**Branding Strategy & Marking Plan (BSMP)**

The BSMP should be **no longer than two (2) pages** (font – Times New Roman 11 Justified Text) when filled – applicant must remove instructions/guidelines herein and given under each section of this template. Please also refer to the Branding & Marking section of *Proposal Development Guidelines* for further guidance.

**A. Branding Strategy**

The Branding Strategy describes how the proposed program, project, or activity will be named and positioned, and how you will promote and communicate about the proposed program, project, or activity to beneficiaries and stakeholders.

Under this section, include a statement such as:

*[****Organization name****]*has developed a branding strategy that aims to name and position the USAID-BHA funded RAPID program () in such a way that the key stakeholders, including relevant Government departments, Disaster Management Authorities (DMAs), I/NGOs and the target population is aware that the assistance is provided and made possible by the generous support of the American people in partnership with Concern Worldwide.

1. **Positioning**

This section is about identification of intended name of project or activity. As per Concern’s BSMP submitted to USAID-BHA, apparent security considerations, as well as Concern’s policy to promote community ownership of the program, Concern feels it is inappropriate to use sponsor’s (USAID) name in the program title. Due to successful implementation over the past decade, the name “RAPID Fund” is well positioned and attributed with USAID-BHA/Concern. It also has established repute among the stakeholders. The applicant can use RAPID Fund’s name for this project. It is not required to develop a separate logo for this project, and the logos for USAID, Concern Worldwide and organization (your) will be used to identify this program. Please also explain the reason for not using the donor’s (USAID-BHA) name in the project title.

1. **Program Communication and Publicity**

* Explain the primary and secondary audiences for this project. Such as the primary audience are the beneficiaries receiving assistance and the secondary audience for the project can be the general host population, along with the elected representatives, local elders, local and national government authorities, UN and other I/NGOs.
* Identify the Communication or program materials to be used to explain or market the program to the beneficiaries. Depending on the nature of the project, identify the relevant communication material or program materials that can be used to market the program such as posters, pamphlets, public service announcements, billboards, websites, etc.
* The main message of the program will be conveyed to stakeholders, such as the Government, the UN, and other international and national NGO partners will be made aware that the assistance was made possible through the generous support of the American People (USAID). This will be conveyed by the program staff during program implementation, coordination meetings at district, provincial, and federal level as well as in the Pakistan Humanitarian Forum and National Humanitarian Network meetings.

1. **Acknowledgment**

Include statement: *[****Organization name****]*  acknowledges the support of USAID during the intervention. As USAID is the major program donor, the USAID logo will be larger in size and placed on the materials/reports produced under the program. The only other groups whose logos or identities will be used in the communication and program materials are *[****Organization name****]* and Concern.

**Marking Plan**

The Marking Plan details the public communications, commodities, activities, program materials, and other items that will visibly bear the USAID Standard Graphic Identity (logo).

Based on the nature of activities/project, identify all event/deliverables including program supplies/services that will be marked with USAID identity, Concern and organization logo. The below list includes a few examples for guidance. Please edit, remove and add for your project depending on your program activities and target area.

1. **Marking Plan Table**

| **Deliverable/ Event** | **Type of marking/ Materials used to mark** | **When materials will be marked?** | **Where materials will be marked?** |
| --- | --- | --- | --- |
| **Events/reports/formats** | | | |
| Project staff induction workshop | Banners with USAID logo and verbal branding during the session | Banners marked with USAID logo and will be used during such events | Banners marked with USAID identity will be displayed in visible places |
| Project Reports | USAID logos | When producing and sharing reports | Cover page |
| Templates such as Tokens, IEC charts, MoU with village committee etc. | USAID logos | When producing and designing the template/format | USAID logo marked on visible places |
| **Program Supplies/Intervention** | | | |
| Non Food Item (NFI), Tool Kits, Seed and Saplings, Livestock Fodder and Feed and related items etc. | USAID logos on the bags containing NFI Kit | The bags will be marked before handing over to the primary audience | The bags will be marked with USAID identity on visible places |
| Shelter, Hand Pumps, Pressure Pumps, Latrines and Physical Infrastructure rehabilitation like Basic Health Units (BHUs) etc. | USAID Logos through plaques on the Shelter, Hand Pumps and Latrines | Plaques with USAID logos will be installed on physical structure before handing over to the community | The plaques with USAID logo will be installed on visible places |
| Distribution points | Banners displayed in program area | The banners will be displayed during program intervention | USAID logo marked on visible places |

|  |  |
| --- | --- |
| **Category/Material of Exception** | **Rationale for not marking** |
| Mention any exception/waiver from marking that is required and the materials that cannot be marked. | Please justify - provide reason for exception/waiver and not marking the program supplies.  Please note, RAPID has obtained waiver from branding and marking in Khyber Pakhtunkhwa (KP). This waiver is for exemption from public branding/marking in KP, however branding and marking is required in internal communication/reports. |

1. **Presumptive Exceptions**