

**RFP for Online Campaign for India Brand Equity
Foundation (IBEF)**

Request for Proposal [RFP]

**India Brand Equity Foundation
20th Floor, Jawahar Vyapar Bhawan
Tolstoy Marg, New Delhi - 110001**

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SECTION 1: INSTRUCTIONS TO AGENCIES

1.1 Introduction

1.1.1 India Brand Equity Foundation (IBEF) is a Trust established by the Department of Commerce, Ministry of Commerce & Industry, Government of India. IBEF's primary objective is to promote and create international awareness of the Made in India label in markets overseas and to facilitate dissemination of knowledge of Indian products and services. Towards this objective, IBEF works closely with stakeholders across Government and Industry to promote *Brand India*.

1.1.2. The endeavor of IBEF is to target the important markets overseas where Indian companies trade and export.

1.1.3. Through its digital marketing, IBEF showcases India as a credible business partner, a preferred investment destination, a rapidly growing market, provider of quality services and manufactured products and as a country on the threshold year of unprecedented growth.

1.1.4. The IBEF proposes to appoint a digital media agency to reach out to the required target audience through online mediums such as Google and affiliated websites, Facebook, Twitter and YouTube etc. IBEF aims to enhance the Brand India resonance and improve the online brand outreach of core sectors (such as Brand India Pharma, Indian Plantations, Brand India Engineering, Textiles and Leather etc.) promoted by IBEF.

1.1.5. The Agency should be able to create a strong buzz on online mediums by reaching out to and engaging with the target audience including the youth. Key online activities need to be undertaken by the agency, in order to engage with the youth on required online mediums.

1.1.6. The Agency would be appointed for a period of one year, subject to a monthly review.

1.1.7. Interested Agencies are invited to submit their proposals for the online promotion of core sectors of Brand India, which must include the following, as detailed subsequently in this document:

- (i) A Technical Proposal and
- (ii) A Financial Proposal

1.1.8. It may be noted that

- (i) The costs of preparing the proposal are not reimbursable and
- (ii) The IBEF is not bound to accept any of the proposals submitted.

1.1.9. The Agencies are required to provide professional, objective and impartial service at all times and hold the IBEF's interests paramount, without any consideration for future work, and strictly avoid conflicts with other assignments or their own corporate interests.

1.1.10. Agencies have an obligation to disclose any situation of actual or potential conflict that impacts their capacity to serve the best interest of the IBEF, or that may be reasonably perceived as having this effect. Failure to disclose such situations by the Agency may lead to disqualification of the Agency or termination of the contract.

1.1.11. Agencies must observe the highest standards of ethics during the selection and execution of the contract. The IBEF may reject a proposal at any stage if it is found that the firm recommended for award has indulged in corrupt or fraudulent activities in competing for the contract in question, and may also declare a firm ineligible or blacklist the firm, either indefinitely or for a stated period of time, if at any time it is found that the firm has engaged in corrupt or fraudulent practices in competing for, or in executing, the contract.

1.2 Minimum Eligibility Criteria

1.2.1. The Agency should be able to provide a qualified digital marketing team, for undertaking an online campaign for IBEF. The Agency team would work closely with IBEF. A confirmation letter from the Agency for being able to provide the qualified team should be attached. **Detailed CVs of the team members dedicated to this project must be provided.**

1.2.2. The agency must have executed similar online campaigns for other clients. Testimonials/case studies must be provided with the RFP.

1.3 Scope of Work

1.3.1. Formulating and implementing an online campaign strategy for the promotion of core sectors of *Brand India* in the domestic and target overseas markets. Sectors will include but will not be limited to Brand India Pharma, Brand India Engineering, Indian Plantations (Tea, Coffee and Spices), Indian Textiles and Indian Leather etc.

To illustrate/support the proposed campaign strategy, an upcoming engineering event called 'MSV 2017, Czech Republic' (<http://www.bvv.cz/en/msv/msv-2017/>) can be used as an example to showcase the campaign approach and strategy.

1.3.2. The task would include positioning *Brand India and its sectors* as a positive growth story, expanding online outreach of online platforms of IBEF (Facebook, Twitter and company website) and positioning of IBEF as a credible institution for reference and a Knowledge Centre on Indian business and economy. **Content will be provided by IBEF and creative material for online mediums will need to be designed and developed by the agency using IBEF content.** Campaign will include the promotion of IBEF events during the year.

1.3.3. Creating *Brand India* resonance, connecting and engaging with the influencers in domestic and target overseas markets using Google, Facebook, Twitter and YouTube.

1.3.4. Providing amplification of Digital Marketing communication & messaging through planning and execution of a Digital Marketing activity across both Paid Media and Non-Paid media avenues on Digital and Mobile for Campaign (s), in consultation with IBEF.

1.3.5. Theme based messaging will need to be developed by agency which will include but will not be limited to powerful, engaging and impactful messaging, taglines and hashtags etc. Raw content will be provided by IBEF.

1.3.6. Online campaign will include Live Twitter (Periscope), Twitter Trending and Live Facebook sessions.

1.3.7. A calendar including the schedule, post and corresponding creative will need to be shared at least two weeks in advance with IBEF once the execution starts in discussion with IBEF.

1.3.8. Design, development and adaptation of creative material units which will include but will not be limited to web banners, graphical advertisements, GIF, PowerPoint presentations, animation material, infographics, html e-mailers, creative material for social media engagement activities such as quiz, contest, trivia etc. **Production of videos will be out of the scope of this RFP.** Adaptation of provided material including videos, in various format/renditions will be done by the agency. Raw content and videos will be provided by IBEF.

The quantity of creative material required for a certain market or all markets, may surge or change at any given point of time during the duration of the campaign and hence efforts/inputs required cannot be limited to a certain number. Applicants need to ascertain and ensure the availability of adequate man power to deliver **24/7** services.

1.3.9. Planning and executing a “Social Media Monitoring Program” on Digital platforms.

1.3.10. Projection for Ad impressions, Website hits, Facebook Likes and Twitter Followers must be provided with technical proposal.

Projections should be provided using the following as a reference:

- **Budget: INR 50 Lacs (excluding management fee)**
- **Duration of Campaign: two months**
- **Target Geography: India and USA**
- **Mediums: Google AdWords and Display, Facebook and Twitter**
(<https://www.facebook.com/IBEFIndia>) and (https://twitter.com/brands_india)

1.4 Delivery

1.4.1. The Agency should be able to effectively showcase *Brand India* to positively influence target markets. Its expertise should include message development and positioning of *Brand India* sectors in context of the business environment in which Indian companies are operating and the audiences they need to reach.

1.4.2. The Agency should be able to provide an integrated online campaign strategy to develop and nurture long term objectives while laying emphasis on immediate needs and short term objectives.

1.4.3. The Agency should be able to leverage experience in the digital space to design online experiences and place *Brand India and its core sectors* on the forefront of the social conversation. They should be able to enforce communication strategies around social media.

1.4.4 A dedicated online campaign team will need to work as an integral component of IBEF.

1.5 Preparation of Proposals

1.5.1 Agencies are required to submit a Technical proposal and a Financial Proposal as specified below.

(a) Technical proposal

1.5.2 The Agencies are expected to provide the Technical Proposal as specified in the RFP Document. Material deficiencies in providing the information requested for, may result in rejection of a proposal. Please refer to Annex 1 for evaluation criteria.

1.5.3 The Technical Proposal shall contain the following documents:

- (i) Letter of Technical Proposal Submission
- (ii) Profile and Track Record of the Agency, including strength and credentials of the agency network (details of global network, number of employees, details of the specialist partners/affiliates/associates, in-house facilities)
- (iii) Case studies of the brands handled, with focus on results achieved through online campaigns. Agency should list out the positive outcomes it has achieved for at least 3 top clients.
- (iv) Proposed online strategy for a period of one year, including any new and innovative ideas; which will help position *Brand India sectors* on a sustainable basis. Strategy to promote India's participation as the 'Partner Country' for **MSV 2017, Czech Republic** (<http://www.bvv.cz/en/msv/>) should be provided as an example.

(v) Projection matrix for Facebook Likes, Twitter followers and website hits need to be provided as mentioned under Scope of Work.

(vi) Detail of the team proposed to be deployed to work with the IBEF, with qualifications and experience of the team members must be provided.

(vii) An undertaking on the letterhead of the Agency and signed by an authorized signatory, that the agency will undertake the assignment, in accordance with the scope of work detailed in the RFP document and at the cost submitted by the Agency in the financial proposal (**the management fee/cost is not to be indicated in the undertaking**). The above undertaking submitted by the agencies would be binding on the Agency.

1.5.4 The Technical Proposal shall not include any financial information.

(b) Financial Proposal

1.5.5 In preparing the Financial Proposal, agencies are expected to take into account the requirements and conditions outlined in the RFP document.

1.5.6 Letter of Financial Proposal should include:

(i) Fixed annual management fee, from the date of issue of work order.

For Financial Evaluation, the **total management fee to execute an online campaign for one year** (campaign budget excluding management fee is INR 50 lacs) will be considered. Please refer to Annex 2.

1.5.7. Taxes as applicable in India will be paid as per actuals and the same are **not** required to be indicated in the financial bid.

1.5.8. The management fee quoted will be firm and fixed for the duration of performance of the contract. At no point of time will any deviation from the quoted rate be entertained by IBEF.

1.5.9. The Financial Bid shall **not** include any conditions attached to it and any such conditional financial proposal shall be rejected summarily.

1.6 Submission of Proposals

1.6.1 The original proposal (Technical Proposal and Financial Proposal) shall be prepared in indelible ink. It shall contain no interlineations or overwriting, except as necessary to correct errors made by the firm itself. Any such corrections must be authenticated by the persons or person who sign(s) the proposals.

1.6.2. The Technical Proposal should be placed in a sealed envelope and super scribed "Technical Proposal" for **Appointment of Online Campaign Agency** for IBEF.

Further, the Financial Proposal shall be placed in a sealed envelope and super scribed "Financial Proposal" for **Appointment of Online Campaign Agency** for IBEF.

1.6.3. If the Financial Bid is not submitted in a separate sealed envelope duly superscripted as indicated above, this will constitute grounds for declaring the Bid non-responsive.

1.6.4. Both the sealed envelopes should be put into an outer envelope and sealed. The outer envelope shall be super-scribed "**Technical & Financial Proposal for Appointment of Online Campaign Agency for IBEF**" with the due date for submission. The bottom left corner of the outer cover should carry the full name, address, telephone nos.; e-mail ID etc. of the agency submitting the Proposal.

1.6.5. The outer envelope containing the sealed Technical and Financial Proposals should be addressed to:

Mr. Kuldeep Singh

Senior Manager- Digital Media

India Brand Equity Foundation

20th Floor, Jawahar Vyapar Bhawan, Tolstoy Marg

New Delhi - 110001

Email: kuldeep.singh@ibef.org

1.6.6. The Proposal must be submitted on or before **August 01, 2017, 5.00 PM.**

1.6.7 No Proposal will be accepted after the deadline for submission and in the event of any proposal being received after the closing time for submission of proposals, the same shall be returned un-opened.

1.7 Opening of Proposals and Selection Process

1.7.1. The two bid system will be followed; the technical bids will be opened at first instance. It is clarified that prospective bidders with more than 70% score in Technical Proposal will deem to qualify for the second stage. At the second stage, the financial bids of only technically qualifying bidding parties will be opened and the L1 bid (lowest management fee) from among the technically qualifying bidders will be accepted.

1.7.2. If any Agency wishes to contact IBEF on any matter/query related to its proposal, it should do so **only in writing** by sending an email to the concerned person. Any effort by the Agency to influence the IBEF in the proposal evaluation or contract award decisions may result in rejection of the proposal of the Agency.

1.7.3. The notification of outcome of the RFP process will be uploaded on www.IBEF.org.

This RFP is not an agreement and is neither an offer nor invitation by IBEF to the prospective Bidders or any other person. The purpose of this RFP is to provide interested parties with information that may be useful to them in preparing their proposal pursuant to this RFP (the "Bid"). This RFP includes statements, which reflect various assumptions and assessments arrived at by IBEF in relation to the Project. Such assumptions, assessments and statements do not purport to contain all the information that each Bidder may require. This RFP may not be appropriate for all persons, and it is not possible for IBEF, its employees to consider the investment objectives, financial situation and particular needs of each party who reads or uses this RFP. The assumptions, assessments, statements and information contained in this RFP may not be complete, accurate, adequate or correct. Each Bidder should, therefore, conduct its own investigations and analysis and should check the accuracy, adequacy, correctness, reliability and completeness of the assumptions, assessments, statements and information contained in this RFP and obtain independent advice from appropriate sources. IBEF may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumptions contained in this RFP.

The issue of this RFP does not imply that IBEF is bound to select a Bidder or to appoint the Selected Bidder, as the case may be, for the Project and IBEF reserves the right to reject all or any of the Bidders or Bids without assigning any reason whatsoever.

Further, all information/data/reports/pitches/data or other material submitted to IBEF under this Tender/RFP/RFQ by the Applicant shall become the property of IBEF. The Applicant hereby agrees that they shall not have any right claim, authority whatsoever over the submitted information/reports/pitches/data or other material to IBEF. The Applicant further agrees and undertakes that IBEF may use the aforesaid information/data/reports/pitches/data or other material at its sole discretion and the Applicant shall not have any objection whatsoever in IBEF using the same.

Annexure 1

Technical Proposal Qualifying Score – 70 out of 100

1. Clarity on the objective of the proposal – 10
2. Vision and Strategy
 - Online campaign execution plan - 20
 - Uniqueness of the online strategy and creative material presented - 30
 - Projected numbers (FB Likes, Twitter Followers, Website hits etc.) - 20
3. Agency Credentials
 - Profile and track record - 4
 - Client testimonials - 3
 - Case studies of successful online campaigns - 3
4. Credentials of online campaign team - 10

Annexure 2

Financial Proposal - L1 bid among the technically qualifying bidders will be accepted

- Total Management Fee (excluding applicable taxes) for executing an online campaign for one year needs to be provided:
 - To provide management fee, following parameters should be considered as reference-
 - Campaign Budget: INR 50 Lacs (excluding management fee)
 - Campaign duration: One Year
