

Global Mobile

An Access to Health Information Project of Planned Parenthood Global

Terms of Reference to Create a Branding & Marketing Strategy for a Website through which Youth and Adolescents Can Access Sexual and Reproductive Health Information and Referral to Services in Nigeria

(1) Background

The “**Global Mobile**” initiative is a project of the Planned Parenthood Federation of America (PPFA) to increase access to information and services on Sexual and Reproductive Health (SRH) for adolescents and youth in developing countries, created by working with mobile technology and PPFA’s existing online resources. Planned Parenthood Global (PP Global), PPFA’s international division, is working in partnership with the United Nations Population Fund (UNFPA) to develop this pilot project in Nigeria and Ecuador. The project will last for 3 years.

Global Mobile will adapt the extensive SRH information available on PPFA’s website to create culturally relevant and age appropriate content for adolescents in Nigeria. This content will likely be available on a platform/website optimized for mobile phones, so that anyone with a cell phone with internet access can easily obtain information on human rights-based SRH. Additionally, referral to local health clinics that are of high quality and proven adolescent and youth friendly will be available on the platform. Global Mobile is national in scale.

Further iterations of this project may include:

- Website designed for mobile phones (and computers)
- Facebook page which contains special apps and features
- Mobile application for smart phones
- SMS blast service
- SMS/Live chat service
- Alternative platforms will be considered, such as an application for mobile phones and a SMS campaign.

(2) Justification of the Consultancy

Planned Parenthood Global seeks the services of a company that provides branding, design and marketing to support the launch of our product, Global Mobile. Specifically, Planned Parenthood Global is in need of a centralized design and branding concept, one that appeals specifically to youth and adolescents (aged 15-24) – throughout Nigeria. The design and brand must have the ability to be rolled out nationally among all states in Nigeria.

Our goal is to have young people in Nigeria recognize Global Mobile + its associated brand as a trusted source of private, stigma-free, unbiased and medically sound information about their health and growth.

This design and branding concept should include a name for the project (no more than 2-3 words), a logo, colors, font/s, and a style guide that will be applicable to our digital platform.

The brand, logo and style guide must:

- (1) Be cross-device & cross-platform
- (2) Appeal to Youth and Adolescents (young girls in particular)
- (3) Indicate a level of privacy and confidentiality (either in the name or in the logo)

Alongside this consultancy, we are contracting a firm to conduct a situational analysis whose objectives will be to establish a baseline of the knowledge and practices and attitudes (KAP) of youth in Nigeria with regards to their sexual and reproductive health and use of technology. This analysis and its associated reports may help elucidate some of the design components

(3) Objectives of the Consultancy

- (1) Establish a brand and logo for Global Mobile in Nigeria that is appropriate for various digital forms: in social media, on a website, posters, etc.
- (2) Create a marketing strategy that targets our users and sends the right message to them.

(4) Information and Outputs of the Consultancy

(1) A brand that can achieve the project's stated objectives through multiple digital platforms (facebook, twitter, google, cadis, others as necessary)

(2) Reports which includes several concepts for branding, and design of Global Mobile

(3) A branding packet, which includes: name, logo, and style guide (i.e. colors, font, etc.) a branding plan must include a style guide for the web design

(4) Design samples for cards or posters that will publicize the new access to SRH information via Global Mobile.

(5) Requisites for Application/Proposal Submission

- Demonstrated experience in branding and design for youth or adolescents or audiences in Nigeria (ideally both).
- A commitment to and understanding of the necessity and importance of providing SRH information and connection to services to adolescents.

(6) Selection Process

- Date of announcement in the Guardian newspaper: Tuesday, Jan 27 2015
- Date of delivery of technical and financial proposal: Friday February 13, 2015
- Date of reviewing proposals and invitations to in-person presentation to selected proposals February 16-20, 2015
- Date of selection: Preparation and signing of the contract: February 27-March 6, 2013
- Deadlines for delivering the products of the consultancy: Global Mobile requests applications that are able to deliver the established outputs of the consultancy in a timely manner – deadlines before or on April 30 2015 are preferred.

(7) Eligibility of the Consultant

Companies or organizations interested must submit and defend in person, where applicable, the following documents:

(1) Letter of intent

- (2) Resumes of the persons who will perform consulting and consulting experience
- (3) Detailed Budget Proposal
- (4) Timeline for consultancy
- (5) Past branding & marketing work that has been conducted.

Please note that for this assignment, PPFA will not fund budget proposals exceeding \$15,000

Submission details

Please send all proposals and budgets, CVs to global.mobile@ppfa.org **on or before February 13, 2015.**

PP Global and UNFPA may, at any point during the review/ and selection process, contact applicant firms with questions regarding their application.

(8) Additional Clauses

Selection Committee:

Planned Parenthood Global Nigeria Country Office and Headquarters (NVC) Team and UNFPA Nigeria

Property Rights:

Notwithstanding what the contract specifically stated, the property of the data and the results of the consultation will be the sole property of Global Planned Parenthood and UNFPA. Without the authorization of PP Global in writing, the consultant cannot dispose of the data and results for any reason.

Acceptance and payment of products:

- 49% upon signing the contract
- 35% on acceptance of the preliminary report submitted by the consultant
- 25% on acceptance of the final report submitted by the consultant