

# **Brand Identity Project ActionAid UK**

## **Request for Proposal/Quote**

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## Table of Contents

1	Copyright Information .....	2
2	Document History .....	2
3	Glossary .....	2
4	Organisation Information .....	3
5	Current Situation Overview.....	3
6	Project Purpose & Scope .....	4
7	Requirements Detail .....	4
8	Vendor Instructions .....	5
8.1	Schedule for Evaluation Process .....	5
8.2	Proposal Submission & Contact Information .....	6
8.3	Proposal Format.....	6
8.4	Notifications.....	6
9	Basis of Award .....	6

## 1 Copyright Information

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## 2 Document History

Version	Date	History	Name
V1	19/11/25	First draft creation	Kim Harrison
V1.1	21/11/25	Formatting, context, objectives	Suvi Ramo
V1.2	27/11/25	Budget and assessment criteria	Suvi Ramo
V1.3	04/12/25	Clarifying scope & deliverables	Suvi Ramo
V2	08/12/25	Final tidy-up, creation of final version	Suvi Ramo

## 3 Glossary

AA	ActionAid
AAUK	ActionAid UK
WRO	Women's Rights Organisations

## 4 Organisation Information

ActionAid UK is part of a global justice federation with a presence in 71 countries worldwide. As a federation, we work together to achieve social change, gender equality and to address the structural causes of poverty and injustice.

Globally, we want to see a system that is fair and just for all, that starts from a foundation of human rights, peace and security, balanced with the rights of the natural world – as there is a profound inter-dependency between people and the planet.

Our staff, partners and supporters in the UK play a crucial role in supporting the inspirational work of women's rights organisations and feminist movements and in strengthening the programmatic and influencing work of ActionAid Federation members in Africa, Asia and Latin America.

One of the priorities in our new [2025-2028 strategy](#) is to frame our identity and our narratives around the need for systems change and solidarity, not charity. Our goals are to build political and popular support for fair and just systems, and champion women's rights organisations and feminist movements as drivers of systems change.

In this context, we have launched a cross-organisational project to develop a new compelling, compassionate organisational identity, which will help drive consideration to support from progressive audiences and will clearly define why we prioritise support for women's rights organisations and feminist movements.

More information on the organisation will be made available upon request or can be accessed through our website [www.actionaid.org.uk](http://www.actionaid.org.uk).

## 5 Current Situation Overview

ActionAid UK has not significantly updated or invested in our brand positioning, narrative or external messaging since 2016.

Over this time:

- Prompted awareness has declined from 48% (2019) to 41% (2025)
- Brand tracking shows a 'lack of knowledge of what we do' as a key barrier to support.
- Our visual identity was refreshed in 2024 which include logo, font, secondary colours, graphic icons, and illustrations update.
- Brand positioning, narrative, tone of voice updates was deferred until the new strategy was completed.
- We launched a new organisational strategy for 2025-2028: [Our strategy | ActionAid UK](#)

## 6 Project Purpose & Scope

**This request for proposal (RFP) is established on behalf of ActionAid UK to develop a refreshed brand positioning, strategic identity, narrative, tone of voice and strapline.**

**This work will enable AAUK to:**

- Be a distinct brand that is meaningful and memorable
- Clearly articulate 'who we are' and 'what we stand for'
- Attract and engage progressive new audiences
- Strengthen supporter consideration and trust
- Communicate consistently across all channels

**Scope for Brand Strategy Partner:**

We are commissioning an external brand strategy partner to:

1. Undertake a review of our brand's current position and how effectively we are communicating our identity across all touchpoints.
2. Understand our existing audience segments and our new progressive audience segments and how they can be best targeted through new brand positioning, through qualitative and quantitative research.
3. Develop a new Brand Narrative, Tone of Voice, and Strapline aligned to our new strategy.
4. Test how our target audiences (both existing and identified new audiences) respond to different creative ideas, as part of the development process, to ensure the deliverables are driven by audience insight.
5. Deliver a distinctive strategic brand identity and positioning that embodies our new strategy and resonates effectively with our stakeholders and target audiences.

**Proposed timeline:**

- Commence work: mid-February 2026
- Duration: 6 months to complete all deliverables, with some flexibility
- Expected completion: August 2026

## 7 Requirements Detail

**We are looking for a partner with:**

- Experience in brand strategy for purpose-led organisations.
- Expertise in brand positioning, narrative and voice – creating unique value, competitive differentiation and audience focus

- Track record of creating narratives that cut through and work at scale
- Ability to conduct qualitative audience testing (or a partner with a research agency)
- Strong facilitation skills.
- Proven ability to shape complex ideas into compelling narrative.
- Demonstrated understanding of feminist, anti-racist, communications.

## 8 Vendor Instructions

In a format of your choosing, please provide a detailed proposal as specified below.

### Your proposal should include:

- Your approach to brand insight, positioning, and tone of voice
- Proposed method for audience testing
- Expected engagement from ActionAid UK
- Project plan and timeline
- Risks and mitigations
- Roles of proposed team
- Relevant case studies
- Total cost and breakdown of phases
- Whether you propose to deliver research in-house or with a partner

### Available budget:

- We are seeking proposals up to a maximum of £90,000.
- Please provide a clear breakdown of costs – including VAT where applicable – including day rates, team allocation, and any additional expenses.
- As a registered charity, we are committed to ensuring value for money and responsible stewardship of donated funds. We expect transparency in pricing and a realistic scope that delivers quality strategic work within budget.

### Additional considerations:

- ActionAid UK operates a hybrid working model. While most staff work remotely, we come together in person for key project activities and collaborative sessions. We'd therefore prefer if the agency partner had flexibility to join in person at our London office (Farringdon) for key milestone activities. Please highlight in your proposal where you recommend in-person collaboration sessions, and include any associated travel costs in your budget breakdown.

### 8.1 Schedule for Evaluation Process

The expected timeline for the evaluation and decision-making process is as follows:

Process step	Date
RFP & Tender documents distributed to vendors	09 December 2025
Opportunity for vendor meetings with AAUK	Up until 09 January 2026

Deadline for RFP responses	Proposals are reviewed as received. Proposals accepted until 09 January 2026.
Vendor interviews	w/c 19 – w/c 26 January 2026
Selection of vendor/contract negotiation	w/c 02 February 2026
Contract begins	From mid-February 2026

## 8.2 Proposal Submission & Contact Information

Please submit electronic copy of your proposal, including all supporting documentation to:

Name	Kim Harrison, Head of Brand & Creative Content
Company	ActionAid UK
E-mail	<a href="mailto:Kim.Harrison@actionaid.org">Kim.Harrison@actionaid.org</a>

Contact Person(s) for any questions about the RFP by email only.

<b>Suvi Ramo, Cross-Organisational Project Manager</b>	<a href="mailto:Suvi.Ramo@actionaid.org">Suvi.Ramo@actionaid.org</a>
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## 8.3 Proposal Format

A vendor's internal template for responses to RFP will be accepted. The New Supplier Questionnaire provided herewith has to be answered and attached along with the proposal.

## 8.4 Notifications

Vendors will be notified regarding requests for additional information, formal presentations and the outcome of the selection process through email.

# 9 Basis of Award

All proposals become the property of ActionAid UK and will be evaluated by the RFP Review Team.

Evaluation and selection of vendor will be based on the following criteria:

- Strategic understanding and approach
- Proposed methodology and process incl. timeline
- Depth of relevant experience of proposed team & portfolio
- Values alignment with AAUK
- Total cost

**Weighting** to scoring will be determined along these areas:

<b>Strategic understanding &amp; values alignment</b> 20 %	<b>Experience, team &amp; capability</b> 25 %	<b>Methodology, deliverables &amp; process</b> 30 %	<b>Cost &amp; timeline</b> 25 %
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The RFP Review Team reserves the right to accept or reject any or all RFPs received.

The RFP review team is comprised of

- Kim Harrison (Head of Brand & Creative Content)
- Caroline Panter (Senior Insight Manager)
- Suvi Ramo (Cross-Organisational Project Manager)
- Joanna Armah-Kinson (Procurement & Contracts Manager)
- Sabina Basi (Director of Funding)

The RFP Review Team reserves the right to negotiate with respondents to this RFP, within the requirements of the RFP, to best serve the interests of ActionAid UK. However, vendors **must not assume** an opportunity to negotiate and are cautioned to submit their proposals on a best and final basis since an award or decision is likely to be made without further negotiation based on pricing and terms of the original submittals. Accordingly, all requirements must be included with your initial offer.

All proposals submitted will be considered to be proprietary by ActionAid UK and will not be released to any outside party, in part or in total unless required by law. Neither the transmission of this RFP to a prospective bidder nor the acceptance of a reply shall imply any obligation or commitment on the part of ActionAid UK. If vendor needs to take exception to anything under the RFP, these exceptions must be clearly identified on the RFP response.

All prices and conditions must be shown.