

TERMS OF REFERENCE FOR THE DESIGN OF CORPORATE POSTERS AND BILLBOARDS

1. OBJECTIVES

The Grenada Industrial Development Corporation (GIDC) is seeking rough comprehensives (rough drafts) and quotations for the design and production of posters and billboards aimed at increasing public awareness of its services and facilities.

2. SCOPE OF WORK

The advertising agency will produce and supply the Corporation with the following advertisements:

- Design and produce: designs (4 types x 63) (18x24 inch) indoor posters. (Gloss, 200 GSM+UV 1/S)
- Design and Produce: designs (2 types) (8x12 foot) billboards. (Vinyl Wrap)

Posters and billboards must conform to the specifications listed under section 3. The agencies/individuals may not necessarily provide quotations and drafts for all areas within the scope of work.

3. SPECIFICATIONS

- a) **Target Audience:** Posters and billboards must target potential and existing investors.
- b) **Positioning:** Posters and billboards must position GIDC as the lead service provider for investment and enterprise development in Grenada's priority industry sectors.
- c) **Primary Message:** Posters and billboards must portray GIDC as Grenada's most comprehensive source for investment and trade information, expert advice, assistance and support to invest, start and operate a business.
- d) **Copy Platform:** Posters and billboards must clearly convey the benefits of utilizing GIDC's services:
 - Up-to-date trade and investment information
 - Dynamic and user-friendly web portals.
 - Efficient and effective investment facilitation & aftercare
 - Investment incentives within 20 working days
 - Practical entrepreneurial/business skills training
 - Hands-on help in preparing of business plans
 - Small business support in developing business ideas, set up record keeping and other productivity systems
 - Affordable industrial facilities

e) **Tone and Execution:** Posters and billboards **must** portray a strong corporate image of professionalism, efficiency, transparency, accountability and confidentiality.

f) **Mandatory:** The following must be included on the posters and billboards:

- Photos: Professional photographs and images
- Corporate Logo
- GIDC's tagline: **Facilitating, Supporting and Strengthening Business Investment in Grenada.**
- Contact Details
Grenada Industrial Development Corporation
Frequeute Industrial Park
Frequeute St. George's
Grenada
Tel: 473-444-1033/45
Fax: 473-444-4828
E-mail: GIDC: invest@grenadaidc.com
Website: www.grenadaworld.com

g) **Timeline**

- The agency will provide GIDC with a draft layout and design of the print advertisement by April 16th 2010.
- Provide final production of advertisements to the Corporation by April 21st 2010.