

SPECIFIC PROCUREMENT NOTICE – PUBLIC RELATIONS & BRANDING SERVICES

Procurement type:	Consulting Services
Title:	Invitation for Expression of Interest of Public Relations & Branding Services
Deadline:	November 21, 2017

The Asian Infrastructure Investment Bank (AIIB) now invites Expression of Interest (EOI) from qualified Public Relations & Branding Service consulting firms, to provide Public Relations & Branding Service. A shortlist will be prepared following the pre-defined selection criteria for participating in the selection process. The selection will follow AIIB's draft Corporate Procurement Policy, relevant rules and procedures.

The letter of expression of interest (EOI) should provide information of the company's technical qualifications and experience in the related service for international financial institutions in the past 5 years. The information should include: (i) name of the service/project, (ii) name of the client, (iii) duration of the project, and (iv) a brief description of the service/project.

Firms interested in the service should submit relevant documents as required under Annex A to the following email address in PDF format, before 24:00 PM, November 21, 2017 (Beijing time).

Mr. Evan Shang,
Corporate Procurement Division
E-mail Address: procurement@aiib.org
Facilities and Administration Services Department
Asian Infrastructure Investment Bank
B-9 Financial Street, Xicheng District
100033 BEIJING, CHINA

Annex A

1. Scope of Work

1.1 Communications and Brand strategy

- In partnership with the in-house communications team, deliver on the bank's communications and brand strategy
- Bring best practices and innovative thinking to build the bank's brand
- Understand how to pivot and improve on the strategy based on evidence and insights

1.2 Media relations

- Leverage your deep, trusted relationships with top tier media and influencers in all of the Bank's member countries to build awareness of the Bank
- Flag opportunistic stories for the Bank to proactively engage on issues that matter
- Secure media coverage of the Bank's activities, with a focus on quality over quantity
- Develop opportunities for the Bank's spokesperson and executives to have meaningful engagements with top tier reporters
- Provide on-site support for major media events, plus develop creative ways to amplify existing platforms for a broader, global media base

1.3 Research

- Use your strong capabilities in qualitative and quantitative data to derive insights to shape strategies
- Ability to demonstrate success of campaign strategies through metrics and proof points tied to outcomes
- Keen sense of how to determine where targeted stakeholders consume information and what they are consuming. Then able to translate these insights into concrete recommendations and strategies

1.4 Creative

- Able to create brand assets to support the Bank's brand and communications strategy
- Use out of the box visual storytelling to create sharable and relevant content for digital channels
- Have cultural and geopolitical sensitive lens to avoid gaffes or reputation mishaps

2. Resources requirement

2.1 Qualifications or specialized knowledge/ experience required

- ✓ Extensive proven experience in global media relations

- ✓ Significant expertise building international brands within a dynamic, geopolitical landscape
- ✓ Track record of evidence-based decision making
- ✓ High quality creative execution

2.2 Performance indicators for evaluation of results: (e.g. timeliness, value of services rendered in relation to their costs, etc.)

- ✓ Timeliness and respect for budget
- ✓ Ability to meet pre-determined success outcomes
- ✓ Demonstrated thought leadership
- ✓ Error free, high quality execution
- ✓ Customer service and responsiveness of the company to AIIB's requests