A call for proposal/February 11, 2010

Branding and Communication Showcase for the *Made in India* Shows

Made in India logo

Made in India film

An introduction

India Brand Equity Foundation is a public-private partnership between the Ministry of Commerce and Industry, Government of India, and the Confederation of Indian Industry. Its primary objective is to promote positive economic perceptions about India.

Objective

The Department of Commerce, Government of India, has announced a series of *Made in India* Shows to be organised across the world to showcase the strengths of India across products and services, highlighting India's capabilities, competence and attractiveness as a resilient business partner and a favourable investment destination, with the overall objective of strengthening and enhancing the *Made in India* label and *Brand India*.

To set the context for the Shows and lend consistency in messaging across the markets, IBEF has been tasked with the branding and communication showcase for the *Made in India* Shows.

Scope of Project

As a first step of the branding and communication showcase, IBEF invites proposals for:

- Conceptualising and designing a *Made in India* logo
- Conceptualising and designing a *Made in India* film

a) Made in India logo

The *Made in India* logo should be a powerful unified whole that is arresting as well as evocative and serves as the umbrella brand across products and services to:

- strongly reflect the nation brand strengths;
- project India as a quality supplier of goods and services;
- resonate credibility for the *Made in India* label;
- capture the resilience of the economy;
- position India as a reliable business partner.

b) **Made in India film**

Equally the *Made in India* film - a 4-5 minute narrative – is expected to be a powerful and impacting audio-visual that captures each of the brand points highlighted above under *section a to* resolutely depict India's prowess, competencies and capabilities across products and services. The film should also serve as a visual differentiator that portrays the uniquely Indian brand touch points that distinguish India from other nations (specially China) to position and build the *Made in India* label in its own space.

The film should have a master narrative that stays intact with segments uniquely adapted to distinct markets, Middle East, Asia and Latin America. These would call for different - and preferably native voice-overs and taglines – amongst other elements that you may like to suggest.

Both the *Made in India* logo and the *Made in India* film should blend in the Brand vibrancy and diversity in spirit and form.

Datelines for submission

Interested companies should submit the proposal for the *Made in India* logo by March 5, 2010 in triplicate sets. The proposal should include the design elements and the ideas that would go into constructing the logo.

The proposal and the concept for the *Made in India* film should reach IBEF by March 1, 2010.

The final logo for ***Made in India*** would be expected to be submitted after two weeks of finalisation of design template. The ***Made in India*** film would need to be completed within a month after finalisation and acceptance of concept.

Project Commercials

The proposals for the ***Made in India logo*** and the ***Made in India film*** should be complete with commercial terms and quotations. The commercial terms must be submitted separately in a sealed envelope.

Project Coordinator(s)

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