

## **BRITISH COUNCIL**

### **REQUEST FOR PROPOSAL (RFP) FOR: INTEGRATED MARKETING AND COMMUNICATIONS AGENCY FOR BRITISH COUNCIL NIGERIA'S 80TH ANNIVERSARY CELEBRATIONS**

#### **(1) Overview of the British Council**

We support peace and prosperity by building connections, understanding and trust between people in the UK and countries worldwide.

We uniquely combine the UK's deep expertise in arts and culture, education and the English language, our global presence and relationships in over 100 countries, our unparalleled access to young people and influencers and our creative sparkle.

We work directly with individuals to help them gain the skills, confidence and connections to transform their lives and shape a better world in partnership with the UK. We support them to build networks and explore creative ideas, to learn English, to get a high-quality education and to gain internationally recognised qualifications.

We work with governments and our partners in the education, English language and cultural sectors, in the UK and globally. Working together we make a bigger difference, creating benefit for millions of people all over the world.

We work with people in over 200 countries and territories and are on the ground in more than 100 countries. In 2021-22 we reached 650 million people.

#### **(2) Introduction and Background to the Project / Programme**

(2.1) The British Council in Nigeria is seeking the services of an Integrated Marketing and Communications Agency to provide public relations and marketing services during the celebrations to mark its 80th anniversary of operations in Nigeria.

We are looking for an Integrated Marketing and Communications Agency that will help

curate an engaging and creative campaign to demonstrate the impact of British Council in Nigeria over the last 80 years, through our work connecting the UK and Nigeria and commitment to the youth of Nigeria. We are looking for an Agency that will help us roll out a creative anniversary campaign to engage our audiences in new ways both online and offline, using communications approaches that resonate with our target audiences and enables us to increase awareness of our work and the opportunities we provide.

The Marketing and Communications Agency based on insights will develop the campaign concept, manage the implementation and rollout of the campaign, including external communications planning and delivery (media, PR, events) and stakeholder communications throughout the celebration period. Monitor the impact and reach of the campaign and provide recommendations to inform future campaigns and projects. The Agency will work closely with internal and external key stakeholders and integrate marketing and PR initiatives to continue to engage current audiences, identify and attract new ones and create greater awareness of British Council in Nigeria.

The Agency will work with the British Council Regional Marketing and Communications team and the Anniversary planning committee.

(2.3) The purpose and scope of this RFP and supporting documents is to explain in further detail the requirements of the British Council and the process for submitting a proposal in response to this RFP ("Proposal").

**[CLICK HERE TO REGISTER AND DOWNLOAD FULL DOCUMENTS](#)**

DEADLINE FOR SUBMISSION OF PROPOSALS BY POTENTIAL SUPPLIERS (RESPONSE DEADLINE) IS **16 FEBRUARY 2024**