

REQUEST FOR EXPRESSIONS OF INTEREST CONSULTING SERVICES

Selection # as assigned by e-Tool: JA-T1192-P003

Selection Method: Full Competitive

Country: Jamaica

Sector: Agro-Processing

Funding – TC #: **ATN/CO-18222-JA**

Project #: JA-T1192

TC name: *Building a New Shared Brand for the Jamaica Sauces and Spices Cluster*

Description of Services: *The purpose of the consultancy is to develop and execute a Digital Marketing and Public Relations Promotional Plan aimed at building the awareness of the Jamaica sauces & spices Brand, Halfway Tree (HWT), in the United States market.*

Link to TC document: <https://www.iadb.org/en/project/JA-T1192>

The Inter-American Development Bank (IDB) is executing the above-mentioned operation. For this operation, the IDB intends to contract consulting services described in this Request for Expressions of Interest. Expressions of interest must be delivered using the IDB Portal for Bank Executed Operations (<http://beo-procurement.iadb.org/home>) by: *[August 31, 2021]*, 5:00 P.M. (Washington D.C. Time).

The consulting services (“the Services”) entail designing and executing of a digital marketing & PR promotion plan aimed at introducing agro-processing firms producing sauces and spices, to the US market, and, over time, build brand awareness, increase customer loyalty and build brand equity. The consultancy is expected to be completed in 8 months and is estimated to begin in September of 2021.

Eligible consulting firms will be selected in accordance with the procedures set out in the Inter-American Development Bank: [Policy for the Selection and Contracting of Consulting firms for Bank-executed Operational Work](#) - GN-2765-4. All eligible consulting firms, as defined in the Policy may express an interest. If the Consulting Firm is presented in a Consortium, it will designate one of them as a representative, and the latter will be responsible for the communications, the registration in the portal and for submitting the corresponding documents.

The IDB now invites eligible consulting firms to indicate their interest in providing the services described above in the [draft summary](#) of the intended Terms of Reference for the assignment. Interested consulting firms must provide information establishing that they are qualified to perform the Services (brochures, description of similar assignments, experience in similar conditions, availability of appropriate skills among staff [using staff CVs], etc.). Eligible consulting firms may associate in a form of a Joint Venture or a sub-consultancy agreement to enhance their qualifications. Such association or Joint Venture shall appoint one of the firms as the representative.

Interested eligible consulting firms may obtain further information during office hours, 09:00 AM to 05:00 PM, (Washington D.C. Time) by sending an email to: *Kayla Grant* at kaylaq@iadb.org, with copy to *Courtney Lindsay*, courtneyl@iadb.org.

Inter-American Development Bank
Division: *Competitive, Technology and Innovation*
Attn: *Kayla Grant*

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Draft Scope of Reference:

Background - The *Jamaica Sauces & Spices Cluster – Building a Shared Brand* is a Cluster Development Plan (CDP) selected for project implementation by Compete Caribbean Partnership Facility (CCPF). This CDP emanated from the common agenda of a group of three Jamaican manufacturers of sauces, seasonings, and dressings, working with a network of over 500 farmers from different parts of the island. The goal is to improve the cluster's competitive positioning by launching and marketing a new line of products in the US market. For the purposes of the cluster development, Catiki Foods Limited was established as a company, owned by these three companies, with a new line of products created under the brand ***Halfway Tree (HWT)***. Brand building is an integral aspect of business development. It not only increases the voice and consumer awareness of a brand, but it also gives it an identity and worth. And, with the advent of participatory and interactive platforms, many businesses now have a chance to enhance their brand awareness and equity. As Catiki looks to increase its market penetration in the US market, defining and promoting brand HWT is key to its success. This is especially so as the company targets retail, food services and online channels for penetration and in a sector (Fast Moving Consumer Goods) where brands compete.

This project falls under the area of Market Development and seeks to build brand awareness of the HWT line of products in the US using various digital marketing promotional strategies.

The activities of the Consultant will therefore include:

Digital Marketing & Public Relations

1. Review existing digital marketing assets to assess usefulness. These include, create digital marketing assets for the cluster, Catiki Foods Ltd, to include:
 - Website and Online Catalogue
 - Branded assets (logos, icons, acronyms, etc.,)
 - Online products or tools (interactive content, etc.)
 - Social media pages
 - Google Business
 - Video content (video ads, product demos, etc.)
 - Images (infographics, product shots, company photos, etc. to be placed on website and social media platforms)
2. These assets must be consistent with the brand for use in various promotional channels identified under this consultancy.
3. Prepare manual with guidance on how each of these are to be maintained and updated.
4. Create a logo and Brand Guide for Catiki Foods Ltd.

5. Create a central theme, unique selling proposition, mission statement, and key messages to be used across all promotional channels. Linking the logo and color to all aspects of a campaign, including a message to support this theme.
6. Identify and clarify with the cluster primary and secondary target audiences (demographic and psychographic).
7. Conduct at least one in-store promotion.
8. Develop and implement a workable digital marketing & PR promotional plan that will appeal to the target audiences. At a minimum, this plan should include digital marketing strategies such as:
 - Pay-per-click (PPC) advertising
 - Paid search advertising
 - Search engine optimization (SEO)
 - Keyword strategy
 - Social media marketing (to include paid and unpaid)
 - Conversation rate optimization (CRO)
 - Content marketing
 - Email and affiliate marketing
 - The use of appropriately identified influencers; etc.
9. Develop newsletter template, create and publish first 2 newsletters.
10. Create a customer loyalty program plan