

Media communications strategy

An introduction

India Brand Equity Foundation is a public-private partnership between the Ministry of Commerce and Industry, Government of India, and the Confederation of Indian Industry. Its primary objective is to promote and correct positive economic perceptions about India. Over the past 5 years IBEF has successfully showcased Brand India through its website – www.ibef.org that has been its connecting window with the external stakeholders.

In its second phase, IBEF is looking at improving the image of India abroad, while simultaneously working on rebuilding and reinforcing the positive image within India.

Project brief

Towards this end, IBEF invites proposals from PR organizations to come with a proposal that will help achieve the following –

- Develop and communicate core strengths for Brand India
- Develop key messaging and sub messaging required
- Identify and cultivate key spokesperson from core sectors
- Strategy and course correction
- Media Monitoring and analysis

Time –period

IBEF invites presentations on the subject by April 14, 2009. IBEF expects the project to be implemented in phases, beginning April 2009.

Commercial terms

Subject to discussion and negotiation, the project will be commissioned through a formal communication on terms of reference.

Project Coordinator(s)

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