

## **Planned Parenthood**

### **Care, No matter what**

#### **Global Mobile: An Access to Health Information Project**

Request for Proposals to create a branding and design strategy for a website through which youth and adolescents in Nigeria can access sexual and reproductive health information and access to services.

#### **Global Mobile Background**

Global Mobile is a project of Planned Parenthood Federation of America (PPFA). The project works to increase access to information and services on Sexual and Reproductive Health (SRH) for adolescents and youth in developing countries. Planned Parenthood is working in partnership with the United Nations Population Fund (UNFPA) in Nigeria and Ecuador.

Global Mobile is a three year pilot project, and 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 be newly presented on a website optimized for mobile phones that will have national reach in Nigeria. Additionally, referral to local health clinics that are of high quality and known to provide adolescent and youth friendly services will be available on the platform. The project 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.

#### **Iterations of this project are likely to include**

- (i.) Facebook page which contains special apps and features
- (ii.) Mobile application for smartphone
- (iii.) SMS blast services
- (iv.) SMS/Live chat service

#### **Consultancy Goals**

Planned Parenthood Global seeks the services of a company that provides branding services to create a brand for the Global Mobile project

Specifically, Planned Parenthood Global requires the following deliverables:

1. A centralized design and brand identity:

(i.) A Strategy and 'story' development

(ii.) The concept must appeal specifically to youth and adolescents in Nigeria.

(iii.) This design and branding concept should include a name for the project (no more than 2-3 words), a logo, colours, font, voice, and a style guide that will be applicable to multiple digital platforms.

(iv.) The brand, logo and style guide must indicate a level of privacy and confidentiality

2. A Brand book

3. Web Style Guide

### **Budget**

The budget for this consultancy is USD \$10,000

### **Payment process will be as follows:**

40% 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

### **Selection Process**

Proposals are requested to be submitted as soon as possible – with an ultimate deadline of **Friday May 8<sup>th</sup>, 2015**.

Finalists for the consultancy may be asked to make a brief in-person presentation to the selection committee during the second week of May 2015.

The Selection Committee is comprised of staff members from Planned Parenthood Global Nigeria Country Office; Planned Parenthood Global Headquarters (NYC) Team and UNFPA Nigeria.

**Proposal Deadline**

Please submit the application and associated materials to: [global.mobile@ppfa.org](mailto:global.mobile@ppfa.org) by **May 8<sup>th</sup>, 2015**

**Basis of Awarding the Consultancy**

The firm/company must have demonstrated experience in branding and design for youth or adolescents or audiences in Nigeria (ideally both).

Companies or organizations interested must submit the following documents:

- (a.) Letter of interest
- (b.) Past branding/design work
- (c.) Timeline for consultancy (final products to be delivered no later than June 15, 2015)
- (d.) Resumes of the persons who will perform consulting and consulting experience
- (e.) Detailed Budget Proposal (not to exceed USD \$10,000)

**Property Rights:**

Notwithstanding that 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.