

# Creative Brief

Concept, Design, Content and Production of ASEF Annual Report 2014  
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## **Project**

ASEF is looking to produce ASEF Annual Report 2014 that 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 700 partner organisations ASEF has run more than 650 projects, mainly conferences, seminars and workshops. Over 17,000 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](http://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 2014. 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 2014 to its stakeholders and partners
2. To communicate ASEF as an established forward-looking intergovernmental organisation
3. To introduce ASEF to new external audiences
4. To create an engaging brand experience through innovative design, concept and content
5. To create an effective bridge between printed and digital contents by conceptually linking 'offline' and 'online' communication strategies

## **Target audience**

1. ASEF stakeholders (e.g. ASEF Governors, ASEM government officials, partner organisations, event participants, alumni)
2. Potential partners and sponsors
3. Members of the general public

## **Scope**

1. Concept, design, content and production of ASEF Annual Report 2014
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 a printed full version report, a printed report summary, an annual report online page, and downloadable and printable PDF versions 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.

### **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 2014 (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 (max. 50 pages; 1,000 copies)
    - ii. Printed short report summary (max. 4 pages; 1,000 copies)
    - iii. Annual Report online page, which is readable from smartphone and tablets
    - iv. Downloadable printable PDF version
- Propose a suitable production schedule of the Annual Report that concludes on 1 April 2014.
- All deliverables must be submitted by 20 April 2014.

### **Timeline**

Tender period: 20 November – 7 December 2014

Expected award date: 19 December 2014

Date of completion: 20 April 2015

### **Contact**

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