

# IPPF Brand Audit

## Background

IPPF is a global service provider and a leading advocate of sexual and reproductive health and rights for all. We are a worldwide movement of national organizations working with and for communities and individuals across 170 countries. IPPF aims to improve the quality of life of individuals by campaigning for sexual and reproductive health and rights through the provision of services and through advocacy, especially for adolescents and youth, and other vulnerable people across the globe. IPPF is looking for an agency or an experienced individual to carry out a brand audit for IPPF with a focus around our digital presence.

## Scope of work

IPPF requires an agency/individual to evaluate where we are currently digitally and to provide us with a final report to include IPPF's current standing along with a series of costed recommendations of how can improve our digital presence.

**Not in scope is the brand name or logo**

## Areas of audit

- IPPF websites including regional
- IPPF's social media & digital platforms (Facebook Twitter, Instagram, YouTube etc) including regional
- IPPF's digital strategy
- IPPF's current audience behaviours (Google Analytics & social media)
- IPPF's printed material

## Reasons for audit

We live in a digital world and IPPF wants to ensure that we are not only up-to-date but also being innovative on our digital platforms. IPPF needs to be communicating in a way that is relevant, clear cut and dynamic. Some of the reasons for audit are as follows:

- Grow audience and audience participation from passive to proactive
- Inspire our supporters to become actively engaged in sexual & reproductive health and rights
- Ensure that we are producing communications that are relevant to the audience and presented in an engaging way that translates to quality engagement
- Expose new audiences to the incredible work IPPF's Member Associations do on the ground in country
- To counter the rise in opposition through verbal and visual reframing
- Identify ways to increase visitor and retention rates for the website
- Identify ways to Increase our supporter database
- Identify ways to increase our following and impact on social media

## Comparisons

To gauge where we are in the current climate we would require a comparison to 3 other organizations of the following stature:

1x similar NGO

1x social activist /grassroots movement or organisation

1x non-NGO lifestyle brand

## Interviews

IPPF requires a series of interviews with a variety of stakeholders/small panel of target group unfamiliar with IPPF in order to better understand the general public's perception of IPPF.

## Deliverables

- A report overviewing the current status of IPPF's brand and digital presence including any data related to the interviews.
- A series of costed recommendations, beginning with no cost/low cost potential changes and budgeted to a maximum of £150k.

## Budget for project

Up to £15,000

## Deadline for applications

**31 October 2019**

All applicants must submit a proposal, a portfolio and at least one brand audit case study (not limited to I/NGOs). Please submit your application to: Amina Khan - [akhan@ippf.org](mailto:akhan@ippf.org)