

Proposal for Strategic Branding & Outreach Agency

Client: TERI School of Advanced Studies (TERI School of Advanced Studies), deemed to be University having NAAC A grading with 25 + glorious years in imparting higher education through their green campus located at Vasant Kunj, New Delhi.

Objective: To position TERI School of Advanced Studies as a premier brand in undergraduate education, building **brand equity, recognition, and influence** among prospective students, parents, academic partners, and industry stakeholders in addition to the existing Masters and Doctoral programmes.

1. Background

TERI School of Advanced Studies is a leading university in sustainability-focused higher education. TERI School of Advanced Studies over the years has been at the helm of affairs in imparting quality education in the domain of sustainability through well established Masters and Doctoral programmes.

With the expansion of undergraduate programs, TERI School of Advanced Studies seeks to strengthen its brand presence and **be recognized as the first choice for UG students seeking innovative, sustainability-driven education.**

2. Proposal Objectives

The agency is expected to:

1. Develop a **holistic brand equity strategy** for UG programs.
2. Increase TERI School of Advanced Studies' **perceived value, visibility, and recognition.**
3. Drive **engagement, trust, and preference** among prospective UG students and influencers.
4. Establish TERI School of Advanced Studies as a **thought leader** in sustainability education
5. Support **long-term enrollment growth and brand loyalty.**

3. Proposed Scope of Work

The agency will provide end-to-end services encompassing **brand strategy, creative campaigns, digital and offline outreach, and impact measurement.**

3.1 Brand Strategy & Equity Building

- Conduct a **brand audit** and stakeholder analysis.
- Develop **UG-focused brand positioning and messaging pillars.**
- Design **brand architecture** and **guidelines** for consistent communication.

- Recommend **strategic partnerships** to enhance brand credibility.

3.2 Creative Campaigns & Thought Leadership

- Conceptualize **high-impact campaigns** highlighting academic excellence, innovation, sustainability, and student life.
- Create **multimedia content**: videos, graphics, infographics, digital assets, brochures, newsletters.
- Build **thought leadership initiatives**: whitepapers, webinars, expert columns.
- Showcase **student and alumni success stories**.

3.3 Digital Marketing & Engagement

- Develop **UG-focused digital strategy** across social media, search, and emerging platforms.
- Execute **content calendars, campaigns, SEO/SEM, and lead generation**.
- Engage **student communities and education influencers**.

3.4 Traditional Marketing & PR

- Design **PR campaigns** highlighting achievements, faculty expertise, and sustainability initiatives.
- Build relationships with **schools, counselors, and media outlets**.
- Plan **offline outreach events**: workshops, career fairs, seminars, and campus visits.

3.5 Brand Experience & Touchpoints

- Optimize **website, landing pages, and communications** for UG programs.
- Ensure consistent **offline and online brand experience**.
- Develop **student engagement initiatives** to build brand loyalty.

3.6 Monitoring & Analytics

- Deliver **monthly performance reports** on brand visibility, engagement, and campaign ROI.
- Conduct **annual brand health assessments** to measure awareness and preference.
- Recommend **strategic adjustments** based on analytics.

4. Deliverables

1. **UG brand equity framework** and strategic plan.
2. **Brand guidelines and messaging toolkit**.
3. **Creative campaign assets** (digital and print).
4. **Digital marketing and social media campaign plans**.
5. **PR and media outreach strategies**.
6. **Monthly performance and analytics reports**.
7. Recommendations for **long-term brand-building initiatives**.

5. Timeline

- **Brand Audit & Strategy Development:** 1 month
- **Creative Campaign Conceptualization:** 1 month
- **Content Production & Campaign Execution:** Ongoing (6–12 months)
- **Digital & Traditional Marketing:** Ongoing (6–12 months)
- **Monitoring & Reporting:** Monthly

6. Agency Requirements

- Expertise in **strategic branding and equity-building** in higher education.
- Strong capabilities in **digital marketing, creative content, and PR.**
- Experience in **thought leadership and student engagement campaigns.**
- Ability to work collaboratively with **TERI School of Advanced Studies teams.**
- Knowledge of **sustainability education trends** is a plus.

7. Evaluation Criteria

- Creativity and innovation in previous campaigns.
- Track record in **higher education branding and student recruitment.**
- Ability to **deliver measurable outcomes and enhance brand equity.**
- Cost-effectiveness and clarity of proposed approach.
- References and case studies demonstrating **successful brand positioning.**

8. Payment & Terms

- **Milestone-based payments** linked to deliverables.
- Contract duration: 9 -12 months, **renewable based on performance.**
- Detailed payment schedule to be mutually agreed upon.

9. Technical Bid

- Company profile
- Details of experience and clientele
- Statutory registrations and licenses
- Organizational structure and manpower strength
- Any certifications (e.g., ISO)
- Documents supporting all the mandatory eligibility criteria(s).

10. Financial Bid

- Monthly rate for services
- Any additional service cost (optional)

11. Important Dates

Event Date

Last Date for Submission	12 November 2025
Opening of Technical Bids	14 November 2025
Opening of Financial Bids	17 November 2025
Date of conclusion of agreement	28 November 2025

12. Terms and Conditions

- The contract shall initially be for a period 9 -12 months, extendable based on performance and mutual agreement.
- TERI SAS reserves the right to reject any or all bids without assigning any reason.
- No advance payment will be made.
- All applicable statutory deductions will be made at source.

13. Address for Submission

The sealed tenders should be submitted to and mailed to rbala@terisas.ac.in

The Registrar

TERI School of Advanced Studies Plot No. 10,
Institutional Area, Vasant Kunj, New Delhi – 110070

8. Contact for Clarification

For any queries or clarifications, please contact: Mr. R Bala, 011-71800222

Prepared By:

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