

SPECIFICATIONS FOR PROVISION OF PUBLIC RELATIONS SERVICES FOR BLUEPRINT 2012

1 INTRODUCTION

- 1.1 BLUEPRINT is a B2B trade event to be held on 17 to 20 May 2012, as part of the Asia Fashion Exchange, a two week fashion extravaganza set to develop Singapore's fashion industry by cultivating design talent, stimulating demand locally and internationally and positioning Singapore as a fashion centre on the international stage.
- 1.2 BLUEPRINT is positioned as the Asia's Fashion Trade Gateway to showcase talented designers from Asia to international buyers and media. Apart from pursuing business opportunities and launch platform for Singapore designers and fashion industry, the tradeshow also aims to promote closer collaboration amongst Asia designers and exchange of ideas. The emporium concept on the last two days of the tradeshow offers an opportunity for participating designers a first-hand market testing with public consumers, as part of the retail experience to improve their business skills.
- 1.3 BLUEPRINT is an industry initiative, supported by SPRING/IE Singapore that aims to grow the brand name and the fashion industry as a launch platform for designers to the international fashion scene, and at the same time to foster closer collaboration with foreign fashion businesses through this platform exchange.
- 1.4 BLUEPRINT 2012 targets to attract 150 exhibitors, 3000 visitors and more high profile buyers from Singapore and regionally. In addition, BLUEPRINT will also act as a pivotal networking point for fashion businesses to establish link to further business opportunities.

2 SCOPE OF WORK

TaFf seeks to engage an agency required to provide the public relations support for BLUEPRINT 2012.

2.1 PUBLIC RELATIONS SERVICES

- 2.1.1 The Agency will be appointed for a period of ten months from the date of award, with an option to extend for an additional two months, subject to the same terms and conditions. This option shall be exercisable at the sole discretion of TaFf.
- 2.1.2 The Agency shall be required to develop and implement a strategic 10-month PR/communications programme that would reach out to the target audience and achieve the following:
- a) Increase awareness of BLUEPRINT in Asia.
 - b) Regional and local stakeholders: Raise the profile of BLUEPRINT and position Singapore as the launch platform for designers and fashion business to foster closer collaboration through this platform exchange.
- 2.1.3 The Agency shall pitch media stories to targeted local and regional dailies, trade publications, online and broadcasting stations. These messages should seek to achieve the overall communications objectives, which could include the profiling of BLUEPRINT.
- 2.1.4 The Agency shall be required to provide the following services during its appointment:
- a) PR strategy – to provide strategic PR counseling, develop and execute communications strategies and tactics for BLUEPRINT.
 - b) Develop key messages and newsworthy illustrations to profile BLUEPRINT highlights and exhibitors.
 - c) Develop overall communications timeline and plan with specific strategies and tactics, which will be used consistently to achieve the overall communications objectives,
 - d) Media pitching on selected themes/messages to targeted dailies, magazines, online and broadcasting stations and includes managing all interview sessions with the media, pre-interview briefing and onsite facilitation.
 - e) Development of media materials for all press events and launches, including media advisories, press releases, factsheets, media Q & A and briefing documents for TaFf's approval.
 - f) Additional Media relations services – to provide overall media monitoring and international media value (IMV).

- g) Identify key media/target audience list development and cultivation, while build database

3 TARGET AUDIENCE

- 3.1 The target audience and desired outcomes for the PR/communications programme include the following:

Target countries: Singapore, China, Indonesia, Japan, Korea, Malaysia and Thailand

Target audience:

- a) *Fashion Designers*: Increase awareness of BLUEPRINT and position it as the Asia launch pad for fashion talent to the international fashion scene.
- b) *Buyers/Retailers/Dept Stores*:
- c) *Public*: Raise the profile of BLUEPRINT.

4 PROPOSAL SUBMISSION REQUIREMENTS

- 4.1 Vendors are invited to submit a proposal for a PR/communications programme as described in this document, which should include the following:

a) PR and Publicity Plan

- i. Indicate a brief outline for a 10-month PR plan to drive publicity for BLUEPRINT and to reach the target audiences as defined in Section 3, indicating the key deliverables, performance indicators and timeline as well as an estimated breakdown of the cost of each deliverable suggested, including any third party fees incurred.

b) Professional Track Record

- i. *Credentials and experience*: Include examples of previous experience in the required areas and highlights of the projects' PR and publicity plans, how the Agency's plan had helped to achieve the projects' desired outcomes, and details of the particular role/task undertaken by the Agency and the name(s) specific personnel involved in each of the projects.
- ii. Agency to submit details of all Directors and Partners, including names, designation and no. of years in current designation.

c) Account Team

- i. The Agency must propose and appoint a dedicated account manager (“Project Manager”) to be primarily responsible for liaising with TaFf and managing all aspects of the Services to be executed or provided by the Agency under the Contract. TaFf shall have direct access to the Project Manager at all times during the performance of the Contract.
- ii. The Project Manager shall be required to service the Contract on a full-time basis and the Agency shall not remove/change the said Project Manager without the written approval of TaFf. TaFf reserves the right to reject and Project Manager assigned at any time without assigning any reason, and the Agency shall propose a suitable replacement immediately at no additional expense to TaFf.
- iii. The Agency shall submit all names and particulars of personnel assigned to the Contract for vetting by TaFf. The submission should include the resume of each of the assigned personnel, and a project organisation chart showing their names, reporting lines and responsibilities. TaFf reserves the right to interview the assigned team and to require the Agency to propose alternative personnel for TaFf’s consideration.

4.2 Vendors must submit their proposals by not later than **2359 hours** (Singapore time) on **Monday, 10 October 2011**

5 EVALUATION CRITERIA

5.1 All valid submissions shall be evaluated based on the following:

- a) Demonstration that the Agency’s proposal meets the requirements set out in our specifications and how the Agency plans to complete the suggested scope of services in the core areas, with a clear set of measurable deliverables that meet our desired outcomes
- b) The Agency’s understanding of the critical issues and the effectiveness of the strategies proposed to address them
- c) Spectrum of services the Agency is able to provide
- d) Track record
- e) Price competitiveness
- f) CVs and relevance of experience in Singapore and if any, international market, of key personnel who make up the account team

g) Ability of the account team to meet the specified delivery timeline

6 TIMELINE

6.1 The Agency shall carry out the proposed activities from the commencement of the awarded Contract and in accordance with the project timeline as outlined in Table 1. TaFf reserves the right to make changes to the timeline during the tenure of the Contract.

| Stage | Proposed dates |
|---------------------|---|
| ITQ Publish Date | 26 September 2011 |
| ITQ Closing Date | 10 October 2011 |
| ITQ Award | Within 7 days after ITQ closing Date |
| Implementation Date | Upon ITQ award and acceptance of contract |

Table 1: Timeline