



**REQUEST FOR EXPRESSIONS OF INTEREST
(CONSULTING SERVICES – FIRMS SELECTION)**

**JAMAICA: FOUNDATIONS FOR COMPETITIVENESS AND GROWTH
PROJECT**

Loan No.: 9203-JM

**Assignment Title: Development of a Nation Brand Strategy and Brand Identity for
Jamaica**

Reference No. (As per Procurement Plan): FCG/AF/CON/32

The Government of Jamaica (GoJ) has received financing from the World Bank toward the cost of the Foundations for Competitiveness and Growth Project, and intends to apply part of the proceeds for consulting services.

The Consulting Services (“the Services”)

The Government of Jamaica is seeking to engage the services of a team of Consultants to develop an overall Nation Brand Strategy for Jamaica, which comprises of the development of an aspirational brand positioning, brand identity design, detailed marketing strategy, launch and execution plan, as well as an international roll out inclusive of a placement & content strategy.

The purpose of this consultancy is as follows:

- Present a brand strategy that includes the country’s brand positioning, personality and essence, to target a global audience in a way that drives global awareness and commerce for Jamaica, and also is inspirational to Jamaican nationals;
- Present a comprehensive marketing strategy for the newly created Nation Brand;
- Present the execution plan for local and international launching and rollout of the Nation Brand, including placement strategy;
- Create short-term, medium-term, and long-term brand evaluation measures; and
- Develop the visual identity of the brand delivering:
 - Brand Positioning
 - Brand Hierarchy
 - Brand Guidelines
 - Design and production of creative assets/content (print and digital)

The anticipated duration of the assignment is twelve (12) months.

Interested consultants may obtain the Terms of Reference and the template for submission of an Expression of Interest in English at www.gojep.gov.jm or <https://www.pioj.gov.jm/procurement/>.

The Planning Institute of Jamaica now invites eligible consulting firms (“Consultants”) to indicate their interest in providing the Services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services. The shortlisting criteria are:

Criteria	Allocation of Scores ¹		
Demonstrable experience in developing and designing marketing strategies for nation brands, targeting a global audience as well as the implementation of the strategy/framework	Evidenced by the successful completion of three or more projects of a similar nature within the last 10 years; (30 points)	Evidenced by the successful completion of two projects of a similar nature within the last 10 years; (20 points)	Evidenced by the successful completion of one project of a similar nature within the last 10 years; (10 points)
Demonstrated experience in hosting public consultations with a wide cross section of stakeholders from public and private sectors, as well as civil society and the grassroots level	Extensive demonstrable experience; (20 points)	Good demonstrable experience; (13 points)	Satisfactory demonstrable experience; (7 points)
Demonstrated experience in developing and implementing monitoring and evaluation frameworks, including indicators, for nation brand strategies	Evidenced by the successful completion of three or more projects within the last 10 years; (15 points)	Evidenced by the successful completion of two projects within the last 10 years; (10 points)	Evidenced by the successful completion of one project within the last 10 years; (5 points)
Demonstrated experience in designing national brand identities, as well as brand manual and style guides	Evidenced by the successful completion of three or more projects within the last 10 years; (10 points)	Evidenced by the successful completion of two projects within the last 10 years; (7 points)	Evidenced by the successful completion of one project within the last 10 years; (4 points)
Demonstrated experience in the production and dissemination of collateral and other relevant marketing and communication materials	Evidenced by the successful completion of three or more projects within the last 10 years; (25 points)	Evidenced by the successful completion of two projects within the last 10 years; (17 points)	Evidenced by the successful completion of one project within the last 10 years; (9 points)

Key Experts will not be evaluated at the shortlisting stage.

The shortlist will contain five (5) to eight (8) firms, with demonstrated experience in the field of the assignment.

The attention of interested Consultants is drawn to Section III, paragraphs, 3.14, 3.16, and 3.17 of the World Bank’s “Procurement Regulations for IPF Borrowers” July 2016 (“Procurement Regulations”), setting forth the World Bank’s policy on conflict of interest.

¹ If the submitted Expression of Interest does not fit within the allocation of scores provided for each criterion, zero points will be allotted for said criterion.

Consultants may associate with other firms to enhance their qualifications, but should indicate clearly whether the association is in the form of a joint venture and/or a sub-consultancy. In the case of a joint venture, all the partners in the joint venture shall be jointly and severally liable for the entire contract, if selected.

A Consultant will be selected in accordance with the Quality and Cost Based Selection method of the World Bank Procurement Regulations 2022 and will be specifically set out in the Request for Proposals.

Expressions of Interest (EOIs) must be uploaded on or before **July 10, 2022 at 11:45pm**. Submissions will be accepted via the Government of Jamaica Electronic Procurement Portal (www.gojep.gov.jm). No hard copy submission will be accepted.

To participate in this tender opportunity, consultants must first be registered and know how to use the electronic Procurement System, www.gojep.gov.jm. Please self- register on the e-GP System, by selecting the Register as a Supplier link from the home page. **Consultants are encouraged to upload their submissions at least two (2) hours prior to the deadline for submission.** For assistance, and training please contact the GOJEP support desk at: 1-876-932-5220 or 1-876-806-5149 or 1-876-806-4581; or 1-876-806-4536 or via email at oppccustomer@care@mof.gov.jm.

Further information can be obtained at the address below during office hours of 9:00 AM and 4:00 PM.

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