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CIPOTATO.ORG
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Rebranding the International Potato Center (CIP - Centro Internacional de la Papa) RFP

Background

The International Potato Center (CIP) is a global research-for-development organization with a 50-year history of working to alleviate poverty, enhance food security, and improve natural resources management in developing countries through research on potatoes, sweet potatoes, and other root and tuber crops.

CIP's mandate has not simply changed, it has evolved over the decades, and the organization now focuses on a broader agenda encompassing biodiversity, regenerative agriculture, crop improvement, and urban food systems. As CIP looks to the future, it seeks to develop a new brand identity that builds upon its strong heritage in potato and sweet potato research while reflecting its expanded scope and mission to address critical global challenges around climate resilience, food security, gender equity, and improving lives.

Objectives

CIP is seeking proposals from qualified branding agencies to develop a new name, visual identity, and brand strategy that will:

1. **Reflect CIP's Expanded Mandate:** The new brand should convey CIP's expanded focus beyond just potato and sweet potato, encompassing a broader agenda around biodiversity, regenerative agriculture, crop improvement, and urban food systems.
2. **Strengthen Brand Visibility and Relevance:** The rebrand should enhance CIP's visibility and relevance among key stakeholders, including policymakers, donors, development partners, and the public.
3. **Align with CIP's Core Values:** The new brand should authentically reflect CIP's core values of scientific excellence, innovation, sustainability, and a commitment to improving the lives of smallholder farmers and vulnerable populations.
4. **Facilitate Stakeholder Engagement:** The rebrand process should involve key internal and external stakeholders to build buy-in and ensure the new brand resonates with CIP's diverse audiences.
5. **Ensure Continuity with CIP's Heritage:** While evolving the brand, the proposal should find ways to build upon CIP's 50-year legacy and preserve the organization's hard-earned credibility and brand equity.

Scope of Work

The selected agency will be responsible for the following:

1. **Brand Strategy Development:** Conduct research, analysis, and stakeholder engagement to develop a comprehensive brand strategy that aligns with CIP's expanded mandate and future vision.
2. **Name and Tagline Recommendation:** Propose a new name and tagline that captures the essence of CIP's mission and values.
3. **Visual Identity Design:** Create a modern, distinctive visual identity system that includes a logo, color palette, typography, imagery, and other brand assets.
4. **Brand Guidelines:** Develop a comprehensive brand guidelines manual to apply the new brand identity across all touchpoints consistently.
5. **Implementation Plan:** Provide a detailed plan for rolling out the new brand, including timelines, budgets, and strategies for internal and external communication.

Key Deliverables

1. **Brand Research and Analysis:** The agency should propose research to understand CIP's current brand perception, market positioning, competitors, and target audiences. This analysis will inform the new brand strategy. This can be desk research.
2. **Brand Positioning and Messaging:** They should develop a clear brand positioning statement and messaging framework that aligns with CIP's expanded mandate and future vision.
3. **Name and Tagline:** The agency must propose a new name and tagline that captures CIP's broadened focus.
4. **Logo Design:** They should present multiple logo design concepts visually representing CIP's brand identity.
5. **Visual Identity System:** This includes a comprehensive set of brand elements such as color palette, typography, iconography, photography style, and other visual assets.
6. **Brand Guidelines:** A detailed document outlining the proper usage of the new visual identity across various applications.
7. **Brand Asset Development:** The agency should provide final artwork files for the new logo, stationery templates, marketing collateral, signage, website, and other branded assets.
8. **Brand Launch Plan:** A strategic plan for internally and externally launching the new brand, including timelines, tactics, and communication strategies.
9. **Training and Documentation:** Comprehensive training materials and documentation to ensure consistent implementation and usage of the new brand across CIP.

Proposal Requirements

Interested agencies should submit a proposal that includes the following:

1. Agency background and relevant experience
2. Proposed approach and methodology
3. Key personnel and their qualifications
4. Timeline and budget for the scope of work
5. Sample work demonstrating expertise in rebranding and brand strategy.
6. Clients' portfolio Present a diverse selection of clients the agency has worked with in the past. Include case studies or project summaries that demonstrate the agency's impact on their clients' brands.

Evaluation Criteria

Proposals will be evaluated based on the following criteria:

Technical Criteria	Weight %
Alignment with the stated objectives and scope of work	40%
Creativity and innovation in the proposed brand strategy and visual identity	30%
Demonstrated expertise and record of accomplishment in rebranding and brand strategy	10%
Feasibility of the implementation plan and budget	10%
The proposed cost will be considered with the overall value offered by the agency.	10%

Timeline

- Invitation Request for Price: April 22, 2024
- Submission of Questions: April 22 -25, 2024
- Responses to Questions: April 26, 2024
- Proposal Submission Deadline: May 15, 2024
- Evaluation and Selection: June 1, 2024
- Contract Awarded: June 30, 2024
- Project Kickoff: July 15, 2024

Contact Information

For any questions or clarifications, please contact the Logistics Department: Ximena Ganoza, Logistics Senior Manager at **x.ganoza@cgiar.org** with copy to Nataly Aguilar Logistics Specialist at **nataly.aguilar@cgiar.org**