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DB Reference N°: IDB-P776391-07/21

Country: Jamaica

Institution: Inter-American Development Bank

Sector: Marketing, Communications, Media and Design

Deadline: 2021-07-28T00:00:00.00-04:00

Status: Published

Loan N°./Financing: ATN/CO-18222-JA

Project: Building a New Shared Brand for the Jamaica Sauces and Spices Cluster

Title: a) Develop and execute of a Digital Marketing and Public Relations Promotional Plan aimed at building the awareness of the Jamaica sauces & spices Brand, Halfway Tree, in the United States market; and b) Identify and develop appropriate online marketplac

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Borrower/Bid No:

REQUEST FOR EXPRESSIONS OF INTEREST

CONSULTING SERVICES

Selection # as assigned by e-Tool: JA-T1192-P001

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 consultancy involves two main objectives. These are to:

a. *Develop and execute of a Digital Marketing and Public Relations Promotional Plan aimed at building the awareness of the Jamaica sauces & spices Brand, Halfway Tree, in the United States market; and*
b. *Identify and develop appropriate online marketplace eCommerce channels for sale of products from*

the Jamaican sauces & spices brand, Halfway Tree, in the United States market.

Link to TC document: [Web link to approved public document]

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://beoprocurement.iadb.org/home) by: *[July 28, 2021]*, 5:00 P.M. (Washington D.C. Time).

The consulting services ("the Services") include:

a. Assist cluster companies in the design and execution of a digital marketing & PR promotion plan aimed at introducing HWT to the US market, and, over time, build brand awareness, increase customer loyalty and build brand equity.
b. Develop the cluster companies' eCommerce online marketplace capacity. More specifically, the consultant will identify, select, and develop appropriate existing online marketplace eCommerce channels for the sale of the HWT line of products.

The consultancy is expected to be completed in 8 months and is estimated to begin in August 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 subconsultancy 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 kaylag@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:

The activities of the Consultant will include:

a) Digital Marketing & Public Relations

1. Consult with cluster partners to better understand the goal for each channel - clarify the purpose of the plan.
2. 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)
3. These assets must be consistent with the brand for use in various promotional channels identified under this consultancy.
4. Prepare manual with guidance on how each of these are to be maintained and updated.
5. Create a Logo and Brand Guide for Catiki Foods Ltd.
6. 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.
7. Identify and clarify with the cluster primary and secondary target audiences (demographic and psychographic).
8. Conduct at least one in-store promotion.
9. 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.
10. Develop newsletter template, create and publish first 2 newsletters.
11. Create a customer loyalty program plan

b) Development of online marketplace platforms (eCommerce)

1. Meet with key stakeholders (cluster team as well as key external partners) with a view to better understand the projects strategic goals, objectives, and business model for Catiki.
2. Become familiar with the HWT range of products – their key product features and benefits (quality, pricing strategy, USP, etc.)
3. Examine the operations of the company to assess its eCommerce readiness. Including the company's website.

4. Research and recommend the *best fit* online marketplaces for the HWT brand. That is, those that will successfully deliver the set outcomes and objectives; not only the ones that are popular.
5. Once approved, establish business relationships with selected online marketplaces.
6. Promote and sell the HWT line of products on the selected online marketplaces.
7. Establish systems within the firm to monitor the performance of each online marketplace.