



INSTITUT INTERNATIONAL DU FROID
INTERNATIONAL INSTITUTE OF REFRIGERATION

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CALL FOR TENDERS

NEW COMMUNICATION STRATEGY AND VISUAL IDENTITY FOR THE INTERNATIONAL INSTITUTE OF REFRIGERATION

Publication date: 7 October 2024

Deadline for submission: 14 October 2024

Presentation of the International Institute of Refrigeration (IIR)

The International Institute of Refrigeration (IIR), founded in 1908, is an intergovernmental organisation based in Paris, dedicated to the promotion of scientific and technological knowledge related to refrigeration, while respecting the environment and taking into account economic imperatives. Its main objective is to encourage the progress and use of refrigeration technologies to improve the quality of life, food safety, public health and environmental protection.

The IIR brings together experts, researchers and professionals in various fields, including industrial refrigeration, air conditioning, heat pumps and the storage of food and medical products. The organisation also promotes research, sustainable development and the dissemination of best practice through conferences, publications and international collaboration.

The IIR has around thirty member countries and works in two official languages: French and English. Thanks to its team of 14 employees and its organisational structure based on 10 commissions (sub-domains of refrigeration) grouped into five sections (domains of refrigeration), the IIR encourages partnerships and collaboration with organisations, institutes and associations at national and international level on all issues relating to refrigeration, whether in terms of the environment, sustainability, efficiency, public health or development.

For more information, please visit the IIR website www.iifir.org

Presentation and objectives of the project

As part of its new global strategic positioning, the IIR is looking for a service provider to help it draw up its new communication strategy, design its new visual identity (signature + overhaul of its corporate logo), develop its new graphic charter and overhaul its corporate website.

The IIR is seeking comprehensive support in defining its communications strategy, which will involve creating a new logo and a new corporate visual identity that reflect the Institute's values and missions, while being recognisable, distinctive and timeless, as well as redesigning its website (both technically and graphically).

The logo and visual identity will be used in all the IIR's activities, including at professional conferences, for the redesign of the website, on social networks (Facebook, X, YouTube, LinkedIn) and wherever the IIR develops on the web in the future. The new identity will be used on letterheads, business cards, brochures, banners, information documents and any other printed material as required.

At the end of the project, the chosen agency will provide the IIR with a document that clearly illustrates a ready-to-deploy communications strategy and a harmonised graphic charter, ready to be used in all the IIR's activities and within its organisation in general.

Because of the status of our institute, we are not subject to the Public Procurement Code.

Scope of the project – Technical and commercial requirements

We expect the agency to submit a creative process. Candidates will be asked to explain the creative direction and methodology they have chosen to follow in relation to this project.

Candidates will be asked to demonstrate how the IIR's current mission, values and strategy are reflected in the proposed logo and graphic charter.

1. Visual identity

- The agency must submit 2 to 3 initial concepts.
- The agency must provide a graphic charter.
- The agency must be available to the IIR for any consultation within 24 months of the final completion of the service (definition of the communication strategy, creation of the logo and application of the graphic charter).
- The agency must assist the IIR with the printing of materials bearing the new visual identity.
- The agency will be recognised for the development of the brand identity.

All rights to the logo and graphic charter will be transferred to the IIR, which will also own the exploitation rights.

The tasks to be carried out include:

- Creation of 3 to 5 logo proposals in black and white.
- Creation of 3 to 5 logo proposals in colour.
- Several rounds of discussions (number to be defined) with the client until agreement is reached on the final version.
- After final acceptance of the logo by the client, supply of the elements in electronic format (black and white and colour).
- Supply of the logo in vector format (eps) and image format in high, medium and low resolution (jpeg, tiff).
- Selection of the font family.
- Selection of colour references.
- Edition / Digital:
 - o Website (an overhaul of the site is planned for 2025). The final website will be produced by an agency that will adapt the graphic charter.
 - o Stationery (letterhead, business cards, etc.)
 - o Sample press advertising page
 - o Template for a kakemono
 - o Publications: templates for technical and policy briefs, guides, etc.
 - o Templates for emailing campaigns and newsletters
 - o Template for promotional gifts (pens, mugs, etc.)

- o Conferences: Templates for event announcements/calls for abstracts, certificates, procedures, logos, etc.

2. Communication strategy

- a) **Initial audit:** The agency must begin by carrying out a complete diagnosis of the IIR's current situation (communications audit), analysing its media presence, current content strategy, competition and market trends.
- b) **Customised strategy proposal:** Depending on the IIR's objectives and needs, the agency will provide a tailor-made strategy, including recommendations on channels, messages and actions to be taken (social networks, press relations, advertising, etc.).
- c) **Creativity and innovation:** The agency must come up with new and creative ideas to differentiate itself from competitors and reach target audiences in a powerful and innovative way.
- d) **Expertise and technical skills:** The agency must master the various tools and techniques needed to successfully implement the strategy (SEO, design, content production, digital campaigns, crisis management, etc.) and provide specialist teams as required.
- e) **Monitoring and reporting:** The agency must set up regular monitoring of actions and provide detailed reports on performance, using KPIs to assess return on investment (ROI).
- f) **Adaptability:** The agency must be flexible and ready to adjust the strategy according to the results obtained or any changes in the international context or the organisation's priorities.
- g) **Transparency and fluid communication:** the agency must be committed to clear and open communication with the IIR, providing regular information on project progress, deadlines and any obstacles encountered.

Skills required

As part of our project to overhaul our global communications strategy, we are looking for an agency capable of helping us to develop a new global communications strategy, including a visual identity, a complete graphic charter and an overhaul of our corporate website. Here are the criteria we expect from your agency:

1. **Proven expertise and experience**
 - o Significant experience in creating visual identities and graphic charters for companies in comparable sectors and sizes.
 - o A portfolio of successful similar projects, with relevant references.
2. **Competence in global communications strategy**
 - o Ability to develop a global communication strategy, including target analysis, definition of key messages and coordination of media (digital and print).
 - o A multi-disciplinary approach combining graphic design and expertise in digital communication channels (social networks, web, etc.).
3. **Creativity and capacity for innovation**
 - o Creative and original proposals, adapted to our positioning and values.
 - o The ability to offer graphic concepts that stand out from the crowd, while remaining consistent with our brand identity.
4. **In-depth understanding of our needs**
 - o A collaborative approach to understanding our business, objectives and culture.
 - o Customised, non-standard solutions tailored to our specific needs.
5. **Proficiency in design tools and technologies**
 - o Expertise in graphic design tools and current trends in visual design.
 - o Expertise in the consistent application of the graphic charter across different media (print and digital).

6. **Creation of a comprehensive and coherent graphic charter**
 - The ability to formalise a detailed graphic charter, including the logo, colours, typefaces, layout rules and their application to various media.
 - A guarantee of visual consistency across all the institution's communication channels.
7. **Redesign of the corporate website**
 - Proven expertise in the design and redesign of institutional websites, combining attractive design, ergonomics and functionality.
 - The ability to deliver an optimised user experience (UX) and fluid navigation, with seamless integration of the new visual identity.
 - Expertise in modern web technologies, SEO principles and performance optimisation to ensure increased visibility and accessibility.
8. **Reputation and reliability**
 - Positive opinions and testimonials from previous clients, attesting to the quality of the work carried out and the fulfilment of commitments.
 - Any professional distinctions or certifications in the field of communication and design.
9. **Robust project management**
 - A clear project management method, with precise stages (brief, validation, production, review) and strict adherence to deadlines.
 - Fluid communication throughout the project to ensure monitoring and adjustment as required.
10. **Transparency and adherence to budget**
 - Detailed and transparent budget proposals, with a breakdown of costs by item.
 - Ability to stay within our budget, while guaranteeing a high level of quality.
11. **Post-project support and additional services**
 - Post-delivery support for any adjustments or updates to the graphic charter.
 - The possibility of offering in-house training courses to help people adopt and apply the new communication strategy and the resulting visual identity.

Guidelines for submissions

Your agency is invited to submit a proposal for the development of the communication strategy, the design of the logo and graphic charter and the redesign of the IIR website, in accordance with the requirements set out above.

1. Format

Proposals should be submitted in PDF format and should not exceed 10 pages (including annexes).

2. Content

The agency must demonstrate its creative talent in its response to this call for tenders. The proposal must contain the following elements:

- a) Presentation of profile and experience (including prizes, awards or other recognition in its sector).
- b) List of the project team and qualifications of its members.
- c) Examples of previous projects for the same type of service (logo and graphic charter).
- d) Proposed timetable with deliverables and stages (phased approach if relevant).
- e) Details of methodology, creative process and quality assurance.
- f) Quotation including any advance payments and hourly rates.
- g) Three client references - 1 current and 2 past.
- h) Additional information (press, marketing documents, testimonials, etc.).

3. Validity of the proposal

The proposal submitted in response to this invitation to tender will remain firm and valid for a period of ninety (90) days from the date of submission.

4. Quantity of proposals

One (1) proposal in electric format.

5. Confidentiality

Proposals and the information they contain will be considered confidential and will only be shared with members of our Management Committee.

6. Closing date of submissions

Proposals must be sent by email to Nathalie de Grissac (Director of Communications)

n.degrissac@iifiir.org by no later than **14 October 2024 at 5 p.m. (Paris time)**.

Proposals received after the deadline will not be considered.

7. Timetable

The IIR envisages the following timetable for its tender process:

- 7 October 2024 – Publication of the call for tenders
- 14 October 2024 – Deadline for sending proposals by email (5 p.m. Paris time)
- From 15 October 2024 – Contact with shortlisted candidates to arrange a meeting
- 1 December 2024 – Applicants informed of final decision

The IIR will then select the proposals that best meet the specifications and contact the relevant service providers to schedule a preliminary interview which will take place at the IIR's head office in Paris. All applicants will be notified of their selection or non-selection.

Thank you for your time, effort and interest in this call for tenders.

Your IIR contact:

Ms. Nathalie de Grissac

Director of Communications

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