



# Call for Proposals: Communication Agency

Launch of a flagship communication  
product

April 5, 2023



**idh**  
transforming markets



# About IDH

IDH is a global organization transforming markets. IDH aims to put people, planet, and progress at the heart of trade by leveraging the power of markets to create better jobs, better incomes, a better environment, and gender equity for all. Headquartered in the Netherlands, IDH has approximately 400 employees globally, operating in approximately 50 countries with over 1000 public and private partners.

## Context of project within IDH

The [IDH Farmfit Intelligence Center](#) is a unit of IDH set up to aggregate and analyze data from value chain businesses partners on their engagement with smallholder. Based on the data that Farmfit Intelligence Center collects, it then develops and shares insights on how to make companies engaged with smallholder value chains more efficient, effective, commercially viable, impactful and operate at scale.

After several years of operation, Farmfit Intelligence Center is seeking support to promote its flagship knowledge product: the Service Delivery Model (SDM) Playbook (working title). See below the objectives of this product.

The playbook will be a digital product and there is currently an agency contracted to build the playbook – integrating it into the existing Farmfit Intelligence Center Platform <https://www.farmfitintelligence.org/>.

This TOR is to contract a communications agency to build a campaign that launches the playbook to target audiences. This includes:

- Identifying target audiences together with the internal team. The IDH team has already done initial thinking and developed 3 high-level personas that the consultant can base their communications planning on.
- The development and implementation of a communications plan
- Leading on the formulation of key message creation
- Copywriting and content creation
- Monitoring and reporting on the performance of content

## Goals of the Playbook and this assignment

1. **Showcase compelling insights to make a case for new ways of doing business.** Value chain companies engaging with smallholder farmers change their way of thinking and acting with the insights provided.
2. **Establish and strengthen IDH Farmfit's credibility as a thought leader.** Creating opportunities for messaging to be profiled at conferences and other events. Opening doors for future partnerships and funding opportunities.



## Desired outcomes by audience (in order of priority)

What we hope they will think, feel, and do because of engaging with the campaign and playbook materials.

### **Private sector:**

- Use our insights to critically evaluate their own business model design and make changes as relevant.
- Reach out to us for supporting them in applying our insights to their business (Service Delivery and Technical Assistance teams)

### **Investors:**

- Change the way they act and think, using our insights, e.g., collect different data when making decisions or evaluating their portfolio.
- Reach out to us to apply our insights to help them manage their portfolio.

### **Funders:**

- See the relevance of our work to their mission and want to partner with us to create greater impact.

### **Support/development organizations and similar-minded organizations:**

- Change the way they act and think, using our insights as the core of their strategic approach when working with their partners.
- Get in touch with us, to apply our methodology and benchmarks to their data.
- Internalize a similar approach by using our guidance/training
- Create a partnership with us to make our thinking bigger in the sector. E.g., combining databases, compare insights from our respective work, etc.

## **Deliverables of the assignment**

Playbook communications plan, implementation, monitoring

### **Deliverable 1: discovery and create a communications and campaign plan for the release of the playbook.**

The plan should outline how you plan to meet the above audience objectives. It should also propose ideal engagement with the team building the digital packaging of the playbook, to have a line of sight on progress and key takeaways from their discovery.



The communication and campaign plan should include:

- target audience(s) and personas (three personas have already been identified and can be shared with the awarded agency).
- proposed distribution channels to reach target audiences
- key messaging per distribution channel
- timeline for the campaign and proposed activities
- key moments for alignment with digital product team

IDH communications team will provide insight through a consultation process to create this plan, ensuring positioning and messaging is aligned with IDH's overall brand and positioning.

**Timeline:** Discovery should be completed no later than May 5, 2023. Formulating the campaign plan should be completed no later than May 31.

## **Deliverable 2: Implement communications plan**

IDH is relying on the awarded agency to take ownership to implement the approved communications plan. This includes, but is not limited to:

- copywriting
- graphics creation
- pitching to publications
- additional collateral creation as defined in communication plan

Agency will be granted access to IDH corporate communications channels to publish appropriate materials

**Timeline:** Implementation of campaign will take place starting in June and leading up to the launch of the playbook, currently planned for early September, and run through September 30.

## **Deliverable 3: Ongoing communications performance reporting June to September**

In order to have a line of sight on communications performance and to make changes as needed, IDH requests monthly performance reports at month end from June – September. They should monitor the following:

- social and media performance
- web performance through:

It's expected that the awarded agency will proactively adjust campaign content to enhance performance and faster reach outlined goals.



## Budget

**\$26,000 USD incl. VAT.**

Please include breakdown of number of hours and associated hourly rate(s)

## General agency profile requirements

The Consultant is required to dedicate a continuous availability of agreed capacity and resources to the Assignment. IDH has a strong preference to work with the same assigned product team throughout the project. Requirements on the general company profile therefore relate to:

- clear client partner / account management and strong project team
- English language requirements
- Euro currency requirements for billing purposes.

IDH also highly values that its partners adhere to a level of affinity with the sustainability agenda of IDH.

## Tender and project timeline

This procedure is based on the following schedule:

1	Announcement	5 April 2023
2	Deadline to submit proposals to dohan@idhtrade.org	14 April 2023 (5:00 PM CET)
3	Notification of the top selected candidates and invitation for conversation	19 April 2023
4	Final award of the Contract and signing of agreement	21 April 2023
5	Project kick-off	Week of 24 April 2023
6	Campaign start	June 2023
7	Campaign end	September 2023



## Additional Resources

1. Initial internal discovery has been completed and can be made available to the awarded agency, including but not limited to personas development.
2. Examples of playbook features and content are also available for the awarded agency to reference during discovery.