



Insurance Foundation for Servicemen (IFS) Rebranding Communication BRIEF

IFS	
PROJECT NAME	Insurance Foundation for Servicemen: rebranding communication plan
BRAND	Insurance Foundation for Servicemen
PRODUCTS / DELIVERABLES	Communication strategy for rebranding
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About the Company, Values

IFS was established to provide stable and equal compensation for the well-being of fallen, missing, and disabled soldiers and their families while defending the borders of our homeland.

IFS is a non-political institution that operates according to the law. Key channels of funds are:

- mandatory monthly payments of taxpayers in Armenia and Artsakh (based on the amount of income)
- voluntary donations received in Armenia from all over the world
- asset management

To date, IFS has raised 86.3 billion AMD and provided 64.6 billion AMD in compensation. IFS services 4,845 beneficiaries out of which 4,429 as a result of the 44-day war.

It is a unique platform where all Armenians all over the world participate to raise funds to give a tribute to the war victims who sacrificed their lives for our country and their families. It is an incredible consolidation opportunity to seed strong values, beliefs, and attitudes in our society... for appreciation, support, and respect...

Values

Transparency:

We operate on the principle of complete transparency. The website provides the possibility to see both donations and mandatory employee contributions. It is possible to see the total funds of IFS as well as the total amount of compensation in real time.

Accountability: EVERY STEP OF THE WAY

We publish the list of beneficiaries who have received compensation; Quarterly and Annual reports; Annual audit by international auditor firms (top 10 worldwide).

Justice for all:

We compensate for every soldier who fell in combat, went missing, or got 1st or 2nd group disability.

Objectives of the Project

- Communicate/Introduce the re-branding of IFS to Zinapah - new name and brand logo of the Foundation to the wider audience
- Facilitate the transition from the current branding to the new one and be memorable. Anchor the new brand in their minds
- Build and foster new brand visibility and perception. Strengthen the favorable image of the new brand and Foundation in general
- Have a streamlined and identical presence on every platform/channel and communication touchpoint

Target Audience

- General public
- IFS Beneficiaries – servicemen and their families
- Local and international donors/partners
- Foundations
- Simply everyone

Why IFS Re-branded

- Brand confusion. Previously IFS had a different name: 1000+. The name indicated the 1000 dram every Armenian paid from their salary every month. As of January 2021, mandatory contributions became scale-based from 1,500 to 15,000 AMD depending on the income level. Thus 1000+ brand name lost its connotation.
- The more formal name of the brand is Insurance Foundation for Servicemen / Ջինժառայողների ապահովագրության հիմնադրամ which we started using more heavily as of November 2021 in all communication materials/platforms
- Ջինժառայողների ապահովագրության հիմնադրամ seems long and hard to remember. It was not
- We hear different forms of 1000+ - հազարականներ, 1000+1, հազարների հիմնադրամ etc.

Attitude | *Style and Tone of the New Brand*

- Inspirational
- Modest
- Friendly at the same time a bit formal
- Sharing respect and dignity
- Love towards homeland

Messages

- IFS is a national success story where we as a nation take care of the soldiers and their families who lost life or limb to war. The key message - united for my soldier

- Every taxpayer in Armenia and Artsakh should acknowledge that it is thanks to their consistent and continuous mandatory and voluntary contribution that this project is called to life.
- The Foundation should be positioned as a non-political and non-governmental institution.

Deliverables & Format

The Agency is expected to come up with:

- One pager narrative about the overall approach to the communication strategy and integrated communication campaign, the combination of offered channels and the budget intended for the specific channel.
- Marketing mix with all the channels that according to the agency should be used for achieving the above-mentioned objectives
- Preferable communication format and message for each channel
- Period for the overall strategy
- Budget file from November 2022 onwards with a monthly split

Agency can propose 2-3 different budget files with different amounts and/or period for each.

KPIs

At the end of the promotional period, we anticipate:

- 15%+ TOM
- 22%+ prompted awareness

We will implement brand health tracking research

Schedule

- Agency confirms participation by September 13, 2022
- Offer to be sent by September 19, 2022
- Agency selection – 28 September 2022
- Start work – October 3

Budget

- Come up with a final budget in detail with monthly split. More than one option can be submitted.
- Please also take into account FREE MEDIA DEALS as a foundation

Comments

Resources to be used: current brand guidelines; Foundation team, presence in media, and different channels.

Web: www.1000plus.am

FB: www.facebook.com/1000plus.am

IG: [1000plus.am](https://www.instagram.com/1000plus.am)

LinkedIn: www.linkedin.com/company/73883100

YouTube: [Insurance foundation for servicemen - YouTube](https://www.youtube.com/channel/UC...)

Videos of our beneficiaries: bit.ly/30bu4kY