Public Utilities Regulatory Commission

(PURC)

Request for Proposal: Question and Answer Document

This question and answer document is intended to assist bidders in preparing their proposals for the development of PURC's new brand identity. It provides clarification on key aspects of the Request for Proposal (RFP) and supports a better understanding of the Commission's expectations for a refreshed identity that reflects its expanded regulatory mandate.

REQUEST FOR PROPOSAL: QUESTION AND ANSWER

For the Design and Implementation of a New Brand Identity

Issued by: Public Utilities Regulatory Commission (PURC), Grenada

Issue Date: July 21st 2025

Question Submission: August 1st 2025

Question Responses: August 8th 2025

Question

1. In the introduction, you refer to "supporting communications tools." Could you please clarify what types of tools are envisioned here?

Answer

The term refers to a broad range of assets that facilitate consistent and effective communication of the brand. These may include digital templates (e.g., social media graphics, PowerPoint decks), stationery, signage, promotional materials, press release formats, and other resources to support public and stakeholder engagement.

Question

2. Regarding section 4.a, who will be responsible for coordinating and reaching out to stakeholders for interviews and surveys? Is the selected agency expected to take the lead in scheduling and conducting these?

Answer

The selected agency is expected to lead and coordinate this process, including scheduling and conducting stakeholder interviews/surveys. PURC will provide access to its current stakeholder listing and provide necessary support; however, it is expected that the agency will also leverage its own network and contacts as needed.

Question

3. Has a stakeholder map already been defined by PURC, or will the selected agency be expected to identify and segment key stakeholder groups during the discovery phase?

Answer

The Public Utilities Regulatory Commission (PURC) is the independent regulator electricity and water, and sewerage sectors in the State of Grenada, serving the entire population. Key stakeholders

include the full spectrum of consumers, ranging from the working-class individuals and entrepreneurs to high-income professionals, non-governmental organisations as well as commercial and industrial entities, all of whom are impacted by utility-related decisions and bear the associated costs. Additional stakeholders include relevant government ministries and the specified utility service providers, whose collaboration is essential to the regulatory process.

Question

4. In section 4.b, under "Sample messaging for core audiences," are you referring to overarching message frameworks, slogans/taglines, or prewritten content such as press releases?

Answer

This refers to strategic messaging frameworks that may include key messages and tone/voice recommendations tailored to core audiences. It does not require fully developed press releases but rather guidance on how the brand should speak to different audiences.

Question

5. Under section 4.f, should we include pricing for all potential design assets and templates listed, or would PURC be open to a flexible, credit-based pricing model that can be adjusted as needs evolve?

Answer

PURC prefers a detailed cost breakdown: The Commission would like to see the price for each or a group of design assets/templates. However, PURC is open to alternatives. Instead of fixed prices per item, the Commission may also accept a flexible pricing model, such as a credit-based system**,** as long as:

- The model is clearly explained in the proposal.
- It includes a justification for how it provides value or supports scalability (the ability to adjust based on changing needs).

Question

6. In section 4.g, what is the purpose of the staff training sessions? Are these primarily aimed at brand awareness, brand implementation, or content usage? Additionally, what format and duration are you envisioning (e.g., short sessions, full-day workshops, or training materials only)?

Answer

The sessions should focus on practical implementation, e.g., using templates, maintaining brand consistency, and content usage. The Commission envisions a short, one-modular session, with a duration of four (4) hours, and is open to a combination of live presentations (to be recorded) and supporting materials.

Question

7. Also in section 4.g, could you elaborate on the type of support expected during the rollout phase? For example, do you foresee hands-on assistance during events, execution of communications, or ad hoc advisory support?

Answer

Support may include advisory services, creative direction for the launch event, assistance with preparing rollout communications, and availability for consultation over a two-month period. Hands-on support during key rollout activities is preferred, but can be discussed based on the agency's capacity.

Question

8. Are there any restrictions, requirements, or mandatory elements (e.g., use of national symbols or government-related visual guidelines) that must be incorporated into the new visual identity?

Answer

There are no requirements, restrictions, or mandatory elements on the use of national symbols, colours, or culturally relevant elements in the new visual identity. The Commission welcomes creative approaches that are designed to be timeless.

Question

9. Will the branding and messaging materials need to be developed in multiple languages?

Answer

At this time, branding and messaging materials are required only in English. However, agencies should design messaging with flexibility for future adaptation to other languages if necessary.