

Creative Brief

Concept, Design, Content and Production of the ASEF Annual Report 2015
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Project

ASEF is looking to produce the ASEF Annual Report 2015 which targets its primary stakeholders, as well as members of the general public.

Background of 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 a not-for-profit intergovernmental organisation located in Singapore. Founded in 1997, it is the only 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 and it has reached much wider audiences through its networks, web-portals, publications, exhibitions and lectures. (www.asef.org)

Project Background

ASEF produces the ASEF 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 in 2015. The Annual Report is a tool that reinforces the understanding of ASEF's mission and themes through the achievements accomplished over the year. The ASEF Annual Report is a comprehensive and visually appealing channel of reporting to ASEF's existing networks. It is also crucial for generating greater awareness about ASEF and its various projects and activities.

Objectives

1. To showcase ASEF's achievements of 2015 to its stakeholders and partners.
2. To communicate ASEF as an established forward-looking not-for-profit intergovernmental organisation.
3. To illustrate similar visions held by Europeans and Asians despite having different outlooks and cultures.
4. To highlight testimonials from those who have connected with ASEF in different capacities (e.g. alumni, stakeholders, project partners, etc.)
5. To create an engaging brand experience through innovative design, concept and content.
6. To create an effective bridge between printed and digital contents by conceptually linking 'offline' and 'online' communication strategies.

Target audiences

1. ASEF stakeholders (e.g. 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 ASEF Annual Report 2015.
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 report summary, annual report online page, downloadable and printable 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 ASEF Annual Report 2015 (reflect ASEF's corporate identity in the concept and design: 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 book (5060 pages; 1,000 copies)
 - ii. Printed short report summary (max. 4 pages; 1,000 copies)
 - iii. Annual report online page, which is readable from smartphones and tablets
 - iv. Downloadable printable PDF version
- Propose a suitable production schedule of the Annual Report that concludes on 15 March 2016. All deliverables must be submitted by 31 March 2016

Timeline

Tender period: 30 September 2015

Expected start date: mid November 2015

Date of completion: 31 March 2016.

Contact

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