

Design a new company logo and develop a
corporate identity or brand design
Pitch Brief Clarification

Latetia Venter



- Welcome
- Attendance register
- Pitch Evaluation Process
 - *Agency Credentials*
 - *Case studies*
- Pitch logistics
- Questions and Answers

Pitch Evaluation Process



Pitch Scorecard: Technical Assessment



This scorecard will be used to assess the agency's pitch presentation and is referred to as the Technical Assessment:

Pitch Task 1: Agency Credentials:	40%
<i>Profile</i>	20%
<i>Resources</i>	15%
<i>Clients</i>	5%
Pitch Task 2: <i>Presentation of 2 Case Studies</i>	60%

NOTE: Please ensure that your presentation focuses mostly on the 2 case studies.

Profile – 20%

The agency is required to demonstrate:

- a) Is a well-established design agency
- b) Has a dedicated corporate identity design dept/team.
- c) Has experience in developing corporate identities for large corporate clients with national footprints.
- d) Has experience in conducting environmental scans in relevant markets, prior to developing a new corporate identity for a client.
- e) Has experience, and is familiar with, different brand architecture strategies and the design implications thereof.
- f) Has the capacity/capability of servicing the Eskom account, (especially if more than one identity needs to be developed simultaneously).
- g) Any memberships to local or international networks, as the means to keeping up to date with new trends and developments in the international corporate identity and brand development spheres.

The agency is required to include the following in their presentation:

- ✓ An overview of their dedicated corporate identity design team – i.e. indicating number of resources (senior designers, creative director and brand strategist etc. and years of experience)
- ✓ Present examples of corporate identities developed for corporate clients.
- ✓ Present examples of corporate identities for large corporate clients with a national footprint
- ✓ Present examples of corporate identities with varying brand architecture strategies
- ✓ Evidence of environmental scans conducted for corporate clients (local, national, international/global)
- ✓ Indicate any memberships, partnerships, alliances, etc. to local industry or international networks

Resources – 15%

The agency is required to demonstrate:

- a) Resource capacity to design and develop a corporate identity for a large corporate client
- b) It employs sufficient designers, experienced in the designing and developing corporate identities
- c) Sufficiently experienced senior resources
- d) Dedicated key resource

The agency is required to include the following in their presentation:

- ✓ The total number of staff employed by the design agency. Break this down per portfolio, i.e. Business Unit Director, Strategist, Creative Director, Art Director, Copywriters, Designers, Graphic Designers, Digital UX testing and other
- ✓ Assuming the approximate budget of the Eskom account for developing the corporate identity could be R 5 million per entity, unpack the number of staff that will be assigned to the Eskom account, the most senior resources that will be assigned to the account and the percentage of time they will spend on the account
- ✓ Short profiles, including the number of years' experience, of the senior resources, i.e. strategist, creative director etc.

Pitch Task 1: *Agency Credentials*



Client list – 5%

The agency is required to demonstrate:

- a) Experience working with large corporate clients with a similar profile to Eskom

The agency is required to include the following in their presentation:

- ✓ Summary of the agency's top 5 corporate clients, and a brief overview of each corporate identity developed
- ✓ Corporate identities designed and developed in the past 3 years
- ✓ Highlight any public or utility clients, and the range of corporate identity design and brand developments for these organisations.

Pitch Task 2: *Presentation of 2 Case Studies*



Case Study 1 – Within the parastatal or energy sector (if possible) 30%

The agency is required to demonstrate:

- a) Experience in designing a new brand development strategy, clearly indicating why the company should follow a specific visual direction
- b) The ability to successfully develop corporate identities for large organisations, who had a varying brand architecture strategy

The agency is required to include the following in their presentation:

- ✓ Did the agency have a clear understanding of the scope of work/brief from their client
- ✓ Steps they followed to develop the design strategy i.e. research/enviro scan/trademark search/design trends & insights
- ✓ Development of the brand's logo/symbol
- ✓ Development of the brand policy, brand muscles, brand personality, visual language
- ✓ Development of the style, visual identity in supporting the logo through corporate identity elements
- ✓ Examples of corporate identity elements applied on stationery, communication/marketing tools, digital platforms, signage, vehicle livery, promo items, interiors, advertising, etc .etc.
- ✓ Successful implementation of the corporate identity, e. g. corporate identity manual, training material, standards and specifications.
- ✓ Did the agency fulfil the client's brief, and was the implementation successful, i.e. results, surveys, customer feedback, etc.

Pitch Task 2: *Presentation of 2 Case Studies*



Case Study 2 – Within any large organization 30%

The agency is required to demonstrate:

- a) Experience in designing a new brand development strategy, clearly indicating why the company should follow a specific visual direction
- b) The ability to successfully develop corporate identities for large organisations, each who had a varying brand architecture strategy

The agency is required to include the following in their presentation:

- ✓ Did the agency have a clear understanding of the scope of work/brief from their client
- ✓ Steps they followed to develop the design strategy i.e. research/enviro scan/trademark search/design trends & insights
- ✓ Development of the brand's logo/symbol
- ✓ Development of the brand policy, brand muscles, brand personality, visual language
- ✓ Development of the style, visual identity in supporting the logo through corporate identity elements
- ✓ Examples of corporate identity elements applied on stationery, communication/marketing tools, digital platforms, signage, vehicle livery, promo items, interiors, advertising, etc .etc.
- ✓ Successful implementation of the corporate identity, e. g. corporate identity manual, training material, standards and specifications.
- ✓ Did the agency fulfil the client's brief, and was the implementation successful, i.e. results, surveys, customer feedback, etc.

Pitch Process & Logistics



- **This will not be a paid pitch since you are presenting previous work**
- Pitch presentations for creative services will be held between 9:00 and 15:30
- Zekhaya Nzima will send you an appointment with your specific time slot, if you have been successful in meeting the desk top evaluation threshold of 60%.
- The pitch presentation will be held at Megawatt Park
- Time will be strictly monitored
- If you do not attend your allotted Pitch Presentation appointment **you will be disqualified**
- If you are late your time will be reduced proportionately
- You will be provided access to the venue 20 minutes prior for set up and testing
- You will be allowed 40 minutes for your presentation

- Manage your presentation according to the weighting of the tasks
- 15 minutes will be allocated for questions at the end of your presentation
- You must bring your own windows laptop to present, and Mac adaptor if required
- A projector and sound will be provided
- The MD or CEO is welcome to do an introduction, if necessary, but the content must be presented by the people who will be servicing the account.
- A maximum of 4 people may attend the presentation
- You will have roughly 10 days to prepare
- The work you present will remain confidential
- You must bring along a hard and soft copy of your presentation on a memory stick
- Any additional questions must be sent to Zekhaya Nzima NzimaZZ@eskom.co.za



Questions?