



## REQUEST FOR PROPOSAL (RFP) COMPREHENSIVE COMMUNICATION ENHANCEMENT PROJECT: REBRANDING AND COMMUNICATIONS STRATEGY FOR LYCÉE FRANÇAIS INTERNATIONAL JACQUES PREVERT D'ACCRA (LFIA)

### INTRODUCTION

Lycée Français International Jacques Prévert d'Accra (LFIA) is a leading international educational institution in Ghana, accredited by the French government and renowned for its commitment to academic excellence and multilingualism, and dedication to fostering a global mindset among students. LFIA is seeking proposals from qualified firms or individuals for a comprehensive communication enhancement project, with the aim of aligning the school's messaging, identity, and stakeholder engagement with its mission and future vision. The project will be divided into two (2) distinct lots. *Interested bidders may submit proposals for one or both lots.*

This initiative is also aimed at improving the school's visibility within Ghana, engaging the existing LFIA community, enhancing its appeal to the Ghanaian community, and ensuring that the school is perceived as welcoming to children of all nationalities.

### PROJECT OVERVIEW

The school provides internationally recognised education to a student population of about 700 students of 34 nationalities, using the French curriculum. With a commitment to academic excellence, multilingualism, and multicultural inclusion, the school seeks to modernize its brand and communication tools to better reflect its inclusive identity and foster deeper engagement within the Ghanaian and broader international communities.

While maintaining strong links to the French language and culture, the school is also open to and enriched by a diverse body of Ghanaian and international students. The new communication approach should emphasize this openness and project an image of the school as welcoming, inclusive, and internationally-minded.

### OBJECTIVES OF THE ASSIGNMENT

- Assess current communication tools and practices to identify gaps and inefficiencies.
- Redefine the school's brand identity to reflect its values and international positioning.
- Design and implement a communications strategy that enhances both internal and external engagement.
- Increase visibility of the school within Ghana and attract more Ghanaian and international families.
- Promote the school as a welcoming, inclusive, and high-quality educational institution for all backgrounds.

### PROJECT LOTS

#### *Lot 1: Rebranding Strategy*

The selected consultant or agency will be required to:

- Carry out a gap analysis, producing a gap matrix that highlights areas for improvement.
- Develop the brand positioning and narrative (aligned with mission and AEFE standards).
- Design a visual identity system.
- Provide a brand guidelines manual.
- Create visual mock-ups for brand assets (signage, stationery, uniforms, and marketing materials).
- Develop a marketing and communications strategy for the new branding.

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- Incorporate messaging adapted to reflect inclusiveness and openness to the Ghanaian and wider international community.

**Deliverables:**

- Brand strategy outline
- Brand identity guide (PDF + source files)
- Logo
- Color palette with CMYK, RGB, and HEX codes
- Editable files (e.g., .AI, .INDD, .PSD, font licenses)
- Typography hierarchy with primary and secondary fonts
- Signage mockup (e.g. front gate welcome sign)
- Stationery design: school letterhead, business cards and certificate templates
- Uniform branding samples (e.g. logo placement on polo shirt or PE kit)
- Marketing materials (e.g. pull-up banners, brochures, posters)
- Feedback plan: method of gathering stakeholder feedback on design

**Lot 2: Communications Strategy**

The selected consultant or agency will be required to:

- Conduct a situational analysis of LFIA's current communications landscape.
- Develop key messaging guidelines.
- Design a stakeholder engagement plan.
- Recommend suitable digital and traditional communication channels.
- Develop an implementation roadmap with timelines and KPIs.
- Provide training and capacity-building support for internal communication teams.
- Advise on crisis communication protocols and best practices.
- Propose strategies specifically targeted at increasing LFIA's appeal to Ghanaian families.

**Deliverables:**

- Comprehensive communication strategy document
- Editable 3-6months' content calendar (Excel or Google Sheets)
- Sample post templates (e.g. Instagram/Facebook post with caption + image format)
- Newsletter layout in Word/Canva format
- Event announcement flyer templates
- Internal message samples (e.g. parent reminders, teacher updates)
- Emergency alert SOP and SMS/email/WhatsApp sample messages
- Presentation of slide deck for internal training
- One training session with school team (virtual or in-person)

**PROPOSAL REQUIREMENTS**

**Technical Proposal**

Proposals must include:

- Agency/consultant profile and team bios
- Portfolio and examples of similar work (branding and communication in education preferred)
- Proposed methodology and timeline for each lot
- Budget breakdown with pricing (inclusive of VAT)
- Client references (minimum of 3)



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- Legal & Tax Documentation: Business Registration Certificate and TIN

Proposals may be for one or both lots.

**Financial Proposal**

Proposals shall include:

- the cost per lot
- other costs the school may incur in implementing the proposed recommendations

**EVALUATION CRITERIA**

Proposals will be evaluated based on the following criteria:

- Understanding of scope and methodology
- Relevant experience in branding, communication, and education (minimum of five years' experience)
- Creativity and clarity of proposed approach
- Timeline feasibility and capacity to deliver
- Cost-effectiveness
- Experience with community engagement and inclusive messaging

**SUBMISSION DETAILS & CONTACT DETAILS**

All proposals must be submitted in PDF format to [ape@lfaccra.com](mailto:ape@lfaccra.com) by 1<sup>st</sup> **August 2025** with the subject line: **RFP Submission – Communications Enhancement Project (Indicate the lot being bidded for – Lot 1 or 2).**

**TERMS AND CONDITIONS**

1. LFIA reserves the right to accept or reject any proposal without providing reasons.
2. Late submissions will not be considered.

*Issued by: Lycée Français International Jacques Prévert d'Accra (LFIA), on 22nd July, 2025.*