**Programme:** Private Sector Development and TVET in South Caucasus (PSD TVET SC)

**PN:** 16.2179.6-002.00

**Activity**: Development and positioning of “Wines of Armenia” brand based on qualitative research

**Period:** November 2020 – March 2021

1. **Brief information about the programme**

The Private Sector Development and Technical Vocational Education and Training programme developed jointly with the public partners and private sector in the South Caucasus Countries, aims at promoting the private sector development with high attention to employment impacts and close integration of vocational education and training.

Due to the small domestic markets with limited purchasing power, the South Caucasus Countries have focused so far on expanding foreign trade to promote economic development.The export-dedicated strategy achieved only limited success in improving the employment situation and living conditions. Employment growth in sectors that afford the greatest potential for *pro-poor growth* and employment promotion in comparable economies and also in South Caucasus, such as tourism and agricultural, cannot be sustained, because businesses lack well-trained skilled labour.

The core challenge consists thus in the difficult framework conditions for sustainable economic development in the sectors relevant for employment. The capacities available are not yet enough to generate the envisaged employment and growth momentum.

Therefore, the programme **module objective** is: The conditions for sustainable economic development have improved in selected sectors relevant for employment.

The programme adopts the integrated approach of German development cooperation in employment promotion. It addresses both the supply and demand side of the labour market to lay a better foundation for employment.

The programme operates in three intervention fields:

**Intervention** **field 1** aims to strengthen capacities for improving competitiveness in the sectors relevant for employment.

In **intervention field 2**, it supports the cooperation of the private and public actors to improve the labour-market relevance of selected training courses.

**Intervention field 3** seeks to strengthen the regional and international exchange of experience in sustainable private sector development and dual-oriented vocational training.

The programme is scheduled for a term of 6 years (from April 2017 to April 2023).

1. **Context and current situation in the field of assignment**

Driven by the imperative to increase economic competitiveness and ensure sustainable economic growth, the RA Government has identified priority sectors for development. Tourism, Wine and IT sectors have been considered by the Government of Armenia as priority areas. In order to increase competitiveness of these sectors the Government is implementing different programmes.

Over the past 7 years, the wine industry in Armenia has seen impressive growth. Since 2007 large investments have been made in the winemaking sector, especially for purchasing progressive technologies and modernisation of production processes.

An important framework condition to improve the situation in the wine sector is the already established Vine and Wine Foundation of Armenia (VWFA). VWFA is a governmental institution responsible for development of the sector.

The Foundation together with GIZ are taking measures to promote consumption of Armenian wines internally through in-depth research and marketing campaign.

On the other hand, it is imperative to enhance quality Armenian wines’ visibility and recognition outside of the country’s borders. To do it in a unified and consistent manner, VWFA in cooperation with GIZ are willing to introduce and strengthen *Wines of Armenia* umbrella brand which will position the quality-assured Armenian wines in international markets. The quality control of wines and compliance with recognised standards will be carried out by VWFA.

Thus, the overall goal of *Wines of Armenia* is to create a quality assurance system for wine producers in Armenia who are willing to present their wines under one recognised umbrella of Armenian high-quality wines in the international market.

1. **Conditions of the assignment**

**3.1. Objective of the assignment**

The goal of the assignment is to research and create a strong umbrella brand identity to position and promote quality-assured Armenian wines abroad.

The technical assignment is comprised of 2 key components - study and data analysis and development of branding of *Wines of Armenia* to better position it in international markets and enhance overall visibility of Armenian wines.

Creating strong *Wines of Armenia* brand is crucial in terms of distinguishing Armenian wines from the competitors and at the same time positioning them in the target markets.

On the other hand, *Wines of Armenia* brand used in the international context will increase awareness of Armenia as an attractive wine tourism destination.

**3.2. Tasks and deliverables**

The tasks of the Contractor will include:

a) *study and analysis component:*

- study of the main characteristic features of the Armenian wines to find out the unique selling points and competitive edges for the target markets abroad and in the Republic of Armenia.

- study of the examples of international benchmarks of umbrella brands (at least 3)

- study of major PR campaigns, main tools and marketing channels used in the campaigns by VWFA and wine producers over the past 2 years;

- conducting of qualitative research and at least 12 roundtable discussions with stakeholders for enriching the data; analysis of the results of the discussions;

- in-depth content analysis of the results of the above-mentioned studies;

- SWOT and PESTEL analyses of the Wines of Armenia brand

b) *Wines of Armenia* *branding and positioning strategy*

- development of *Wines of Armenia* brand concept, including mission and vision statement, slogan with key messages, brand story and ideology, guidebook on tone of voice and verbal elements, positioning strategy and ideology, story.

- development of *Wines of Armenia* trong visual identity: logo, brand colours, fonts (brand book) etc.

All the deliverables will be approved by GIZ and VWFA.

Tasks and deliverables in more detail:

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| **Tasks** | **Deliverables** | **Expert Days** | **Timeline** |
| 1. Study of the main characteristic features of the Armenian wines to find out the unique selling points and competitive edges for the target markets abroad and in the Republic of Armenia. | Processed data recorded and submitted to GIZ and VWFA\* for approval  \*All the processed data and their sources should be recorded and submitted to GIZ via email or in an external hardware to be able to check the authenticity of the selected sources and information. No oral inquiries.  Delivery language – Armenian or English | **10** | **November 2020** |
| 2. Study and analyse at least 3 international benchmarks and successful practices of creating a wine umbrella brand, as well as the concept of umbrella brand positioning and strategy. International benchmarks should be selected from the following list: Georgia, Moldova, Portugal, Romania, Australia, Germany. | Results of the study submitted to GIZ for approval  \*All the studied data and their sources should be recorded and submitted to GIZ via email or in an external hardware to be able to check the authenticity of the selected sources and information. No oral inquiries.  Delivery language – English or Armenian | **12** | **December 2020** |
| 3. -Study major PR campaigns, main tools and marketing channels used in the campaigns by VWFA and at least 10 key wine producers over the past 2 years (in particular, articles, exhibition participation scales, advertising campaigns, promotions, presentations, tastings, etc.) in Armenia and abroad  -Study how Armenian wine producers position Armenia and Armenian wine within their public relations and marketing campaigns.  *The list of companies should be approved in advance by GIZ and VWFA.* | * List of the wine companies to be studied for GIZ and VWFA approval * Results of the study submitted to GIZ and VWFA for approval   \*All the studied data and their sources should be recorded and submitted to GIZ via email or in an external hardware to be able to check the authenticity of the selected sources and information. No oral inquiries.  Delivery language – English or Armenian | **11** | **December 2020** |
| 4. Roundtable discussions with stakeholders   * Conduct at least 12 in-depth interviews with industry experts and stakeholders (the list should be approved by GIZ and VWFA) * Organise a workshop with the interviewees to verify the results. * Deliver the results of discussions recorded in a protocol | The results of the interviews and workshop recorded in a protocol and submitted to GIZ for approval  Delivery language – English or Armenian | **14** | **January 2021** |
| 5. In-depth content analysis of the results of the above-mentioned studies | The results recorded and submitted to GIZ for approval  Delivery language – English or Armenian | ***7*** | **January 2021** |
| 6. SWOT and PESTEL analyses of Wines of Armenia brand   * Carry out a SWOT analysis of the umbrella brand Wines of Armenia for the target markets abroad and in the Republic of Armenia | SWOT and PESTEL analysis submitted to GIZ for approval  Delivery language – English or Armenian | ***7*** | **January 2021** |
| 7. Deliver a progress report on the results of the study and analysis component of the assignment | Progress report delivered and approved by GIZ and VWFA  Delivery language – English | ***4*** | **February 2021** |
| 8. Develop *Wines of Armenia* umbrella brand positioning concept, including brand story, manual on the tone of voice and other verbal and visual elements as well | Draft concept of strategic positioning paper, including   * Brand story and ideology, narrative conveying the values, key messages, 2 versions of mission and vision statements (both in Armenian and English) * 3 versions of a slogan (in Armenian and English) * Brief manual on the tone of voice and vocabulary to be used (both in Armenian and English) while communicating the brand inside the country and outside of it   Delivery language – English and Armenian | 15 | **February 2021** |
| 9. Revise the concept based on GIZ and VWFA comments | Revised concept paper submitted to GIZ  Delivery language – English and Armenian | ***5*** | February 2021 |
| 10. Develop the main visual identity elements | Design and delivery of at least 3 options of key visual identity elements of the brand including:   * Logo (options with and without a slogan, both in Armenian and English) * design of the colour panel, colour code * font * photo style * design templates for social media, PowerPoint presentations * poster design * sample designs for souvenirs and other promotional materials * Design options for Wines of Armenia label   Delivery language – English and Armenian | **17** | **March 2021** |
| 11. Revise the brand visual identity based on GIZ and VWFA comments and submit the final versions in a brand book and in different formats for multiple uses (print, web) | Finalised visual identity concept submitted in a brand-book as well as in different formats for multiple uses (print, web)  Delivery language – English and Armenian | ***7*** | **March 2021** |
| 12. Draft a final report of the activity and send to GIZ | Final report submitted to GIZ  Delivery language – English | ***3*** | **March 2021** |
| Total Expert Days | | **112** | |

**3.3. Coordination and communication**

* The hired company shall report to PSD TVET Programme Team Leader and closely cooperate with PR and DeveloPPP Projects Coordinator.
* All the tasks will also be coordinated with and approved by Vine and Wine Foundation of Armenia.
* The hired company shall comply with GIZ regulations for procurement and/or service provision.

**3.4. Submission Requirements**

The hired company should meet the following requirements:

* Over 5 years of experience in brand strategy development, including brand storytelling, design and promotion;
* International experience – either experience in creation and promotion of strong global brands, or/and having an international branding expert/consultant as part of the team is a must;
* Experience in creating umbrella brands will be viewed as an asset;
* Experience in conducting studies for the wine sector will be regarded as an asset;
* Experience in processing and analysis of primary and secondary data
* Experience in developing research reports with practical recommendations
* Survey organisation and data management experience
* Prior experience working with international organisations and state agencies is a must
* Fluency in English and Armenian;
* Flexibility and ability to meet tight deadlines;

The company should submit the following documentation in the technical offer (all the documents in a single PDF file) :

* Portfolio and CVs of key experts for the assignment, brief portfolio (s) of the company or companies (in case you apply as part of a consortium) including relevant samples of branding and design
* Brief summary of the working process (not more than 2500 words) including study and analysis tools, steering structure, timeline, etc. (this is treated by GIZ and VWFA as the intellectual property of the Candidate and is not disclosed to third parties;
* At least 2 recommendations from international or/state organisations
* Other documents that might be relevant to the assignment

**3.5. Other provisions**

* Please note that the selection of all the subcontractors if any should be agreed with GIZ. GIZ and VWFA should also be involved in key working meetings with subcontractors including brainstorming, strategy development etc.
* All the personal data (names, surnames, contact details, emails, phone numbers etc.) processed before, during and after the assignment and related to it should be treated as confidential, transferred to GIZ and by no means disclosed to other parties.