

Proposal International Paper, Hyderabad.

Proposal Information:

Proposal Submitted to: Procurement Department, International Paper APPM Ltd.

Proposal Submitted by: Ms. Rekha Oswal, Tempest Advertising Pvt. Ltd.

Proposal Date: 22.05.2017

Proposal Description: Retainer Proposal for Advertising Services

Proposal Tenure: (1st June 2017 to 31st May, 2018)

INTRODUCTION:

Tempest is a 19-year-old INS accredited advertising company, with branches in Hyderabad, Bangalore and Pune. Tempest is the founder member of Tribe Global, an international network of advertising agencies spread across 15 countries around the world.

With experience of working with both the private as well as the public sector, Tempest understands the need of its customers and has the capability to develop campaigns both in the local language as well as in English.

The company has a strong management and creative team. Mr. Turab Lakdawala, the Managing Director is a graduate of IIM, Ahmedabad with work experience in Hindustan Unilever Ltd. Each of the branches and creative department of the company is headed by successful industry experienced professionals.

Majority of Tempest's clients have been with the company for over 6 to 7 years, an indication of the company's ability to deliver, every time. We are also sure that if given an opportunity to be associated with your organization, we would be able to forge a long relationship, based on our ability to deliver and on mutual trust and respect.

Tempest Advertising has a full fledge in house digital team with a cumulative experience of 20 years in Web Design and Development and Online Marketing.

ABOUT TEMPEST: THE TEMPEST TRIBE GLOBAL NETWORK



Tribe Global, the international advertising agency network launched on 26th Jan '12 in London, UK with Tempest as one of its founding members.

www.tribeglobal.net

<http://tempestadvertising.com/home.php#tempest-global-presence>

TRIBE GLOBAL PARTNERS ACROSS THE WORLD:



Read more here: www.tribeglobal.net

OUR AWARDS:



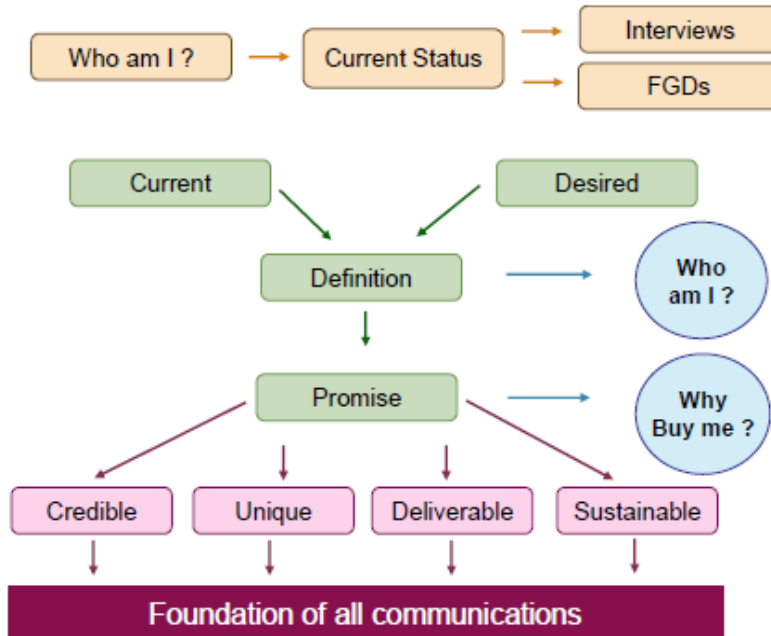
<http://tempestadvertising.com/home.php#awards>

SOME OF OUR CLIENTS:

METHODOLOGY

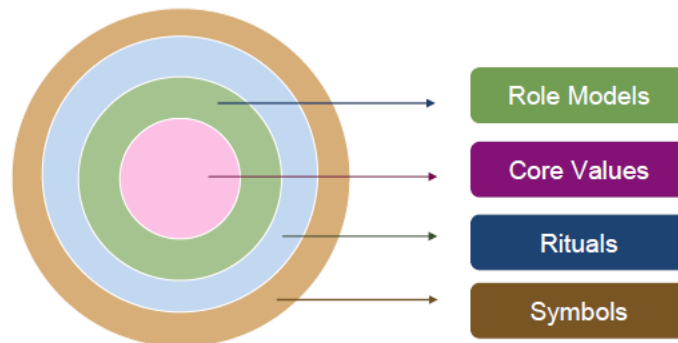
Tempest will approach this assignment in the following manner:

Tempest's Process Flow Model



Using the Hofstede model Tempest would develop the core brand attributes. These core attributes would form the basis of all activities which would go to build the brand in the future.

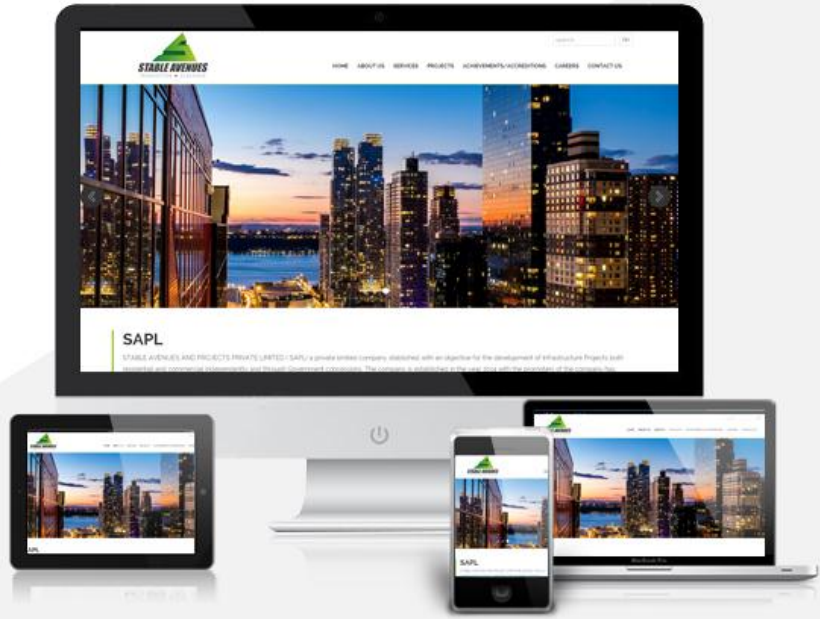
The Hofstede Model



Desk research will be undertaken with respect to the product offering and a competition analysis to understand the industry.

SOME OF OUR ONLINE WORK:





www.10downingstreetindia.com



I. **BACKGROUND:**

International Paper APPM Ltd., is one of the largest integrated paper and pulp manufacturers in India. Established in 1964, the company produces writing, printing and copier papers for foreign and domestic markets.

International Paper has shown interest in hiring the services of "Tempest Advertising Pvt. Ltd." (Hereafter referred as Agency) for branding and communication of International Paper.

II. **OBJECTIVE:**

The agency's responsibility will be to develop creative communication for the required brief or scope.

III. **OPERATIONALIZATION:**

Tempest will approach this assignment in the following manner:

Formulating a team which will consist of a team leader from the senior management of the agency to provide the strategic input, copywriter and visualizers to provide the creative inputs, a dedicated brand servicing person to ensure smooth co-ordination and effective implementation. Wherever necessary this team will be supported by our media, production and events divisions.

Developing creatives within the framework.

Production of collaterals whenever necessary (at actuals).

Feedback and Review.

IV. **PRODUCTION, EXECUTION AND CO-ORDINATION:**

Production of creatives across all media and execution of promotional events etc. will be under the supervision of Tempest and will be charged at actuals plus 15% of the actual tariff as coordination fee.

The selection of vendors for this purpose will be done by Tempest who will be responsible for the quality and delivery of acceptable standards. However, if the client selects a vendor of their choice, the responsibility for execution will not be with Tempest.

V. THE IMPLEMENTATION APPROACH

- Briefing
- Presentation with appropriate options
- Client feedback and evaluation
- Pre-execution fine tuning
- Execution/Production

VI. SCOPE OF THE PROPOSAL: THE DELIVERABLES

Tempest will partner International Paper through delivery of following design services which can be broadly classified as:

A. Corporate Office: Concept, Developing and Designing

1. E-mailers to make announcements on policies and systems
2. Newsletter – Offline & Online (monthly 1)
3. HR and Event announcements
4. Films (only concept and story board)
5. Internal Branding (1 campaign per month)
6. Corporate Advertising for newspapers, magazines, journals, souvenirs
7. Brochures – 8-12pages (Quarterly 1) and Folders (3-5 per quarter)
8. Communication material for events (1 event per month)
9. Exhibition stalls (Quarterly 2)

B. Factory Premises: Concept, Developing and Designing

1. Internal Films (only concept and story board)
2. Internal Communication material: posters / e-mailers / leaflets
3. Signage's and Internal Branding (7-12 creatives per month)
4. Will undertake Telugu translation and Typesetting for required regular jobs such as Mailers, Posters, Banners, Backdrops, Standees, Stickers, Film Supers, Film titles, Film translation for voice over (**estimate at actuals for translation and typesetting**)

VII.COMMERCIALS:

Our professional fees for the deliverables as listed above will be

- A. Retainer fees for above mentioned scope will be Rs. 95,750/- per month

The above fees do not include:

1. Printing and Production charges.
2. Marketing Research/Purchase of Research Reports/Data costs.
3. Photography / Charges for purchasing images
4. Translation in any languages will be estimate at actuals
5. Television commercials.
6. Media Costs.
7. Modeling and Model Co-ordination charges.
8. Designing for digital media and interactive presentations.
9. Social Media Management.

Note:

- a. Translation and Typesetting charges would be at actuals
- b. Film execution charges would be estimated later and on approval of the script
- c. Any job beyond the mentioned scope will be estimated prior for approval.

VIII. Terms and Conditions:

This contract is valid for one year from (1st June 2017 to 31st May, 2018). Work order to be shared.

1. Retainership fees to be paid on or before the 25th of every month vide cheque drawn in favor of Tempest Advertising Pvt. Ltd. for the coming month for which the services would be provided. (Ex: Retainer fee to be paid on or before 25th of May for advertising services for the month of June)
2. The client would require briefing, offer feedback and should designate an appropriate contact, to co-ordinate for successful completion of assignments.
3. All out of pocket expense for travel, lodging and boarding, etc. would be charged on actuals, subject to prior approval and would be paid in advance. Tempest will not incur any expense on behalf of the client without an advance.
4. Adaptation of the same creative in different language would be estimated separately
5. All technical/general content will be provided by the client in typed .doc format.
6. The estimates do not include cost of photography, purchase of images or icons, translation, software development, travel, designing of infographics, films, videos, and other out of pocket expenses, which would be estimated and incurred only on approval by the client.
7. Agency will not be responsible for reproduction of any photograph or design provided by the client.
8. Service tax will be charged at 15%. In case of GST, then GST will be applicable.
9. In case the agency is required to coordinate production of any material, or with a third party, a 15% fee on the production cost will be charged, along with Service Tax.
10. All payments are to be made by crossed cheque /DD payable/Bank transfer at Hyderabad.

11. All designs and creative concepts remain the property of Tempest until full and final payment is received from the client.
12. Subject to Hyderabad jurisdiction.

For Tempest Advertising Pvt. Ltd

For International Paper

Name: Rekha Oswal – GM Operations

Name:

Date: 22.05.17

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