



Terms of Reference for the Development of a  
Public Service Branding Strategy

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## **1.0 Background**

The perception of a country both by its nationals and foreigners is largely influenced by its social, political and economic developments. Countries are indeed products whose identities and values need to be designed, packaged and communicated appropriately. There is need for countries to develop identities and attractions that are distinctive, valid, believable and appealing; making the country overwhelmingly attractive to the most critical publics.

Over the years countries that have undertaken branding and developed identities and attractions that are distinctive and appealing; have reaped benefits. Some of these benefits may include improved quality of life, increased investment levels, visitors, and attraction and retention of talent.

Brand Kenya Board has expended efforts to build the Kenya brand since 2008. As implied in its mandate, the Board strives to positively influence the identity and the perception of Kenya by the various publics. The Board therefore wishes to develop a strategy to guide the efforts of re-branding Kenya's public service.

As a start the Board has developed the Brand Master Plan which details the strategic intent and direction of building the country image and reputation.

The Public Service Strategy will follow in line.

### **1.1 Objectives**

The general purpose of the assignment is to develop a generic strategy for branding Kenya's public service. The following are the specific objectives;

- Guided by the Brand Master Plan, conduct a diagnostic of the public service to identify current and desired image.
- Guided by Kenya's Brand Master Plan, identify strategic platforms for branding the public service.
- Develop specific guidelines on how the platforms identified above could be used to improve the image of public service, from a branding perspective.
- Suggest an appropriate communication strategy for cascading the newly developed branding strategy in the entire public service.

## **2.0 Scope of the assignment**

The consultant will be expected to demonstrate clear understanding of the public service and the critical aspects of its identity and image.

Consequently the firm shall develop a public service branding strategy document for Kenya.

### **3.0 Expected Output**

The specific deliverables will be as follows;

1. A proposal demonstrating your understanding of the TOR's for the assignment. The proposal should reflect the scope of branding desirable for Kenya's public service.
2. A draft sample copy to be presented to the Board's management for comments and inputs as appropriate.
3. Final strategy document in both hard cover and soft copy that addresses the objectives of the assignment as set out above and incorporates any comments made by management during review sessions.

### **4.0 Timelines**

This assignment is expected to be complete within a period 60 days from its inception.

### **5.0 Specifications for Document Layout**

The document will be a reference on matters relating to the identity and image of Kenya's public service.

#### **Branding guidelines**

1. The final copy is expected to be hard case bound.
2. We recommend use of iconic photographs that capture Kenya's essence. The Photography concept should be wide open space and demonstrate the country proposition "Kenya Bursting with generosity rewarding beyond imagination" as spelt out in the Brand Master Plan.
3. The primary colors remain the Kenya's National colors. The pantone values for red, green and black are as follows;

Pantone Solid Coated	Pantone Uncoated
Red 1797 C	Red DS 5-1 U
Green 355 C Pantone Coated	Green DS 302-1 U
Black DS 49-1 C	Black DS 49-1 U

## 6.0 Qualifications/Evaluation Criteria

1. Company profile of the firm (company history, contacts, services, affiliations, etc.) and the Curriculum Vitae of the individual consultant. The individual consultant should have a degree in Strategic Management or Marketing.
2. Registration certificate to undertake the business as an individual consultant or a certificate of business incorporation/registration for the company.
3. Experience in similar assignment; preferably on place & institutional branding with relevant knowledge and skills in management of projects of similar nature as detailed in terms of reference.
4. A valid tax compliance certificate and certificate of incorporation.
5. Demonstration of financial capability in carrying out the consultancy work by attaching audited accounts or bank statements for the last three (3) years; and
6. Marketing/Branding experts, with the lead consultant having a relevant postgraduate academic qualification and at least 5 years in marketing/brand consultancy services, and with proven experience in working with public sector or similar assignments.

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

	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 consulting team. Give references of at least 3 clients where you have done related projects.	10
3	Logistics & work plan	
	Work plan	10
	Organization and staffing	10
	Technical competency and general qualification; - Lead Consultant, Postgraduate qualification - Examples of related assignments with the Government of Kenya	5 15
5	Financial Evaluation	20
Total		100