

Creative Brief

Concept, Design, Content and Production of the 2016 Annual Report

Project

ASEF is looking to produce the 2016 Annual Report which targets its primary stakeholders, as well as members of the general public.

Background on the Asia-Europe Foundation (ASEF)

The Asia-Europe Foundation (ASEF) promotes understanding, strengthens relationships and facilitates cooperation among the people, institutions and organisations of Asia and Europe. ASEF enhances dialogue, enables exchanges and encourages collaboration across the thematic areas of culture, economy, education, governance, public health and sustainable development. ASEF is an intergovernmental not-for-profit organisation located in Singapore. Established in 1997, it is the only permanent institution of the Asia-Europe Meeting (ASEM).

Together with about 750 partner organisations, ASEF has run more than 700 projects, mainly conferences, seminars and workshops. Over 20,000 Asians and Europeans have actively participated in its activities. It has reached wide audiences through its networks, online media, publications, exhibitions and lectures. (www.asef.org)

Project Background

ASEF produces the Annual Report to provide its stakeholders (including the ASEF Governors, ASEM Senior Officials, ASEM Contact Points, partner organisations, participants and alumni) with an overview of its activities and financials in 2016. The Annual Report is a tool that reinforces the understanding of ASEF's mission and themes through the achievements accomplished over the year. The Annual Report is a comprehensive and visually appealing channel of reporting on ASEF, and to create greater awareness about ASEF, its projects and activities. Important to note is that 2017 is ASEF's 20th Anniversary, which will receive special emphasis in the Annual Report.

Objectives

1. To showcase ASEF's achievements of 2016 to its stakeholders and partners.
2. To communicate ASEF as a forward-looking intergovernmental not-for-profit organisation.
3. To create an engaging brand experience through innovative design, concept and content.
4. To celebrate the 20th Anniversary of ASEF. This theme should be integrated throughout the report.

Target audiences

1. ASEF stakeholders (ASEF Governors, ASEM government officials, partner organisations, event participants, alumni)
2. Potential partners, supporters and sponsors
3. General public

Scope

1. Concept, design, content and production of Annual Report.
2. Overall creative direction that is innovative, engaging and in line with ASEF's corporate identity.
3. Layout design, pre-press production and mock-ups of final print materials.

Specifications

1. Product specifics: The final product must include printed full version report, printed executive summary, and downloadable PDF version of the report.
2. The format for each piece is to be determined with the design agency.
3. Design elements should adhere to the ASEF Branding Guidelines (www.brand.asef.org)

Deliverables

All proposals shall include the following items:

- Brief background of the company and samples of past work in similar projects
- Concept proposal for the design of the 2016 Annual Report (reflect ASEF's corporate identity in the concept and design: www.brand.asef.org)
- Itemised break-down of quotation for:
 1. Copywriting
 2. Photo-shooting of ASEF staff (Group photo plus individual profile shots of all staff members)
 3. Graphic Design
 4. Printing
 5. Output
 - i. Printed full version Report (60-70 pages; 1,000 copies)
 - ii. Printed 2016 Highlights/Executive Summary (4 pages; 2,000 copies)
 - iii. Downloadable PDF version
- Propose a suitable production schedule of the Annual Report that concludes on 15 April 2017. All deliverables must be submitted by 30 April 2017.

Timeline

Tender period: 27 September – 14 October 2016

Expected start date: mid November 2016

Date of completion: 30 April 2017.

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