

MARKETING BRAND PROPOSITION // AGENCY PROCUREMENT FAQs

Pre-bid conference call, Tuesday, 13th December 2022

QUESTIONS ABOUT AMREF HEALTH AFRICA

- 1) **Question:** Could you explain a little bit about the organisational structure? It sounds like you are based in Africa, but have offices in Europe and North America?

Response: That's correct. Our headquarters are in Nairobi, Kenya, and we work in 35 African countries. We are proud to be a pan-African organisation, and are keen for this to be reflected in the refreshed fundraising brand.

The primary function of our European and North American offices is to generate income to support and further our work in Africa. They do this through a range of channels, including individual giving / public fundraising; this is the channel we are choosing to prioritise and grow in the coming years.

- 2) **Question:** Would there be one overall project manager to coordinate from Amref's side?

Response: The project manager / focal point for this piece of work is Rachel Erskine, who is London-based and works remotely for Amref's Global Fundraising Development Office. She will coordinate contact between the partner agency and colleagues from across the wider organisation (European, North American and African contexts) as well as key external stakeholders.

QUESTIONS ABOUT THE PROCUREMENT PROCESS

- 1) **Question:** What format are you expecting for the initial proposal?

Response: Your proposal should address the questions outlined on page 9 of the brief, and can take the form of a written document or a slide deck - whatever works best for you. We aren't expecting any creative concepts at this stage: it's more about finding out how you'd interpret / approach the brief, and seeing examples of similar projects you've done in the past.

- 2) **Question:** Is there a limit to the number of words/pages?

Response: No.

- 3) **Question:** Is there an option of sending our proposals through on a link if they are too large to email?

Response: Yes, absolutely. Please ensure that as well as sending the proposal via the file-sharing platform of your choice, you copy-paste the download link and email it to the same address: eoifundraising.submissions@amref.org.

- 4) **Question:** How many agencies will proceed to the shortlist?

Response: We imagine two or three agencies will proceed to the creative pitch stage.

- 5) **Question:** What do you expect in the second phase (creative pitch)?

Response: The second phase will build on the first: here, we would like to see how your thinking translates. We would expect to see some ideas / concepts that address the two

areas of the deliverables: visual identity, and voice.

The creative pitches are scheduled for mid-February 2023. We will come back to shortlisted agencies with more detail closer to the time.

- 6) **Question:** What is the purpose of the opening of the envelope call on Wednesday, 21st December?

Response: This is an important part of our procurement process, designed to ensure fairness and transparency. There is no physical envelope, as such: we will simply be going through the bids we have received, opening emails / attachments for the first time, and acknowledging receipt. Applicant agencies are welcome to attend and to 'witness' the process; however, there is no obligation, and whether or not you attend will not affect your eligibility in any way.

- 7) **Question:** Which currency do you work with? The brief mentions both Euros and USD.

Response: The budget for this project is in Euros, because it is being overseen by our Netherlands-based Global Fundraising and Development Office. More generally, the global organisation tends to operate in USD.

- 8) **Question:** We have some team members who can't make the call today. Are we able to follow up with additional questions after this meeting recording is shared?

Response: Absolutely, yes. Please contact Rachel Erskine: erskine.rachel@gmail.com or +44(0)7490 003 103.

QUESTIONS ABOUT THE MANDATORY REQUIREMENTS

- 1) **Question:** In terms of the staff bios, will you accept LinkedIn profiles as well as CVs?

Response: Yes; a CV downloaded from LinkedIn is also fine.

- 2) **Question:** What's more useful - senior team or those working on the account?

Response: A mix would be great: we'd love to see who might be assigned to the project, and what they've worked on in the past.

- 3) **Question:** Along with the mandatory and technical questions - do we also need to submit the financial proposal at the bid stage too?

Response: Yes, but this can be very top-line: you can see an outline on page 9 of the brief. At this stage, we would like to see a breakdown of the resources you anticipate needing to produce the deliverables.

Agencies proceeding to the second round will be asked to provide a more detailed budget.

QUESTIONS ABOUT THE TECHNICAL REQUIREMENTS

- 1) **Question:** You are looking for an agency with African physical presence. Is it relevant which African country this presence is in? Is there a specific reason for this local presence?

Response: As per the brief, we are looking for an agency that has "experience of working in an African context (i.e. with key stakeholders in Africa); or evidenced experience of partnering with creatives who are of African heritage and / or in Africa". So please note that having a permanent physical presence in Africa is not a mandatory requirement.

We are proud to be a global organisation that is African-led, and it's important that our unique identity is at the heart of the refreshed marketing brand. It does not matter which country / countries the agency has a presence and / or partners in: we are aiming for a consultative, co-creation process that results in an authentically African brand, representing the different countries and cultures in which Amref operates. We are therefore looking for an agency with a global vision / mindset rather than a global presence.

- 2) **Question:** The 15-year goal is 100 million USD in unrestricted funding: are there broken down goals per annum and what are metrics for this? Or will this be up to the agency to assist in determining? How will we know that the creative campaign/fundraising/marketing strategy works?

Response: Yes, we have a detailed yearly plan - including clear targets broken down per market and per year - which we will share with our partner agency. We are not expecting the agency to contribute to setting these targets: we see your role as empowering us to reach them by telling a compelling, engaging brand story. Testing and iterating will be key parts of the development and roll-out of the refreshed brand.

- 3) **Question:** Target markets include Europe & North America. Do you have specific countries you are keen to prioritise within these markets? Has there been market research conducted into these markets especially around individual donation trends?

Response: We recently engaged an international fundraising consultancy to research the individual giving landscape in the 20+ most mature fundraising markets in the world. These were prioritised according to where there seems to be the most traction / potential for Amref. We will share the conclusions of this research, and the strategy it has informed, with the partner agency.

- 4) **Question:** Do you have existing audience research from the different markets which you can share?

Response: Yes, we do; however, we intend to conduct additional multi-market research alongside our agency partner. We expect the discovery phase to include a level of quantitative and qualitative research, ideally among both warm and prospective audiences.

QUESTIONS ABOUT THE DELIVERABLES

- 1) **Question:** What does “practical guidance aimed at Amref staff” entail?

Response: Here, we are referring to an updated brand book that can be used by comms and fundraising staff across the organisation.

- 2) **Question:** You talk about the need for a number of templates. Does your website form part of this?

Response: No. Each Amref office is responsible for its own website. Really what we are aiming for is a series of visual cues - a toolkit - that offices can adopt across their owned platforms.

- 3) **Question:** Do you plan to launch by Q2 2023?

Response: We hope to be able to begin testing creative concepts / messaging in Q2, but we

don't imagine having assets ready until Q3. We anticipate that Q4 will be focused on equipping and empowering our various offices to adopt the new assets. We intend to launch a brand campaign in early 2024. This is a separate piece of work which we hope to conduct in partnership with the same agency selected for the brand refresh.

- 4) **Question:** Will there be any need for defining a brand architecture for Amref, i.e. will the brand be monolithic (be a single brand across all your markets), or will it exist in other ways, names etc.?

Response: We are aiming here to develop a unified marketing brand to be rolled out consistently across European and North America. This includes countries in which Amref already has a presence and conducts public fundraising, as well as potential new markets. We are aiming for harmony: we would like to get to a point where any piece of content we put out is recognisable as uniquely Amref, both in its look and feel and in its voice. We do, however, need to retain a degree of flexibility, so that fundraising offices can tailor their content to their audiences.

The Amref family is composed of many entities (for example, the Amref International University or the Amref Flying Doctors air ambulance service); each of these entities is responsible for their own brand, and they don't fall under the remit of this project.

- 5) **Question:** Do you mean that all offices will adopt the new fundraising brand?

Response: Yes, that's correct; however, we recognise that they will not all adopt it at the same pace. It is important that through this project we equip them with the tools and confidence to roll out the refreshed brand in their markets.

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