

30TH ANNIVERSARY OUTREACH KIT

Terms of Reference

DSW EU seeks an art director/ creative director/ graphic designer/ consultant to provide creative advice and develop an original (mailing) outreach kit targeting EU decision makers on the occasion of the 30th anniversary of the organisation to raise visibility for the two global health challenges we focus on.

Introduction

Deutsche Stiftung Weltbevölkerung (DSW) is a global development organisation that focuses on the needs and potential of the largest youth generation in history. We are committed to creating demand for and access to health information, services and supplies, and to securing their right to a brighter future.

We achieve this by engaging in advocacy, capacity development, and family planning initiatives, which make sure the youth of today are empowered to lead healthy and self-determined lives. DSW also advocates for investment in research and innovation to fight poverty-related and neglected tropical diseases – diseases that continue to disproportionately affect women and girls.

Objectives

Develop the concept and execute (design and implement, i.e. in charge of production, ordering final products) a creative mailing kit that sends a powerful message, and is attention-grabbing, including surprising objects that have the potential to become “office talk”.

Scope of the Work

- Kick off meeting (1h) to explain mission and define objectives
- Deliver 2-3 initial ideas/ creative approaches/ draft designs to be discussed and further developed during two hour brainstorming creative workshop with DSW team

- Provide the design of an original outreach kit based on the agreed idea/ concept
- Find providers to produce the (different parts of the) outreach kit and accompany process of production of the materials together with DSW communications officer

Description of assignment

- The mailing/ outreach kit might require potentially two different versions for the two topics that need to be communicated:
 1. Support for sexual and reproductive health and rights in the EU's external action
 2. Support for research and innovation on poverty-related and neglected diseases
- Potentially develop an overarching campaign slogan that works for both topics, and relates to the mailing object (example: if we send a megaphone, the claim could be "raising the voice").
- The mailing should be composed of:
 - A "special" container, e.g. Russian Dolls, Piñata, cake, medical case/first aid kit, chinese fortune cookies, which can contain messages, or be the message itself, or be accompanied by other material
 - Or a special, attention grabbing object, that can be accompanied by other material
 - The other material to design includes a postcard/ flyer/ other format introducing DSW, our anniversary, our new vision and mission, our EU work
 - Other materials to design also include goodies (chocolates/ sweets/ coffee mug? etc.) that could accompany the mailing
 - There will be other accompanying material (e.g. Factsheets on different topics) which will be developed and designed separately, covered by a separate budget
 - All materials must be in line with DSW branding guidelines

Budget

- Up to 3000 EUR for design and execution (fee for the the designer)
- Up to 5000 EUR for the production and mailing of ca. 50 outreach kits (distribution managed by DSW)

Timeline

- Kick off workshop end of November/ beginning of December 2021
- First draft design concept beginning of January 2022
- Execution and production finalised by mid February

Expert Profile

- Experience with creative mailings, attention-grabbing advertising material
- Understanding of EU/ Brussels communications landscape
- Excellent English writing and communications skills
- Able to provide quality design services

Logistics

All meetings will take place online. An initial workshop will be scheduled, and ongoing communications will take place via email or online calls, as and when needed.

Application process

Interested parties are invited to share their offer with brussels@dsw.org by COB, Friday, November 26. Should you have any questions, please do not hesitate to contact Sandrine.Remy@dsw.org.