

**ODISHA TOURISM
PARYATAN BHAWAN,
LEWIS ROAD, BHUBANESWAR — 751014.**

No. 3920 /TSM Bhubaneswar Dt 13.04.21
TCT-TSP-MISC-13-2021 **ADVERTISEMENT**

Advertisement for Engagement of Branding Consultant

Odisha Tourism, apart from undertaking various initiatives for the development of tourism infrastructure and services in the state, aims to establish its brand globally and enhance the favorability of Odisha as a prime tourist destination through the twin strategies of event based promotion and destination experience promotion, through innovative advertising and multimedia based outreach to national and global markets.

Through this advertisement, Odisha Tourism invites applications for the post of **1 (One) Branding Consultant** for advising Odisha Tourism on the following scope of work.

Scope of Work:

- a. Brand audit & Benchmarking:** Undertake a brand effectiveness audit of Odisha tourism brand including review of current communication practices of Odisha Tourism department and its sister concern Odisha Tourism Development Corporation. Conduct a brand benchmarking and based on this provide recommendations for renewed brand positioning of Odisha Tourism.
- b. Brand designing, rollout & integration planning:** Based on the outcome of the brand audit, the consultant shall:
 - i. Define a new brand identity for Odisha tourism (The creative idea after 'Odishaaah')
 - ii. Define the brand core values
 - iii. Develop Brand Identity and architecture (strategic concepts, logo, tag line(s), key messages, catch phrases, colour scheme, visual images, symbols etc.)
 - iv. Develop brand promotion strategies for select priority subsectors of tourism in Odisha
 - v. Launch Print and outdoor campaign
 - vi. Provide Script for TVC (Hindi & English)
 - vii. Provide guidance to the incumbent creative and digital & social media agencies on integration of the brand into creatives and messaging
 - viii. Provide Follow-up campaign for print and outdoor
 - ix. Work in close coordination with the TVC production house shortlisted by the Department of Odisha Tourism
 - x. Present min. 2 nos. proactive campaigns in the next 12 months.

Minimum Educational Qualification:

Post-graduation in any field from a reputed university.

Evaluation Marking Pattern:

Criterion & marking slabs	Max. Marks
Experience in a creative role in branding / advertising with reputed national and global agencies, having worked on prominent branding and marketing assignments: • At least more than 2 years of experience at a leadership role in a Multinational Advertising Agency	20 Marks
Branding / Advertising Assignments for a department/ agency / corporation of Govt. of Odisha: • At least 1 Campaign for any State Govt. which has been released nationally and internationally National Campaign -10 marks International Campaign -10 marks	20 Marks
At least 2 Campaign created for Govt. of Odisha:	20 Marks
Presentation: The candidate shall present his/ her: 1. Samples of prominent campaigns executed 2. Understanding of and Approach to branding for Odisha Tourism	40 Marks
Total	100 Marks

Contract Period:

The selected candidate shall be engaged for a period of **twelve (12) months**. The contract may be terminated by either party by giving one months' notice in writing.

During the contract period, the selected candidate shall make himself available for **at least four (4) days per month** as per the requirement of Department of Tourism and offer offsite support as and when required.

Remuneration:

The consolidated monthly remuneration to be paid to the selected candidate shall be INR **2,00,000/- per month** which will be inclusive of all applicable taxes, and other incidental expenses.

Submission of Application:

Applicants may submit their CVs, along with a covering letter of application, and their respective presentations addressed to Director Tourism through email, to pmu@odishatourism.gov.in, latest by 3 pm of **23rd April 2021**. The candidate shall be required to make a presentation based before the Evaluation Committee on a date and time which would be intimated in advance.



Director Tourism