency or the group to which it belongs and that it represents should have an annual turn over not less than Rs. 3 crore as per the audited financial accounts of the preceding three financial years.
3. The Agency should have a minimum three years experience in institutional branding and strategy development. The Agency should submit documentary proof in respect of experience, credentials, financial standing.

4. The bidding agencies shall be short-listed by a Selection Committee after scrutiny. Short-listed agencies may be called for making a presentation before the Selection Committee.
5. The Selection Committee reserves the right to accept or reject any quotation/bid of any Agency at any stage of the bid or to disqualify any of the participants without assigning any reason what so ever.
6. Selection Committee will have the right to modify/change/add/delete any steps/events in the action plan at any stage.
7. The final approval of the agency shall be subject to the approval of the Govt. of Himachal Pradesh.
8. Agency should have a registered office/branch office in India.
9. The agency should provide general parameters of the transaction structure.
10. The EOI should be accompanied by a Bank Draft of Rs. 1,00,000/- drawn on any schedule bank in favour of Director, I & PR Department, Himachal Pradesh, Shimla-2 towards Earnest Money deposit which would be refunded to unsuccessful bidder.

**Director, Information & Public Relations,
Himachal Pradesh, Shimla-2
Ph. : 0177-2621853, 2620068, 2621328**