

## **United Nations Children's Fund**

### **Nigeria Country Office**

#### **Expression of Interest (EOI)**

**Reference: EOI-NGR-2013-006**

**Subject: Development of Logo/Brand for Nigeria's Polio Eradication Programme**

#### **Background**

With the declaration of polio as a public health emergency, Nigeria is intensifying its efforts to ensure polio is stopped for good. Communication and mobilization are critical elements of the polio eradication programme, particularly communicating with families and communities about the importance of taking the oral polio vaccine to prevent polio. Polio eradication continues to suffer from inadequate visibility and does not have a clear identity or brand/logo that resonates with all stakeholders – caregivers, service providers and leaders.

#### **Scope of work:**

UNICEF and partners in Nigeria is requesting the services of an innovative design agency to design a package of communications materials to support polio activities in 2013. The scope of work and key deliverables will include the development of a logo/brand for Nigeria's polio eradication programme, together with the design of a package of communication materials which will include a slogan, flyers, banners, signposts, an advocacy package, a package of EC materials to support communications activities in communities, radio and TV materials, job aides for health workers.

#### **Qualifications, Specialized Knowledge and Experience:**

- Creative Director with more than 10 years of experience
- Visualizer with experience in developing national brands
- Adequate composing, designing, indoor/outdoor shooting, editing and other relevant facilities
- Retaining a very efficient and professional team
- Ability to oversee basic field testing of materials

#### **Mandatory Requirements for Pre-qualification**

- Duly registered and legal entity with minimum of 10 years of experience in the field of design, advertising and Communications
- Minimum of 7 years of experience in provision of similar services and implementation of similar contracts.
- Personnel: office organogram and CVs of minimum of three (3) key staff

### **Submission of Expression of Interest (EOI)**

Interested service providers should complete and submit the Supply Profile Form (SPF), which can be downloaded from [http://www.unicef.org/nigeria/about\\_3841.html](http://www.unicef.org/nigeria/about_3841.html), along with supporting documents. EOIs should be sent to e-mail: [abujasupply@unicef.org](mailto:abujasupply@unicef.org), **not later than 05 July, 2013**. Please quote “EoI -NGR-2013-006” as subject in your correspondence.

This EOI does not constitute a solicitation. We do not require bids or proposals at this stage; we merely seek your expression of interest in participating in the tender.

A response to this Request for Expression of Interest does not automatically ensure that you will be selected to participate in the tender.

UNICEF reserves the right to change or cancel the requirement at any time during the EOI and/or solicitation process. UNICEF also reserves the right to require compliance with additional conditions as and when issuing the final tender document.

If you have any additional question about this EOI, please contact **Bakhtiyor Sharipov, Supply Manager**, e-mail: [abujasupply@unicef.org](mailto:abujasupply@unicef.org)