

Request for proposals

1. **Title:** Ishiwi Re-branding
2. **Contact:** procurementzm@zm.bbcmediaaction.org
3. **Contract Type:** Services
4. **Description:** Re-branding of existing brand and the creation of sub-brands
5. **Main Site or Location of Works, Main Place of Delivery:** Zambia
6. **Deadline for Submission of Proposals:** 03.03.2025
7. **Period of Work Start \Date:** estimated on 10th March 2025

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1 SUBMISSION OF PROPOSALS

Candidates should response to this invitation by submitting:

- a) A proposed budget which details costs per activities using Appendix 1;
- b) The supplier information and declaration form using Appendix 2;
- c) The professional references and proposed methodology form using Appendix 3 (the supplier can provide additional references and/or attach samples).

Address to which they must be sent to: procurementzm@zm.bbcmediaaction.org

The contract title (Ishiwi Rebranding) must be clearly indicated on the email subject line.

Failure to submit a proposal containing all the required information and documentation within the deadline specified may lead to the rejection of the proposal.

2 INTRODUCTION

BBC Media Action (BBC MA) Zambia has, for 10 years, maintained a strong following for its youth-focused and governance-oriented Ishiwi programme. Ishiwi is a platform that produces content aimed at young people, helping them better understand and engage with democratic processes. This includes active participation in community decision-making, involvement in committees supporting development projects, voting, participating in elections, debates, and holding their

elected representatives accountable. Since its launch in 2015, Ishiwi has not updated its visual identity. Despite its success, Ishiwi needs to remain relevant to today's young Zambians and appeal to a diverse audience from all walks of life and from both rural and urban areas.

Ishiwi's social media content:

Ishiwi primarily provides factual and informative content to its young audience around governance issues. Some examples of this content include:

- The role of MPs and other representatives; how to engage in national budget design; how to attend parliament sessions; how to report corruption; understanding of laws and bills, etc.
- Ishiwi also offers snapshots of national and local debates recorded through partnerships with local and national radio and television stations, ensuring its audience stays informed about issues being debated in the media.
- Ishiwi features human interest stories bringing closer to its audience issues of public interest.
- Ishiwi engages young people by encouraging them to submit their own content featuring issues that matter to them.

[Ishiwi - giving young people a voice in Zambia](#)

3 JOB DESCRIPTION

Purpose:

A) Updating Ishiwi's visual identity:

The purpose is to refresh Ishiwi's visual identity to resonate with contemporary young Zambians and ensure the new design appeals to a varied audience from both rural and urban settings.

B) Creating sub-brands for Ishiwi

Create two sub-brands: Ishiwi Elections and Ishiwi Climate.

- Ishiwi Elections will focus on content related to the upcoming elections in Zambia
- Ishiwi Climate will address major environmental challenges facing Zambia, such as droughts, floods, deforestation, and mining.

Scope of work:

- Conduct a review of Ishiwi's current visual identity.
- Develop a refreshed visual identity that aligns with the platform's goals and audience.
- Design visual elements for the two sub-brands: Ishiwi Elections and Ishiwi Climate.
- Create guidelines for visual content production in line with Ishiwi's new brand.
- Collaborate with the Ishiwi team to ensure the new designs respond to the new brand identity.

Deliverables:

- Updated visual identity for Ishiwi.
- Visual branding for Ishiwi Elections and Ishiwi Climate.
- Guidelines for content production.
- Final design files in appropriate formats.

Qualifications:

- Proven experience in visual identity design.
- Strong portfolio showcasing relevant work.
- Ability to understand and translate the needs of a diverse audience into compelling visual designs.
- Familiarity with environmental and governance issues in Zambia is a plus.

4 AWARD CRITERIA

The contract will be awarded from the qualifying candidates on the basis of the most economically advantageous proposal in terms of the following criteria:

Award Criteria	Maximum Score Available	
Methodology and Approach	30 points	30%
Relevant Experience	40 points	40%
Cost	30 points	30%
Total Maximum Score Available	100	100%

5 GENERAL INFORMATION

- BBC MA is not obliged to accept the lowest priced proposal, or any proposal.
- BBC MA may conclude, following evaluation of proposals, not to proceed or to proceed with a limited number of elements of the proposal. BBC MA also reserves the right to republish this invitation.
 - a) BBC MA may shortlist candidates for interview on the basis of the written proposal before making a final decision on contract award.

APPENDIX 1: BUDGET

<i>Please indicate the key actions to be taken (inserts rows as necessary)</i>	No of Days	Insert ZMW (ex. VAT)
TOTAL		

Example

<i>Please indicate the key actions to be taken (insert rows as necessary)</i>	No of Days	Insert ZMW (ex. VAT)
<i>Design workshop with Project team</i>		
<i>Design concepts development and presentation (digital or offline mood board presentation & approval)</i>		
<i>Brand identity elements development</i>		
<i>Brand's style guide development</i>		
TOTAL		

APPENDIX 2: SUPPLIER INFORMATION

Supplier information	
Question	Response
Full name of the potential supplier submitting the information	
Registered office address (if applicable)	
Registered website /social media address (for businesses only, if applicable)	
Company / freelancer registration number (if applicable)	
Charity registration number (if applicable)	
Registered VAT number	

I declare that to the best of my knowledge the answers submitted, and information contained in this document are correct and accurate.

Contact details and declaration	
Question	Response
Contact name	
Name of organisation (if applicable)	
Role	
Phone number	
E-mail address	
Postal address	
Signature (electronic is acceptable)	
Date	

APPENDIX 3: PROPOSED METHODOLOGY AND PROFESSIONAL REFERENCE

In no more than 500 words please provide a narrative description of how you plan to implement the work. You can include an overview of your work and experience, methodology and approach you suggest for this piece of work, and you can also attach any visual references relevant to this work or from previous work

Technical and Professional Ability

Relevant experience and contract examples

Please provide details of up two contracts that are relevant to our requirement. The named contact provided should be able to provide written evidence to confirm the accuracy of the information provided below.

	Contract 1	Contract 2

Name of customer organisation		
Point of contact in the organisation		
Position in the organisation		
E-mail address		
Description of contract		
Contract Start date		
Contract completion date		
Sample of work done		