

Creative Brief

**Project**

**Background of the Asia-Europe Foundation (ASEF)**

**Project Background**

**Objectives**

**Target audience**

**Scope**

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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
     1. Printed full version book (max. 50 pages; 1,000 copies)
     2. Printed short report summary (max. 4 pages; 1,000 copies)
     3. Annual Report online page, which is readable from smartphone and tablets
     4. 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**

Plamena SLAVCHEVA (Ms)

Communications Officer, Public Affairs

Asia-Europe Foundation (ASEF)

[plamena.slavcheva@asef.org](mailto:plamena.slavcheva@asef.org)

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