

Annex 1

TERMS OF REFERENCE

Required service	Development of Branding and Promotional Content for Kvemo Kartli Wine
Contract type	Service Contract
Duration	July-October 2026

1. BACKGROUND

The Local Economic Development Project (LEDP) in Georgia aims to strengthen regional collaboration and promote sustainable economic growth by developing high-potential sectors in targeted regions. The project supports municipalities in enhancing coordination mechanisms and fostering joint economic initiatives that contribute to regional competitiveness.

Within this framework, the wine sector has been identified as a strategic priority in Kvemo Kartli due to its growing production potential, increasing number of small and medium-scale enterprises, and opportunities for collective branding and market access. Strengthening cooperation among wine unions and wine processors through a structured Common Marketing Organisation (CMO) model is seen as a key pathway to achieving collaboration with municipalities, coordinated marketing, regional branding, and long-term financial sustainability. To support this objective, the project facilitated to establish regional platform – Kvemo Kartli Wine Union.

The wine sector in Kvemo Kartli is emerging as an important driver of local economic development. The Kvemo Kartli Wine Union (KKWU) seeks to strengthen the commercial positioning of its member and prospective member wine processors, increase the visibility of Kvemo Kartli wines, and improve market access.

To support these objectives, the Local Economic Development (LED) Project will implement a joint initiative with KKWU and engage a marketing and branding consultancy to develop visual and narrative branding materials for the Kvemo Kartli wine region and selected wine processors.

2. OBJECTIVES OF THE SERVICE PROVISION

The objective of this assignment is to strengthen the market visibility, positioning, and commercial promotion of selected Kvemo Kartli wine processors and the Kvemo Kartli wine sector through the development of a comprehensive branding and promotional package. The assignment will support the creation of high-quality visual, narrative, and marketing materials that showcase the unique identity, heritage, and value proposition of the region and its wine processors.

The assignment will include the development of professional photography, promotional videos, regional storytelling content, sales and marketing materials, and digital communication assets for use across websites, social media platforms, promotional events, and business-to-business engagement activities. The overall aim is to enhance the competitiveness of Kvemo Kartli wines, strengthen collective regional branding efforts, and support access to domestic and international markets.

3. EXPECTED RESULTS

A distinctive visual and narrative identity for the Kvemo Kartli wine sector/region is developed and documented. Selected wine processors are equipped with professional branding and promotional

materials, including photography, video, and storytelling content to contribute to the development of sales kits, presentation brochures and a catalogue representing the entire region.

High-quality promotional photo-video and digital content showcasing the Kvemo Kartli wine sector/region and participating wine processors are produced and made available for marketing purposes.

The visibility and market positioning of Kvemo Kartli wines and engaged wine processors are strengthened through a coherent regional branding approach.

KKWU is engaged in provision of a set of promotional and communication assets that support the collective promotion of Kvemo Kartli wine processors in domestic and export markets

4. MAIN TASKS AND ACTIVITIES OF THE SERVICE PROVISION

The service provider will be responsible for the following tasks:

Tasks	Activities
1. Desk research: Review the existing visual and narrative material	The service provider shall conduct a desk review of existing visual, branding, and communication materials related to the Kvemo Kartli wine region and participating wine processors, in coordination with the Kvemo Kartli Wine Union (KKWU) as a co-project. The review shall assess the quality, consistency, and effectiveness of existing branding and marketing assets, including websites, social media content, brochures, catalogues, photographs, videos, and other promotional materials. The findings shall inform the development of new branding and marketing materials and the integration of existing assets into the overall regional branding and promotion strategy. Based on the findings, the service provider shall identify branding and communication gaps, assess opportunities to strengthen the regional wine identity, and provide recommendations for a coherent visual and narrative branding approach for the Kvemo Kartli wine sector, to be agreed upon with KKWU. In collaboration with KKWU, the service provider shall develop photo-shoot scenarios for each participating wine processor and a concept/storyline for a promotional video showcasing the Kvemo Kartli wine region. The service provider shall also develop narrative content in Georgian and English for each participating wine processor and for the Kvemo Kartli wine region. In addition, the content shall be suitable for catalogue as well as publication on the KKWU website and other communication and promotional channels.
2. Catalogue development	Based on the information, draft texts, and other relevant materials provided by the Project, the service provider shall develop a professional catalogue consolidating the portfolios of 25 wine processors. The catalogue shall include high-quality visual content and narrative descriptions for each wine processor, presenting their wines, production methods, and unique identity in a coherent and visually compelling format. The service provider shall be responsible for processing and structuring the project-provided materials, developing catalogue texts in Georgian/English, and designing the visual layout and packaging of the catalogue. The final catalogue shall be print-ready and suitable for use at promotional events, trade fairs, and business-to-business engagements. It is expected that in the catalogue approximately 1 paper will be devoted to each wine processor. A standing roll-up banner should also be developed, printed, and prepared for use.
3. Professional photography	The service provider shall conduct on-site professional photo shoots for the profiles of 25 participating wine processors, covering three municipalities in Kvemo Kartli. All photography should be of high quality and suitable for use in the

	catalogue, website, and other promotional materials. For each wine processor, the service provider shall deliver a minimum of 5 high-quality selected and post-processed photographs. Photo selection and post-processing shall be carried out by the service provider prior to delivery.
4. Promotional video production	The service provider shall produce a maximum 2-minute promotional video communicating the significance and identity of the Kvemo Kartli wine sector. The video shall serve as a promotional tool for use at events, on the KKWU website, and across digital and social media platforms. The service provider shall be responsible for: (i) developing the video script and copy; (ii) conducting video filming, including drone footage; and (iii) full post-production and video editing to deliver a final, broadcast-ready output.
5. Finalisation of the work	The service provider shall present all draft visual, narrative, and promotional materials to KKWU and LEDP for review and feedback. Based on the comments received, the service provider shall revise and finalize all deliverables, including photographs, video materials, narrative content, catalogue applicable to use for brochures, sales kits, and presentation materials. The service provider shall ensure the integration of the finalized content into the Kvemo Kartli wine sector website and provide all source files, editable formats, and usage rights to KKWU. A final report summarizing the activities undertaken, outputs delivered, and recommendations for the continued promotion of the Kvemo Kartli wine sector shall also be submitted.

5. WORKING METHODOLOGY

The assignment will be implemented through a participatory approach, ensuring close collaboration with the Kvemo Kartli Wine Union (KKWU), engaged wine processors, and the Local Economic Development Project (LEDP).

The service provider will undertake a phased process consisting of: (i) review and assessment of existing branding and communication materials; (ii) development and validation of a visual and narrative branding approach; (iii) production of visual, narrative, and promotional materials; and (iv) finalization of outputs based on stakeholder feedback.

All deliverables will be developed in close coordination with KKWU as a joint project, the LEDP marketing specialist, and the website developer to ensure consistency, quality, and effective integration across communication channels.

6. CONSULTANCY TEAM / RESPONSIBILITIES

See Section 4 above.

7. QUALIFICATIONS AND EXPERIENCE

The Contractor shall demonstrate the following qualifications and experience:

- Proven experience in branding, marketing, and communication assignments, preferably in the wine, tourism, agriculture, or food and beverage sectors.
- Demonstrated experience in developing visual identities, promotional campaigns, narrative content, and marketing materials for regional brands, associations, or private sector entities.
- Proven track record in coordinating photography, video production, and content development projects.
- Experience in stakeholder consultation and participatory approaches involving business associations, producers, and other relevant actors.
- Familiarity with wine sector branding, wine tourism, geographical indications, or regional

promotion initiatives is considered an asset.

- Strong writing, communication, and content development skills in Georgian as well as English.
- Ability to deliver high-quality outputs within agreed timelines and to work collaboratively with project teams, service providers, and stakeholders.

8. TIME FRAME OF THE ASSIGNMENT

The service provision is expected to be implemented from **July 2026 to October 2026**. Payment shall be made based on submission of the respective deliverables related to the assignment schedule and an invoice following the completion of agreed deliverables.

9. ASSIGNMENT SCHEDULE

The deadlines will be adjusted accordingly following the selection of the service provider and completion of the contracting process.

Date	Activity	Number of days
23.07.2026	Preparation and Photo material development	• Photo-shoot scenarios for participant wine processors • Outline of narrative content for engaged wine processors and the Kvemo Kartli wine region • Proposed catalogue structure, content framework, and visual direction
14.08.2026	Preparation and Photo material development	• High-quality photographs for 25 wine processors (minimum 5 per wine processor) • Completed narrative content in Georgian and English for the catalogue of 25 wine processors' portfolios • Short summary of desk review assessing existing branding, communication, and promotional materials of the Kvemo Kartli wine region and participating wine processors • Roll-up banner design
04.09.2026	Branding material development	• Designed, print-ready catalogue consolidating the portfolios of 25 wine processors, approved by LEDP and KKWU • Agreed concept/storyline for the regional promotional video • Roll up banner produced
01.10.2026	Branding material development	• Finalized 2-minute promotional video with drone footage • All source and editable files of visual and narrative materials
15.10.2026	Finalised work	• Finalized branding and promotional materials, website-integrated content, source and editable files

10. LOGISTICS

The contractor shall be responsible for all logistical arrangements (travel, accommodation (if applicable), etc.) and associated costs related to the implementation of the assignment.

Where deemed feasible and relevant, members of the LEDP team may accompany the contractor during selected activities. In such cases, LEDP will cover its own travel and accommodation costs.

11. REPORTING / DEBRIEFING

Reporting schedule and format are outlined in the table above.

Submission Requirements:

Interested candidates should submit the following documents electronically in English to procurement.geo@helvetas.org by 19 July 2026.

Technical Offer:

- CVs of the proposed team members, accompanied by a portfolio of similar projects (please provide links to online portfolios, if applicable or include as an attachment).
- Applicant company profile, including:
 - A description highlighting the applicant's relevant experience and technical capacity;
 - A list of references (clients) with contact details; and
 - A list of similar assignments/services successfully completed.

Financial Offer: A gross lump-sum amount in CHF (Swiss Francs) covering all costs, including logistics, associated with the implementation of the assignment.

Offers will be evaluated based on the following criteria:

Criteria	Max points
Technical offer*	70
➤ Experience in Similar Assignments	30
➤ Portfolio	25
➤ Team Qualifications and Capacity	15
Financial offer	30
Total maximum score	100