

## **REQUEST FOR EXPRESSIONS OF INTEREST**

### **CONSULTING SERVICES**

Selection # as assigned by e-Tool: RG-T3850-P004

Selection Method: Competitive Selection

Country: Regional

Sector: Science and Technology

Funding – TC #: ATN/CO-18718-RG

Project #: RG-T3850

TC name: Support to Caribbean Startups and Innovative Firms within the Blue Economy

**Description of Services:** The Compete Caribbean Partnership Facility (CCPF) seeks the services of a suitably experienced marketing consulting firm. This firm will support The BlueBOT Project, led by Bajan Digital Creations Inc, in designing new, unique, specialty product experiences and packages to target the guided R.O.V. underwater recreational and educational experiences niche specialty market. This follows the Marketing Strategy Developed under RG-T3850, the technical assistance program that is funding this project. The consulting firm will develop these experiences via brand differentiation, thereby effectively promoting the designed experiences and packages. The firm will also ensure that potential customers have ample, relevant information and easy access to purchase the experiences. Finally, the firm will also support the commercialization of data and ocean intelligence services targeted to businesses, academia, NGOs (particularly those focused on Ocean Conservancy) and Governments (including Ministries of Tourism, Ministry of Environment and Ministry of Planning).

Link to TC document: <https://www.iadb.org/en/project/RG-T3850>

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 by: **June 11th**, 5:00 P.M. (Washington D.C. Time).

The consulting services (“the Services”) include the following:

1. The general objective of this consultancy is to support an increase in the competitiveness of The BlueBOT Project by implementing the marketing and promotion strategy developed under RG-T3850. That strategy includes branding, promotional and digital marketing elements.
2. The specific objectives are to differentiate the product, stimulate demand, expand market penetration, and attract targeted customers to increase product sales by:
  - Building a brand to position The BlueBOT Project as a market leader in Ocean Intelligence services and underwater recreational and educational experiences.
  - Increasing the number of niche products/experiences/packages available for sale.
  - Creating a product/marketing brand.
  - Raising awareness & informing potential and existing markets of the product’s benefits; and
  - Provide online access to the BlueBOT project's products and services by building a website with agile and easy-to-understand content for all audiences.
3. Scope of Services

1. **Product Development:** Development of specialized guided R.O.V. underwater recreational and educational experience/products for sale in line with the needs of the target market; Products and services expected to include:
  - B2C Experiences will initially concentrate on locals and tourists within Barbados and tourists planning to travel to Barbados. Other targets include educational institutions that wish to offer educational experiences to students from primary to tertiary level. Additionally, market entry strategies should be researched and proposed for additional Caribbean territories in the future.
  - R.E.E.F. - The Underwater Tour, Recreational Experience for Tourists, Recreational Experience for Locals and Educational Experiences for Students
  - B2B Services will comprise of Nearshore/Day Fishermen, Government and Non-Governmental Institutions, Engineering, Telecommunications, Energy, Other Private Sector organizations. The goal of this service is to help develop promotional content for the BlueBOT project service that is tailored to the context and language of each of these audiences.
2. **Brand Development:** Develop and/or enhance the brand image for The BlueBOT Project. The brand image should define the business in the marketing of its products/experiences, domestically, regionally, and internationally.
3. **Promotional Strategy Implementation:** Develop, define and implement a marketing strategy to commercialize the products within the budget allocated to this project for a period of 6 months. This marketing strategy must demonstrate value to Bajan Digital Creations through the measurement of agreed indicators (sales growth, # of leads, marketing ROI, cost of customer acquisition, website traffic to website lead ratio, quoted to closed customer ratio, etc.).
4. **Website Development:** The Blue BOT project currently has a website. This website needs to be diagnosed in basic KPI's to identify the most critical ones and define together with Bajan Digital Creations the ones that need to be improved (at least 5 KPI's need to be intervened). The KPI's to be evaluated are 1. Web traffic, 2. Sessions and page views, 3. Reach and impressions, 4. Average position, 5. CTR, 6. Bounce rate, 7. Engagement, 8. Conversions and 9. ROI, among others.
5. **Social Media Marketing:** Building on the existing website utilized by Bajan Digital Creations, upgrade the digital presence of The BlueBOT Project to increase direct communication with existing and potential customers. In this activity it is expected that a strategic branding campaign of the BlueBOT project will be carried out in order to position it in social networks and have an impact on KPI's such as 1. Reach of the brand in social networks (number of followers or fans, web traffic, impressions), 2. Engagement (number of "likes", number of clicks, comments, shares, brand mentions), 3. Conversions (ROI of the investment, configure purchase goals through Google Analytics, create a different URL for each of the campaigns created in different social networks).

#### 4. **Key Activities**

The firm will be required to work in collaboration with the Executive Director of Bajan Digital Creations Inc., and the CCPF Project Team. The key activities to be undertaken include, but are not limited to, the following:

1. **Product Development:**
  - Conduct an analysis of existing products/services to design experiences, including product descriptions and operational considerations;
  - Product Marketing (B2B and B2C), Outreach and Branding Plans Outline, i.e., target audience, product/service messaging and branding; unique selling proposition; key sales/marketing strategies; creative assets (social media samples, photography, and video);
  - Provide supporting materials, i.e., sample itineraries with options. Options should include various themes and varying durations suitable for the diver and accompanying non-diving family and friends;
  - Provide a plan and activities to increase the number of times and days divers (and their families) are able to utilize the products per trip;
  - Transfer knowledge to Bajan Digital Creations Team
    - Robotic Exploration Experience Feed (REEF) product package design, and
    - Upselling REEF Product/Experience/Packages and Ocean Intelligence subproducts.
2. **Brand Development:**

- Prepare a Branding Strategy inclusive of logo, name, tagline, color scheme, brand messaging, sustainability messaging, message hierarchy, graphic look and feel etc.,
  - Assess the availability of existing photos and videos for use and indicate gaps.
- 3. Marketing Promotion Strategy Development and Implementation:**
- Develop a marketing and social media promotion strategy that includes a "media strategy plan/campaign";
  - Implement the marketing strategy and media channel postings (as identified in the social media promotion strategy) over a period of 6 months;
  - Develop all creative materials including social media posts; digital ads; e-newsletters; influencer campaign, Search engine optimization (SEO) etc.
- 4. Trade Marketing & Strategy:**
- Develop a trade marketing strategy (B2B/B2C);
  - Identify and facilitate the attendance of the Bajan Digital Creations team at trade shows;
- 5. Website Development:**
- Building on the existing The BlueBOT Project website, review and assess the gaps;
  - Based on the gaps, develop a website creative brief; and update the website by implementing the brief;
  - Update image and video bank;
  - Transfer knowledge to Bajan Digital Creations to manage the revised website and hand-off accordingly.

### **Expected Outcome and Deliverables**

- 1. An Inception Report:** The Inception Report should be prepared by the Consulting Firm prior to the commencement of full consulting activities. The inception report will detail the Consulting Firm's understanding of the work to be performed, the proposed methodology for performing the required work, and any proposed changes to the requested key activities that the Consulting Firm believes are necessary to achieve the overall consulting objective. The inception report should also include a proposed schedule of tasks, activities, timelines and milestones.
- 2. Situational Assessment Report:** This report will provide a situational analysis of all areas that impact upon the consultancy including product assessments, branding, website, marketing promotion, skill set of Bajan Digital Creations for product development/design and for website administration and management.
- 3. Product Development & Branding Strategy:** Given the situational assessment, this assessment will detail a product development strategy and design plan and the branding for the BlueBOT project.
- 4. Strategy Implementation:** Implementation of the agreed Product/Experiences Development, Branding and Marketing Strategies are critical deliverables within this consultancy. The strategies should be designed in the first 2 – 3 months of the project with implementation within the following 6 months accordingly.
- 5. Website Development:** Website developed/enhanced.
- 6. Final Report:** This report closes off the consultancy by providing a review of the work undertaken, results achieved, lessons learnt and closing advice/recommendations for The BlueBOT project and Bajan Digital Creations.

### **Project Schedule and Milestones**

The project is expected to begin upon contract signing and to be completed six (6) months thereafter.

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, 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.

*Special requirements according to the Donor Trust Fund (DTF), if applicable.*

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@iadb.org](mailto:kayla@iadb.org) and CC: [cmartinez@iadb.org](mailto:cmartinez@iadb.org)

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