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**Terms of Reference: Comprehensive Global Rebrand**

1. **About IPPF**

For 70 years, the International Planned Parenthood Federation (IPPF) has been one of the world’s leading providers of sexual and reproductive healthcare and advocates for the protection and advancement of sexual and reproductive rights.

IPPF works in over 140 countries and consists of 132 locally owned and locally-led Member Associations who deliver healthcare services and advocates, who help protect and advance policies to help improve the lives of those seeking safe, high-quality and affordable healthcare. Our aim is simple: leave no one behind; ensure all people, everywhere can access and exercise their right to bodily autonomy through sexual and reproductive freedom of choice.

1. **The Purpose of the Rebrand**

In November 2022 turned 70 years old and to celebrate this milestone, IPPF adopted a bold new strategy; [Come Together 2023-2028](https://www.ippf.org/resource/2023-2028-strategy). The strategy reflects the ‘new’ IPPF, a direction-setting that dares IPPF to be bolder, braver and angrier than ever before. The strategy places youth and innovation at the center of how we deliver care and to reflect this, a reimagined IPPF brand is what is needed to help us remain relevant, to reach as many young people as possible and to deliver the best possible care. The strategy will be aligned with a new Charter of Values that defines IPPF’s core values and mission.

The goal of the global rebrand will give an external voice and look and feel to the Charter of Values and the Come Together 2023-2028 strategy; the process to develop the Charter of Values will work closely with the Global Rebrand process.

1. **Scope of work**

* Creation and delivery of a new logo and branding materials including all online and offline assets (to be confirmed once asset audit has taken place). All artwork RAW files to be delivered to IPPF upon completion.
* Brand perception workshops and interviews with key internal and external stakeholders through qualitative interviews and quantitative surveys.
* Performing a competitor analysis.
* Brand strategy development (guidelines, tone of voice, messaging, updated language guide).
* Work with IPPF to design and produce webinars to encourage member association and youth participation.
* Work with third party consultants to help develop language and narrative through an asset framing and intersectional lens.
* Help develop (but not execute) a rebrand launch campaign in Q1 of 2024

1. **Timeline**

The comprehensive global rebrand will be a 12-month process. Please note the design of the launch campaign is included in this; the delivery of the campaign is not included and will be accounted for and funded separately as an additional component.

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| **Phase 1: Onboard creative agency and initiate brand audit and brand perception phase** | **Q1 of 2023**  Mid- February: onboard creative agency  February – March: Brand asset audit (internal) and brand perception through a series of workshops, interviews and webinars with Member Associations and youth. Competitor analysis research begins. |
| **Phase 2: In-depth brand audit, analysis and brand perception finalisation and first iteration of design concepts (visual and verbal)** | **Q2 of 2023**  April – May: Finalise findings and begin to synthesize findings of workshops, audit, brand perception work and competitor analysis to inform the first draft of the IPPF brand.  May- June: First iteration of design assets for rebrand. Work with asset framing on language and brand voice and messaging. |
| **Phase 3: Dialogue and dissent** | **Q3 of 2023**  July – August: Series of webinars and surveys to solicit feedback from key stakeholders on the first iteration of the look and feel and brand strategy.  September – October: Develop a second integration of the brand using insights and feedback. |
| **Phase 4: Final sign-off** | **Q4 of 2023**  October: Delivery of all agreed assets  November- December: Formulate and design an 8 week campaign on the rebrand launch |
| **Phase 5: Official launch campaign** | **Q1 of 2024**  January – February 2024: Launch rebrand campaign |

1. **Budget**

* A ceiling of $650,000 including VAT and Tax if applicable.
* Payment terms to be agreed with successful agency.

1. **Agency requirements**

* Must have a minimum of 10 years established as a creative agency.
* Agencies based in the Global South will be prioritised. All agencies applying must have established global office in diverse geographical locations.
* Can clearly demonstrate a minimum of 2 case studies of a rebrand at a global level (does not need to be an INGO but would be ideal to have experience working with non-profits).
* Must have proven experience of research and focus group consultations.
* Must adhere to IPPF’s Code of Conduct and Safeguarding Policy
* Can work across key IPPF languages: English, French, Spanish, Arabic when required

1. **How to apply**

Please send a breakdown of your approach with a costed proposal and include relevant information about your agency taking the agency requirements into consideration to Amina Khan, Global Lead for Communications & Digital to [rebrand@ippf.org](mailto:rebrand@ippf.org)

**Deadline for applications is Monday 16th February 2023.**