

Creative & Marketing Strategy Brief

MSI Nepal (SPN) — Agency Brief

1. Background	MSI Reproductive Choices (formerly Marie Stopes International) is one of the largest family planning and reproductive healthcare organisations in the world. For nearly 50 years, MSI has delivered services to poor and vulnerable women, and now operates in 36 countries, aiming to reduce unwanted pregnancies and unsafe abortions through a range of sexual and reproductive health products and services delivered through its own facilities and in partnership with government and private health providers. MSI operates as a social business, and within the larger organisation MSI Nepal operates a network of 19 clinics under the “Marie Stopes” brand, providing high-quality women's health services. These clinics are not externally funded and thus need to operate as fully sustainable businesses that help contribute surplus to the wider organisation.
2. The Challenge	As MSI Nepal continues to strengthen its private sector provision in the region, we need to drive awareness and strengthen brand positioning to increase client footfall and revenue across the clinic network. Recent market research shows that while the programme has strong recognition for family planning and safe abortion services, our expansion into the women's health space is not well-known or understood. Our brand awareness also decreases with age, showing that we are not successfully remaining visible and relevant for younger women, but may be leaning on past donor-driven advertising which leaves residual brand awareness. There is a need to broaden public awareness of the full range of services offered, move the brand away from its perception as an "NGO" and support our ambitions to becoming a profitable, holistic women's health provider. We are looking for an agency that truly understands women's health to help us formulate a strategy to get us there.
3. Target Audience	Increase brand awareness of non-core services among priority audiences, particularly ‘corporate working’ women aged 30-40. Secondary audience is 18-25.
4. Goals	We see the agency becoming part of our overall team and helping us to: ✓ Assess current marketing performance, positioning and tactics to help grow our clinics beyond family planning and safe abortion. ✓ Identify gaps and opportunities for growth, and provide priority, actionable recommendations to increase clinic footfall, service uptake and revenue. ✓ Support the development of an improved, evidence-based marketing strategy that ties into the global brand strategy and establish processes to monitor performance. ✓ Support the implementation of the marketing strategy through content development, digital marketing, and media planning. ✓ Strengthen team capacity in best practice related to content planning and digital marketing

5. Brand Positioning

To women and girls who are building a better future for themselves and their loved ones, Marie Stopes is a network of caring professionals delivering high-quality women's wellness services to enable women to overcome their challenges and thrive throughout their lives.

Core brand traits

- Committed to caring
- Unwavering dedication to safety and quality
- Experts in women's health
- Always private and confidential

7. Scope of Work

7.1 Review and Analysis

- Review existing market research, including competitor analysis and audience insights, leveraging in-house market research platforms to solicit additional insights where needed.
- Assess current marketing strategy, positioning, messaging, and channel mix (online and offline).
- Analyse recent marketing campaigns and execution effectiveness.

7.2 Strategy Development

- Identify and profile priority target segments and their preferences, with a focus on growing awareness and uptake amongst younger audiences.
- Develop refined value propositions and messaging for key services.
- Create an integrated marketing strategy that builds on global brand positioning, campaign content, and messaging guidance.

7.3 Client Experience Review

- Assess the current client journey from awareness to service uptake – how do we capitalise on word of mouth? And pharmacy referrals?
- Map out the end-to-end customer journey.
- Identify barriers and drop-off points across the client pathway.
- Recommend improvements to enhance client experience, satisfaction and retention, including approaches to support holistic service promotion by providers.

7.4 Stakeholder Engagement

- Support workshops with the Global Support Office (GSO) team to ensure alignment across the network.
- Conduct consultations with key internal stakeholders (e.g. marketing, operations, service delivery teams) and global support office teams.

7.5 Implementation Planning and Capacity Strengthening

- Develop a practical implementation roadmap that translates the strategy, content development, digital marketing and media planning into clear, actionable tactics, enabling your agency and the regional team to implement them effectively.

	• Strengthen local team capacity on content planning and digital marketing through regular catch ups and sharing of best practice examples. • Provide clear prioritisation of actions based on impact and feasibility. • Develop key performance indicators (KPIs) and measurement frameworks.
8. Deliverables	1. Summary and Insights • Summary of findings from review, analysis and workshops with the team. • Key insights on current performance, gaps and opportunities. • Identified pain points and actionable opportunities for the client experience. 2. Strategic Marketing Plan • Clear target segments, insights and positioning. • Integrated marketing strategy and recommendations. • Messaging framework and priority campaigns. • Strategy for strengthening community referral networks. 3. Implementation Roadmap and Content • Phased action plan with timelines, responsibilities and indicative resource needs. • KPIs (including ROI) and monitoring framework. • Work with the local team to support implementation of the agreed strategy, content development, digital marketing, and media planning and measuring results including reach, engagement and conversion. Include best practice examples to help strengthen team capacity. • Refine the final strategy based on early results (e.g. the initial two months of implementation) in conjunction with the team to strengthen their capacity in using data for decision-making
9. Evaluation Criteria	• Strategic alignment: Do you understand our brand, mission and campaign concept, and does your team align with our values? • Consumer understanding: Do you have a strong understanding of our consumers, and experience developing content for our markets? • Inspiring: Can you show examples of successful campaigns you've delivered with a similar tone or direction to what we're looking for? • Value: Does your proposal deliver value for money? Has our non-profit status been considered?
10. Experience	• Proven experience developing and implementing marketing strategies, preferably in healthcare contexts. • Strong expertise in brand building and campaign execution.

11. How to respond

- Experience analysing marketing performance data and translating insights into strategy.
 - Demonstrated ability to develop practical, implementable recommendations and to support regional teams to deliver.
 - Experience in the Nepali market essential.
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- Relevant experience: Credentials with examples of similar work you've delivered, ideally in healthcare, women's health, or with a comparable non-profit company.
 - Proposed team structure: Who would work on this, their roles and relevant experience.
 - Proposed approach: A brief outline of how you'd tackle the scope of work described above.
 - Cost structure: A clear breakdown of fees with distinction between the phases of work e.g., Summary and insight, strategy and implementation phase and our not-for-profit status.