



Terms of Reference (TOR)
**Request for an expert to do the evaluation of the CLUSTER BRANDING AND
MARKETING Tender**

The René Moawad Foundation has zero tolerance for Sexual Exploitation and Abuse of beneficiaries. Protection from Sexual Exploitation and Abuse (PSEA) is everyone's responsibility and all staff are required to adhere to the Code of Conduct, which enshrines principles of PSEA, always (both during work hours and outside work hours). Familiarization with, and adherence to, the Code of Conduct is an essential requirement of all staff, in addition to related mandatory training. All staff must ensure that they understand and act in accordance with this clause. RMF considers all applicants based on merit without regard to race, sex, color, national origin, religion, sexual orientation, age, marital status, veteran status, disability, or any other characteristic protected by applicable law.

Project title:

SADDER - Sustainable Agricultural Development to Diversify and Export Regionally (2023-2027) is a project funded by the Kingdom of the Netherlands and implemented by the René Moawad Foundation (RMF).

Project Objective:

"SADDER" will incorporate enhanced methodologies and best practices. It will aim to support Lebanon's economy through the agriculture sector by assisting stakeholders within the selected value chains, Table Grapes, Avocados, Cherries, and Apples, in meeting both local and export market requirements, ultimately leading to increased income, self-sustainability of various agricultural sectors, as well as job creation and retention.

Scope of work

In this upcoming activity, the expert will do a technical evaluation for the **CLUSTER BRANDING AND MARKETING** quotations received as per the technical proposal content as below:

The Branding and marketing plan shall include a variety of marketing activities and promotional tools that will help achieve the project results. In specific, tenderer will need to propose a working structure that includes:

- Create a business and marketing plan for "Avocado Lebanon Association – ALA"
- Develop the creative "Avocado Lebanon Association – ALA" branding and positioning plan
 - Design of a creative basis for the Association (including slogans/tagline/graphic design elements);
 - Branding of ALA (including graphic design elements and visibility products);

- Develop guidelines on branding (positioning) The visual identity concept will include a new logo and font direction, with different mock-ups where the logo will be applied (corporate, advertising, ... etc.), and guidelines on how the logo shall be placed next to other logos.
 - Conceptualize and design infographics, factographs and quote graphics, to communicate key messages around specific topics.
 - Conceptualize and produce short animations and videos to share through digital platforms.
- A 3-year marketing campaign strategy for ALA should be developed and presented under a final comprehensive document that describes the strategy implementation including a timeframe/workplan (The timing, sequence and duration of the proposed tasks), materials, dissemination plan, needed staff and media impact indicators
- Develop example visual content for the above proposed strategy
 - Suggested Medium of Outreach:
 - Design of Website (Mandatory and urgent element of marketing strategy)
 - Social Media
 - Development of additional creative ideas to reach a wider public, such as a PR stunt, teaser-revealer campaign, word-of-mouth buzz campaign, mobile application, Avocado cookbook, etc.
- The campaign strategy should be able to address the target market defined in the desk review: local market, external markets, local and international fairs, donors...
 - Messages developed should include themes around the vital role of Avocado in health, agriculture, economy...;
 - The strategy should be able to inform the public about ALA, its initiatives and activities.
 - Create a clear digital profile of the targeted segments and best reaching methods to be implemented
 - Create relevant digital content and promotion set that supports brand positioning and targeted digital marketing, including brief messages, photos sets, video content, and short flyers.

Deliverables

- Technical Scoring Matrix and Evaluation Criteria
- Financial Scoring Matrix
- Technical Evaluation for Bidders
- Online Interviews with top 3 runner ups

Qualifications

The expert wishing to be considered for the services described herein should have the following qualifications:

- Academic Qualifications: Master Degree in Business Marketing advertising and Communication/Software or any related field.
- Years of experience: Minimum of 10 years of relevant experience
- Technical experience: Proven experience in carrying out similar activities
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Competencies

- Fluent in English and Arabic.
- Good Knowledge in preparing detailed reports.
- Previous knowledge/experience in similar job.

The expert should provide the following:

- CV
- Financial offer
- Portfolio or List of similar projects implemented

Professional Standards

All RMF staff are required to adhere to the RMF policies and practices with respect to child protection minimum standards, code of conduct, health and safety, equal opportunities and other relevant policies and procedures.

Deadline

Monday 4th March 2024

Type of Call

Call for Consultancies

Payment terms

The Expert is expected to complete and submit:

- the approved deliverable
- relevant invoice and timetable to be able to process the payment

If the above information, especially **(the financial number)** is not included, RMF shall deduct the due tax (7.5%) in accordance with the provisions of Articles 41 and 42 of the Income Tax Law.

Quotation Template

Task	Total Rate in USD
Technical Scoring Matrix and Evaluation Criteria for all the bidders plus the online interviews for the top 3 runner ups	