

TERMS & CONDITIONS

The agency/ company should be able to provide end-to-end support for the complete marketing enablement from brand strategy, designing, packaging, brand management, and consultancy & co-ordination for development of marketing material, content generation, events, advertisement, media/ social media management, customer relationship management, social media, logistics support and any other aspect related to branding, for accomplishment the marketing and business objective.

The agency/ company is expected to be able to:

1. Standardize of the project brand “FIVE RIVERS” as per brand guidelines
 - **Parent brand name and logo:** Proportions, writing style, colour, spacing minimum size, versions in other colour, backgrounds, house colours, fonts, incorrect usage etc.
 - **Stationary:** Logo placement, information placement, colours, font & font minimum sizes, etc. in Letter heads, visiting cards, envelopes, carry bags etc.
 - **Official Communications:** Logo proportions, colours, fonts etc. in website Presentation – opening slide, place holder for the title, placement of the logo. Master slide lay out etc. : Press release formats etc.
 - **Packing:** Ground rules, Logo placement, spacing, accepted colours fonts, treatment.
 - **Advertising:** Formatting, basic fonts, Logo placement, colours, visual treatment.
 - **POS materials:** Formatting, basic fonts, Logo placement, colours, visual treatment.
 - **External signages:** Hoardings, dealer boards, banners, uni-poles company trucks and transport etc. basic layouts, font sizes, placement.

2. Develop a comprehensive **Brand strategy** coupled with the business strategy.
3. **Manage the brand** by Execution of strategy through various relevant initiatives.
4. **Provide Consultancy and coordination** on following aspects:
 - Positioning of the brand ‘FIVE RIVERS’, distinctively for awareness
 - Development of marketing material like brochure, flyers, e-mailers.
 - Conceptualization and facilitation of events for promotion
 - Content generation
 - Media relations
 - Customer relationship management
 - Any other aspect related for branding.
5. **Manage Media:** By maintaining media database, collating information, media training for addressing the media, creating FAQs, creation and dissemination of press releases, interviews and press conferences with follows up and feedback
6. **Manage any impending crisis** by proactively identifying, creating strategy to control and implement control plan through media.

Reporting: Monthly reporting of all the appearances in media and branding efforts made be reported to the Organization.

The performance of the Agency will be reviewed on quarterly basis and in the event of unsatisfactory/ non-performance in the execution of work, the contract may be cancelled/ terminated with one month’s notice.