



ZEP-RE

(PTA Reinsurance Company)

SYNOPSIS OF THE REQUEST FOR PROPOSAL (CONSULTANT FIRMS)

Solicitation Reference No.	ZEPRE/RFP/002/2025
Title of Solicitation	ZEP-RE Brand (Evolution) Refresh
Issued	ZEP-RE (PTA Reinsurance Company) Website: https://zep-re.com
Point of contact for clarifications, questions and amendments	Procurement Desk Email: procurement@zep-re.com
Email Address for submission of Proposals/ Quotes	To: Procurement Desk email: procurement@zep-re.com cc: <ul style="list-style-type: none">- Jaskiran Sandhu, Chief of Staff (jsandhu@zep-re.com)- Richard Ryaganda (rriyaganda@zep-re.com)- Office of the MD (md@zep-re.com)
Solicitation Issue Date	28 May 2025
Deadline for Answering questions and clarifications	10 June 2025, 1600 hours, East African Time
Amendments to RFP Documents	At any time prior to the deadline for submission of proposals, ZEP-RE may, for any reason, whether at its own initiative or in response to a clarification requested by a prospective proposer, modify the RFP documents by amendment. The amendments will also be posted on ZEP-RE websites and/or communicated via email.
Language of Proposals	The proposals prepared by the proposer and all correspondence and documents relating to the proposal exchanged by the proposer and ZEP-RE, shall be written in English .
Conflict of Interest	In their proposal, proposers must confirm that, based on their current best knowledge, there are no real or potential conflicts of interest involved in rendering Services for ZEP-RE.
Deadline for Submission of Proposals	10 June 2025, 1700 hours, East African Time Please include the subject line “ZEPRE/RFP/002/2025” of the email
Selection Method	Quality and Cost Based Selection (QCBS)
Minimum Technical score required to qualify for financial evaluation	65 points
Type of consultant	ONLY FIRMS ARE ELIGIBLE TO APPLY

“A leading partner in growing Africa’s Resilience”

8th Floor, ZEP-RE Place, Longonot Road, Upper Hill, P.O. Box 42769-00100, Nairobi, Kenya

Tel +254 20 4973000 | Mobile: +254 709 973000

Email: mail@zep-re.com, Website: www.zep-re.com



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(PTA Reinsurance Company)

Anticipated Award Type	CONSULTANCY AGREEMENT (LUMP SUM)
Submission and Evaluation Criteria	<p>Mandatory Eligibility Requirement</p> <ul style="list-style-type: none"> a) Operating license, certificate of incorporation as applicable. b) Copy of ID/Passport of Firm Owners, including beneficial owners c) TAX compliance certificates (Applicable to firms originating from COMESA Member States) d) Shall not be sanctioned or blacklisted by any government or institution <p>Evaluation Criteria</p> <ul style="list-style-type: none"> a) Experience in similar assignments and Organizational capacity (35%) b) Proposed approach, methodology and work plan for carrying out the assignment (30%) c) Key personnel.....35% <p>Weightage</p> <ul style="list-style-type: none"> 1. Technical Proposal will be weighted out of 70% 2. Financial Proposal will be weighted out of 30%

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TERMS OF REFERENCE

BRAND (EVOLUTION) REFRESH AND MARKETING STRATEGY

1.0 Background

ZEP-RE (PTA Reinsurance Company) is a regional reinsurance institution established in 1990 under the auspices of the Common Market for Eastern and Southern Africa (COMESA). Headquartered in Nairobi, Kenya, with regional offices in Côte d'Ivoire, Ethiopia, Uganda, Zambia, and Zimbabwe, the Company operates across more than 30 African markets and plays a pivotal role in deepening insurance and reinsurance capacity across the continent.

ZEP-RE was founded with a clear mandate to foster the development of the insurance and reinsurance industry in the COMESA region, promote regional integration, and support economic development through risk management solutions. Over the past three decades, the Company has grown into one of Africa's leading reinsurers—serving clients with a diverse portfolio of treaty and facultative reinsurance products, technical training, and risk advisory services.

As a multilateral institution, ZEP-RE's shareholders include member states, insurance and reinsurance companies, and key development finance institutions such as the African Development Bank. The Company is rated "A" by GCR Ratings and "B++" (Good) by AM Best, underscoring its financial strength and operational resilience.

In response to a rapidly changing regional and global environment, ZEP-RE has recently undertaken a strategic transformation process, including a refresh of its corporate strategy for the 2026–2028 period. This process has led to the development of a new Vision, Mission, and Core Values aimed at positioning ZEP-RE for a more agile, innovative, and impact-driven future. The Company is now seeking to align its corporate brand identity with this strategic shift.

To that end, ZEP-RE seeks to procure the services of a dynamic brand agency to lead the evolution of its brand identity which aligns with its corporate strategy answering the why, who, how and what of its mission today. This brand refresh initiative aims to modernize ZEP-RE's visual and verbal expression to reflect over three decades of growth, innovation, and continental impact. Crucially, while embracing a bold and contemporary presence, the initiative will preserve and build upon the brand's existing equity, heritage, and institutional trust across Africa and beyond.

2.0 Objectives of the Assignment

The primary objective of the exercise is to:

- **Strategic alignment:** refresh the brand by embedding and redefining the company's

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why, who, how and what, in a bid to reflect ZEP-RE's current and envisioned strategic positioning – given the overall growth and evolution in 30+ years of operations. Moving from a specialized institution of COMESA to a pan-African institution leading in client service in the insurance industry, resilience & impact work, with new business verticals and acquisitions (subsidiaries and special purpose vehicles).

- **Modernization:** update visual and messaging assets to align aesthetically with the current era – creating assets that are appealing to a dynamic demographic. This modernization should not happen devolved of the company's strong brand positioning in the insurance industry and its roots as a COMESA institution, thereby ensuring that alignment is sought with both peer institutions (especially those that have had such evolutions) and the roots.
- **Brand Governance:** establish governance and change management recommendations to ensure consistent application of the brand across the entity and its partners.
- **Validation:** beyond a brand audit, ensuring that proposed updates are tested with stakeholders to enhance buy-in and a final product that embeds feedback.

3.0 Scope of Assignment & Deliverables

The selected firm will be required to perform the following services in a phased approach.

Activity	Details	Deliverables
Phase 1: Structured Brand Audit & Stakeholder Engagement (3 weeks)		
Stakeholder Insights (Research)	Staff, shareholders, clients, and partners to assess brand perception.	Brand Audit Report (gaps, strengths, relevance, opportunities) Stakeholder Perception Map (prioritized insights).
Competitive Analysis (Brand Audit-Differentiation)	Benchmark ZEP-RE’s brand against peer institutions in Africa and global reinsurance players, and similar multilateral organizations to identify differentiation opportunities.	
Asset Inventory	Evaluate current brand assets (website, logo, color palette, typography, imagery, tone of voice) and their alignment with ZEP-RE’s strategic goals.	
Phase 2: Evolutionary Brand Development (8 Weeks)		
Visual Identity Refresh	<ul style="list-style-type: none">Develop a dynamic brand system- logo, color palette, typography, and imagery to reflect a modernity and African identity.	Proposed refreshed Visual Identity System (logo variations, brand manual,

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Activity	Details	Deliverables
	<ul style="list-style-type: none"> Develop modern corporate website aligned with the brand 	<p>how we look, & feel and style guide)</p> <p>Present a modern website aligned with the brand</p>
Verbal Identity Update	Refine messaging pillars, tagline, and tone of voice to align with the new strategy.	Brand Messaging Framework (answering the why, who, how & what)-key messages, how we sound, value proposition)
Phase 3: Validation & Iteration (3 Weeks)		
Stakeholder testing	Present concepts to leadership, staff, and select partners (customers) for feedback.	Stakeholder Feedback Report
Iterative Refinement	Adjust strategy, design and messaging based on insights	<p>Brand Strategy</p> <p>Final Brand Guidelines</p> <p>(All approved by ZEP-RE leadership)</p>
Phase 4: Brand Launch & Governance (Subject to approvals)		
Internal Activation	Develop training materials and workshops to embed the refreshed brand, and strategy across teams.	Internal Brand Activation Kit (training modules, culture guide)
Rollout Toolkit	Create templates for stationery, corporate collaterals, presentations, reports, email signatures, and office branding.	Brand Application Toolkit (templates, digital and print standards)

4.0 Timelines

The assignment is expected to commence within 1 week from when the consultant is informed of a successful bid. The specific timeline for each phase will be agreed upon with the selected firm.

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5.0 Payment Terms

Payments are linked to milestone completion and shall be prior-agreed with the selected consultant based on the phased approach of the scope of services above.

6.0 Evaluation Criteria

Technical Evaluation

a) Experience in similar assignments and Organizational capacity (30%)

- i. Experience of not less than 5 years' conducting similar exercises related to branding and communication services in the multilateral organization, reinsurance or financial services space (10%)
- ii. The firm should be able to demonstrate similar work done across different geographies, and provide testimonials, and/or case studies and references from a minimum of three clients (20%)

b) Proposed approach, methodology and work plan for carrying out the assignment (35%)

- i. Proposed approach and methodology (25%)

The firm should demonstrate an understanding of ZEP-RE's context and/or similar regional reinsurance companies, and the multilateral/development finance institutions

- ii. Workplan (10%)

c) Key personnel - 35%

- i. Team leader (15%)
- ii. Key expert 1 (10%)
- iii. Key expert 2 (10%)

7.0 Application Submission Requirements

A. Mandatory Submittals

- i. Operating license, certificate of incorporation as applicable.
- ii. Copy of ID/Passport of Firm Owners, including beneficial owners
- iii. TAX compliance certificates (Applicable to firms originating from COMESA Member States)
- iv. Shall not be sanctioned or blacklisted by any government or institution

B. Technical Proposal

- i. Firm's profile and portfolio with a detailed track record of similar assignments, including the scope and magnitude, contract amount, date, and client contacts for similar assignments carried out.
- ii. Proposed methodology, work plan and understanding of the assignment
- iii. Case studies or examples of previous projects demonstrating similar experience.

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- iv. References/testimonials from previous clients
- v. CVs of key personnel

C. Financial Proposal

- i. The consultant shall provide a daily rate and a total financial proposal for carrying out the assignment in the format indicated under annex A.
- ii. The financial proposal shall be inclusive of the applicable withholding taxes. **If the financial proposal is silent on taxes, ZEP-RE shall assume that these are inclusive.**
- iii. Reimbursable costs if applicable shall be quoted separately.
- iv. Price must be quoted in US Dollar (USD)

8.0 Guidelines for Preparations and Submission of Proposals

- a) The proposals SHALL be submitted to procurement@zep-re.com and [copied contacts](#) **by deadline indicated in the synopsis**
- b) The proposal and ALL Attachments submitted via email **SHALL NOT exceed 25MB**
- c) VALIDITY of the proposal shall be for a period of **90 days** from the date of RFP closure.

ANNEX A:

FINANCIAL PROPOSAL FORM 1: SUMMARY OF COSTS

Item	COST		
	USD VALUE		
Cost of the Financial Proposal, including			
(1) Remuneration	0.00		
(2) Reimbursables	0.00		
Total Cost of the Financial Proposal Inclusive of Tax			

Note: Payments will be made in US Dollar (USD)

FINANCIAL PROPOSAL FORM 2: BREAKDOWN OF REMUNERATION

A. Remuneration ____							
No.	Name	Position	Man-days Remuneration Rate	Time Input in Man- days	{Currency}	US\$	Total cost
Key Experts							
K-1			[Home]				
			[Field]				
K-2							
Non-Key Experts							
N-1			[Home]				
N-2			[Field]				
				Total Costs			

FINANCIAL PROPOSAL FORM 3: BREAKDOWN OF [REIMBURSABLE EXPENSES]

Nº	Type of [Reimbursable Expenses]	Unit	Unit Cost	Quantity	Total Value in US\$
	<i>{e.g., Per diem allowances**}</i>	<i>{Day}</i>			
	<i>{e.g., international flights}</i>	<i>{Ticket}</i>			
	<i>{e.g., In/out airport transportation}</i>	<i>{Trip}</i>			
	<i>{e.g., Communication costs between Insert place and Insert place}</i>				
	<i>{e.g., reproduction of reports}</i>				
	<i>{e.g consumables}</i>				
				
Total Costs					