|  |
| --- |
| **hlfpptHINDUSTAN LATEX FAMILY PLANNING PROMOTION TRUST (HLFPPT)**  **Ref: EOI/HLFPPT –CREATIVE/2014**  HLFPPT wants to expand its business and establish as a global brand in the health arena. Hence there is a pressing need to re-look at the Brand HLFPPT and align it with the vision of becoming a globally credible organization.  Over a period of time we have evolved from just the condom social marketing implementation organization to further widen the spectrum of service delivery in the broad category of Reproductive Health Services.  **The Task-** Create a positioning for the organization, which will reflect the vision of being recognized as a globally credible organization working in the development sector across the global platform.  **Deliverables:-**  1. Develop the organizational positioning campaign to communicate to the TG.  2. Designing of organization logo/ symbol type in sync with the new positioning line.  3. Development of Brand Manual for the identity.  4. Develop the press/ electronic media campaign (except production of TV / Radio).  5. Stationary / Letterhead / Continuation sheet/ Envelopes/ Visiting cards / Note pads / Calendars / Planners / Brochures / Posters / Leaflets etc development.  6. Office Branding signage / Uniform for staff etc if desired.  **Agencies meeting following criteria may apply :**  a) Own creative development infrastructure & Staff.  b) Experience in providing above services, preferably in the development sector.  c) Capability Statement (**not more than 3 pages**) including agency profile; number of years of existence; description of similar assignments executed during last 3 financial years; turnover for the last 3 financial years and availability of key skills among staff.  EOIs shall be evaluated strictly based on substantive documentary evidences submitted by agency in support of the information as required above. Shortlisted agencies would be issued Request for Proposal (RFP) document. Interested agencies may obtain further information at the address given below, between (9:00 am to 5:30 pm) Monday to Friday.  The EOIs may be **delivered in a sealed envelope** to the Head-Finance at the address given below latest by **17:00 pm on or before 14th August 2014**. EOIs received after closing date will not be considered.  Please note technical and financial proposals will be invited later and need not to be sent with EOI.  **B 14 A, Second floor, Sector 62, Gautam Budh Nagar, NOIDA- 201307, U.P.**  Tel: 0120-4231060, Fax: 0120-4231065, E-mail: info@hlfppt.org, Website: [www.hlfppt.org](http://www.hlfppt.org) |