

MALDIVES PENSION ADMINISTRATION OFFICE

Male', Republic of Maldives

TERMS OF REFERENCE:

APPOINTEMENT OF A FIRM TO RE-BRAND THE CORPORATE IMAGE OF MALDIVES PENSION ADMINISTRATION OFFICE (MPAO)

Background:

In accordance with Maldives Pension Act, which was ratified on 13 May 2009, the Maldives Pension Administration Office (MPAO) is an independent organization mandated with the planning, development, implementation and administration of two new pension plans for Maldives residents, with the support and assistance of The World Bank.

Maldives Pension Administration Office (MPAO) intends to undertake a corporate re-branding exercise. This will entail development, roll-out and management of new MPAO brand. Alongside the visual elements, the re-branding exercise should include an internal culture change program geared to align the brand promise of the organization to the expectations of its clients and other stakeholders.

Objectives:

Main purpose of this assignment is to develop a strategy for re-branding MPAO's public image. The following are the specific objectives:

- Guided by the Brand Master Plan, conduct a diagnosis of the service identity current and desired image
- Guided by MPAO's plan, identify strategic platforms for re-branding the public image

- Develop specific guidelines on how the platforms identified above could be used to improve the public image from a re-branding perspective
- Suggest an appropriate communication strategy for cascading the newly developed re-branding strategy in the eyes of the general public

Scope of Work:

The services will include but not limited to the development and roll-out of a new corporate identity and a comprehensive corporate identity manual; development of a sustainable brand internalization strategy and roadmap throughout the entire organization; development of internal and external communication strategies, tools, materials, internal culture and attitude change within MPAO in line with the re-branding exercise.

The exercise should ensure that the new MPAO brand is built and reflected effectively through staff, so that they understand, believe and reflect the brand promise. Further the exercise should ensure all the touch points of the new brand are experienced by our stakeholders, as well as driving the operations of this organization.

Expected Output:

The specific deliverables will be as follows:

- A proposal demonstrating the understanding of the TOR's for the assignment. The proposal should reflect the scope of re-branding desirable for MPAO's corporate image
- A draft sample copy to be presented to the Board and Management of MPAO for comments and inputs as appropriate
- Final strategy document in both hard cover and soft copy that addressed the objectives of the assignment as set out above and incorporates any comments made by the Board and Management of MPAO during the review sessions.

Conduct of work:

The firm will be expected to work closely with concerned officials of MPAO. All documentation shall be in English.

Reporting Arrangements:

The firm will be supervised by the MPAO Director Stakeholder Relations, who is the main point of contact at the MPAO

All products will be reviewed and approved by the Board of Directors, and CEO of MPAO

All materials, graphics and products prepared by the firm under the contract shall belong to and remain the property of MPAO

Qualifications / Evaluation Criteria:

- Company profile of the firm (company history, contacts, services, affiliations, number of years in existence of the firm etc.) and the Curriculum Vitae of the individual consultant. The individual consultant should have a postgraduate qualification in Strategic Management or Marketing
- Specialist in strategic corporate re-branding
- Affiliation with renowned international firm(s) in the relevant field
- Expertise and capacity in developing corporate culture change and communication strategies, programs, tools and materials
- Previous experience of at least three similar and comparable projects at local and international level with at least two references; preferably on place and institutional branding with relevant knowledge and skills in management of projects
- Proven specialist experience to undertake assignment
- Proven analytical tools to track and measure progress of the brand management program
- Demonstrable ability to put together a multi-faceted team of relevant experts

- Ability to evaluate the success of the brand
- Demonstrate a clear understanding of the MPAO brand strategy going forward
- Expertise and capacity to manage stakeholders' expectations
- Copy of Registration Certificate to undertake the business as an individual consultant or certificate of business incorporation / registration for the company
- A valid tax compliance certificate
- Marketing / Branding experts, with the lead person having a relevant postgraduate academic qualification and at least 5 (five) years in marketing / brand consultancy services, and with proven experience in working in similar assignments
- Pledge from the Company that the key personnel assigned for the project will remain and continue to render their services as per the Company's commitments throughout the project

NB: The table below provides the weights attached to the evaluation criteria;

| No | Activity / Dimension | Score |
|--------------|--|--------------|
| 1 | Demonstrated expertise of the firm in strategy development and documentation (please attach sample(s) of recent works) | 30 |
| 2 | Relevant experience of the firm and its team. Give references of at least 3 (three) clients where you have done related projects | 10 |
| 3 | Logistics and work plan | 10 |
| 4 | Organising and staffing | 10 |
| 5 | Technical competency and general qualification of the Team leader (Postgraduate qualification) | 5 |
| 6 | Examples of related assignments in the field | 15 |
| 7 | Financial Evaluation | 20 |
| Total | | 100 |

Duration of Service:

The contract period will be for 4 (four) months. Payment for services will be linked to delivery of outputs, which will be defined more precisely in the final contract.

All payments will be made in Maldivian Rufiyaa.

Contact Information:

For any queries, please contact:

Mr. Ismail Sujau

Director Stakeholder Relations

Maldives Pension Administration Office

Ameenee Magu

Male' 20379

Republic of Maldives

Tel: 330 9908 (ext: 300), Fax: 330 7759

The proposal shall be sealed and addressed to:

The Chief Executive Officer

Maldives Pension Administration Office

Ameenee Magu

Male' 20379

Republic of Maldives