

## *Terms of Reference*

# **Developing a Marketing Brochure & Brand Guidelines for the Intergovernmental Oceanographic Commission of UNESCO**

### Objective and scope of work:

The purpose of the tender is to develop a marketing brochure and brand guidelines to move the Intergovernmental Oceanographic Commission (IOC) of UNESCO toward implementing its communications action plan. The brochure and brand guidelines will ultimately assist the organization in achieving its objectives, engaging effectively with relevant stakeholders, demonstrating the impact of its work and changing behaviour and perceptions where necessary.

The Contractor will initially develop a draft (of about 28-30 pages) and a final version of a corporate marketing brochure for the IOC. In parallel, the Contractor will develop a brand guidelines document that will provide the IOC clear, unified and consistent communications style for the next 3-4 years. The marketing brochure should be designed with the ultimate objective of generating basic content for the IOC web redevelopment efforts and other IOC communications efforts.

The corporate brochure and brand guidelines documents should be submitted in their final form, validated by the IOC Secretariat, by the end of October 2016.

Suggested elements of the corporate marketing brochure (an elementary but likely not sufficient list) and brand guidelines document *could* be as follows:

- “Raison(s) d’être” and objectives of the IOC;
- 5-10 stories showcasing the personal and institutional interactions with IOC of individuals in key IOC stakeholder groups, and highlighting the value their receive from IOC services;
- All stories should cover as comprehensively as possible all IOC audience and target groups (Member States, scientific community, etc.) with an eye to comprehensive regional representation;
- All stories should include in-depth desk research and personal interviews, and exhibit professional, journalistic content and style, while respecting the institutional character of the undertaking;
- All material developed for the corporate marketing brochure must be developed in a way that can feed the IOC website, or redeveloped for that purpose by the Contractor within the deadline of the Contract;
- The brand guidelines should provide clear technical guidance for unified presentation of all IOC communications materials (logos, powerpoints, publications, website, etc.)

- Preference will be given to simple yet effective and comprehensive approaches towards the development of communications and branding guidelines, which should include media and methods including web, social media, presentations, reports, etc.
- The brochure and guidelines will be forward-looking and sufficiently flexible and adjustable to potential changes in IOC intermediate objectives and activities.

### Sources of information for building the Strategy and Plan

The development of the IOC corporate marketing brochure and brand guidelines should be built on good understanding of IOC communications activities and ongoing efforts at implementing a new communications plan of action. The documents should furthermore recognize the nature and mandate, objectives and modes of work, IOC position in UNESCO (as an organization within an organization), its role in the UN System, and its standing among partner organizations. The unique characteristic of IOC is that it has intergovernmental status but focuses on scientific research.

The corporate marketing brochure and brand guidelines should be primarily based on the objectives and directives set forth in the IOC Communications Action Plan.

Moreover, the Contractor should logically proceed from a desk review of the IOC

- Statutes
- Medium-Term Strategy, particularly “functions” of IOC
- Future of IOC thinking process and related papers
- Documents on IOC major programmes and “history of IOC”
- UNESCO 2001 Communications Strategy (Doc. 161 EX/43) and the 2014 Audit of UNESCO Communications Strategy and Framework (Doc. IOS/AUD/2014/04)

More insight should be obtained through interviews with the IOC Secretariat, representatives of IOC Member States, and other relevant staff at UNESCO and partner institutions.

An opportunity to learn about IOC and interact with IOC and UNESCO staff will be arranged at the beginning of the contractual period, but preference will be given to a Contractor who is familiar with the UN, UNESCO, and the IOC in particular.

### Budget

Total proposed remuneration requirements are expected to fall within a **USD 30,000-35,000** budget bracket.

### Procedure for submission of expression of interest

Interested consultancies/consultants should submit an application to Julian Barbrière (j.barbriere(at)unesco.org) containing the following by **2 August 2016 (noon)**:

- Remuneration requirements (daily rates) and contact information,
- Examples of/references to prior work. *For independent consultants, only*: also include an updated CV.
- A draft workplan/timeline describing how the activities will be conducted.

Only complete and timely applications will be reviewed. Only short listed proposals will be contacted.