The American Chamber
of Commerce in Jordan

The American Chamber of Commerce in Jordan
(AmCham – Jordan)
REQUEST FOR PROPOSALS (RFP)
Within the scope of
The Informal Livelihoods Advancement Activity (Iqlaa)
funded by the United States Government

RFP #	9/2026
Name:	**Request for Proposals: "Branding and Visibility Services for Six Pre-Selected Aggregators."**
RFP Date of Issuance:	Tuesday November 10th, 2026
Bidder Type	Jordan-registered companies only
Deadline to receive Questions:	Sunday November 15th, 2026
Deadline to answer Questions:	Tuesday November 17th, 2026
Closing Date/Time for Submitting the Proposals:	Monday November 30th, 2026 Technical and financial offers with respect to this RFP should be sent in separate attachments by email to amcham@amcham.jo.
Proposals Submission Method:	Interested service providers are encouraged to submit their technical and financial proposals as per the details provided in this RFP with the requested attachments. **Interested candidates shall provide:** ▪ A technical proposal that reflects an understanding of the requirements of the contract and a clear outline of the methodology to be used. Maximum number of pages for the Technical proposal is 10 pages/ font size 11 and in portrait layout and in PDF format. Kindly use the attached application form. ▪ Proposals are to be submitted in English. ▪ A financial proposal in JOD to be submitted in a separate document. ▪ Mandatory Annexes must provide the supporting documents requested in the RFP, and should be organized for easy reference. (see the "Mandatory Annexes" section) To be sent by email to: amcham@amcham.jo with the subject line: RFP –

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	"Branding and Visibility Services for Six Pre-Selected Aggregators."
Date for Opening Proposals:	Tuesday December 1st, 2026
Anticipated Date for final selection:	Monday December 7th, 2026
Contract Duration	10-week implementation period

Important Note: *Issuance of this RFP under the Iqlaa Program does not constitute an award commitment by AmCham-Jordan or an obligation to reimburse any cost incurred in preparing or submitting a proposal. AmCham-Jordan reserves the right to accept or reject any or all proposals, cancel or amend the solicitation, request clarifications, or negotiate with one or more bidders, in accordance with applicable procedures. Proposals are submitted at the bidder's own risk and expense.*

I. INTRODUCTION:

The American Chamber of Commerce in Jordan (AmCham-Jordan) is a non-profit, member-based organization established in 1999, representing over 250 members, 90% of which are SMEs. For more than 26 years, it has contributed to Jordan's sustainable economic development by supporting business growth and strengthening Jordanian American economic relations. AmCham-Jordan is affiliated with the U.S. Chamber of Commerce in Washington, D.C. and is a member of the AmCham MENA Regional Council.

AmCham-Jordan is one of the implementation partners of the Informal Livelihoods Advancement Activity (Iqlaa), funded by the United States Government. Iqlaa is a five-year program that started in May 2022 and aims to support Jordan's home-based, micro and small businesses to grow, transform, and become resilient to future challenges. Iqlaa's approach explores new ways of doing business and improving access to finance, markets, and services. It focuses on four sectors: agriculture, tourism and hospitality, manufacturing, and services, with a special focus on technology development and implementation. The program encourages and supports the participation of all micro and small business owner segments.

II. CONTEXT OF CONSULTANCY:

As part of the implementation phase of the Aggregator Accelerator Program, AmCham-Jordan seeks proposals from qualified Jordanian companies for a branding and visibility assignment covering brand strategy, visual identity, content production, social media content planning, packaging design, and capacity strengthening and support for six aggregators.

The pre-selected six aggregators are already engaged in AmCham-Jordan Aggregator Accelerator

Program. They cover various sectors including, design, architecture, furniture production, and retail sales. Their needs vary depending on their growth stage and priorities.

The assignment aims to enable the aggregators to strengthen their branding, visibility, and market positioning through tailored brand strategies, new or refined visual identities, professional promotional content, social media content plans, and packaging design where required. It will also build their knowledge to be able to plan and manage their branding activities, apply best practices, and maintain consistent communications.

The core deliverables for each aggregator are pre-determined as outlined in this RFP. Further diagnostic efforts in the inception phase are required from the selected service provider.

The assignment is expected to deliver, approved, and immediately usable outputs within 10 weeks.

III. SERVICE ALLOCATION

Services shall follow the needs matrix below (Table 1). Each bidder must demonstrate that it has the team, experience, and capacity required to deliver the complete branding and visibility scope.

Table 1: Aggregators Needs Matrix

Aggregator	Capacity Strengthening (3-4 hour) Session	Brand Strategy and Visual Identity	High-quality edited photographs (Min 60)	(4) social media reels per aggregator	One (2–3-minute) corporate video per aggregator	Product Packaging concepts & Design
Aggregator 1	✓	✓	✓	✓	✓	Not required
Aggregator 2	✓	✓	Not required	✓	✓	Not required
Aggregator 3	✓	✓	✓	✓	✓	✓
Aggregator 4	✓	✓	✓	✓	Not required	Not required
Aggregator 5	✓	✓	✓	✓	✓	✓
Aggregator 6	✓	✓	Not required	✓	✓	✓

IV. SCOPE OF WORK:

Task 1. Kick off and Work plan
Timing: Weeks 1-2
Applies to: All six aggregators

Activities:

- Hold a kick-off meeting with AmCham-Jordan to confirm RFP requirements, milestones, expected deliverables.
- Conduct an individual needs-assessment session with each of the six aggregators, covering existing brand assets, positioning, products, target audiences, content needs, social media accounts, available tools, staff skills. Identify the staff responsible for ongoing content creation and account management.
- Prepare a10-week master work plan covering the branding and visibility scope and a clear schedule for each aggregator, showing activities, dependencies, approval dates, production dates, social media plans, risks, and required inputs.

Deliverables:
- A master 10-week work plan (max 4).
- Six assessment briefs (max 3 pages for each aggregator).

Task 2. Capacity Strengthening Session
Timing: Week 2
Applies to: All six aggregators

Activities:

Hold (1) one in person (3-4 hour) session for the six aggregators to enhance and strengthen their institutional capabilities covering the following topics:

- Understanding brand identity, positioning, target audiences, and key messages.
- Maintaining consistency in logos, colors, fonts, images, and tone of voice.
- Choosing appropriate branding activities and communication channels.
- Applying good practices in promotional materials, and social media.
- Working effectively with designers and other branding service providers.
- Recognizing common branding mistakes and how to avoid them.
- Reviewing branding materials for clarity, quality, accuracy, and consistency.

Deliverables:

- Training presentation in English.
- Pre and post assessment survey.

Task 3. Brand Strategy and Visual Identity
Timing: Weeks 2-4
Applies to: All six aggregators

Activities:

Conduct (1) one structured brand-discovery session of up to three hours per aggregator, in which each aggregator defines, verifies, and refines jointly with the service provider the following:

- Target audiences, competitive context, brand promise, positioning, differentiators, value propositions, and key messages in both Arabic/English or as required.
- Practical messaging and tone-of-voice framework.
- Logo and visual identity where required, or refine the existing identity, including colors, typography, graphics, iconography, image and photography direction, layout principles, logo use, and social media visual direction.
- An organic social media content plan for each aggregator covering objectives, target audiences, channels, key messages, content themes, posting frequency, a publishing calendar, and performance indicators using native account analytics.

Deliverables per aggregator:

- Consolidated brief detailing discovery session findings for all aggregators (max 7 pages).
- Approved brand strategy.
- New or refined visual identity and brand guidelines (e.g., font, color palette, icons (if applicable), logo suggestions).
- Proposed social media campaign plan for each of the six aggregators.

Task 4. Content Production
Specific content production services per aggregators are shown in table 1 (above).

4.1 Corporate and Product Photography: (Timing: Weeks 5-8)
Applies to: Four aggregators

- Produce and deliver high-quality edited photographs (minimum 60) for aggregator in high-resolution and web-optimized formats, taking into consideration the aggregators need agreed on in the inception phase, covering but-not-limited to photoshoots for products, promotional material, aggregator showroom, as required.

- Agree shot lists in advance and provide clearly labelled portrait, landscape, clean-background, detail, contextual, or product-in-use images as applicable.

4.2 Short-Form Social Media Videos: (Timing: Weeks 5-8)
Applies to: All six aggregators

- Produce 24 short-form videos (reels) in total based on aggregator's matrix provided above.
- Approximate duration: 60 seconds; primary format: vertical 9:16.
- Include concept, shot plan, filming, editing, color and audio correction, licensed music, on-screen text, subtitles as required, basic motion graphics, logo placement, and call to action (as needed).
- Deliver one high-resolution master and one social-media-optimized file for each video.

4.3 Corporate Videos: (Timing: Weeks 5-8)
Applies to: Five aggregators

- Produce one 2-3-minute corporate video based on aggregator's matrix provided above.
- Include concept, brand story, scripting support, storyboard or visual treatment, interviews where applicable, filming at up to two agreed locations, professional editing, audio, color grading, subtitles, and basic motion graphics as needed.
- Deliver one horizontal 16:9 high-resolution master, one web-optimized version, and a clean version without subtitles where requested.

Deliverables:

- (240) approved edited photos, (24) approved short-form videos in total, allocated in accordance with the service allocation matrix, and (5) approved corporate videos.
- Supporting production and handover files including the both edited and raw footage.

Task 5. Packaging and Product Presentation Design
Timing: Weeks 5-8
Applies: Three aggregators

Activities:

- Develop three initial packaging concepts and refine one approved direction for a minimum of 5 items.
- Develop the label designs and organize the required product information and content.

- Prepare production-ready artwork based on confirmed packaging dimensions and printer specifications, and develop retail mockups and presentation visuals.

The Aggregator is responsible for confirming all legal, regulatory, safety, product, and mandatory labelling requirements. *Physical prototypes, printing, and manufacturing are excluded.*

Deliverables:
- Approved packaging concepts and label designs. (with minimum three adaptations)
- Production-ready artwork and editable source files.
- Retail mockups and presentation visuals.

Task 6. Handover and Final Report
Timing: Ongoing; final completion in Weeks 9-10
Applies to: All relevant services provided to all six aggregators

Activities:
- Prepare an organized handover folder for each aggregator containing all final outputs, editable and source files, social media account access, content calendars, reusable templates.
- Submit a completion report summarizing the delivered branding and visibility outputs.

Deliverables:
- An organized handover folder containing all tools, files, and documents developed and needed for the aggregators' sustainability. (e.g., outputs, editable and source files, social media account access[1], content calendars, reusable templates).
- Final report.

V. ROLES AND RESPONSIBILITIES

AmCham-Jordan
- Manage the contracting process and overall coordination of the assignment.
- Serve as the formal communication channel between the service provider, aggregators, and Iqlaa.
- Review and approve work plans, progress, deliverables, and change requests in consultation with the relevant parties.
- Monitor contractual compliance, quality, risks, and adherence to the 10-week timeframe.
- Issue formal acceptance of deliverables and process milestone payments.

[1] Upon conclusion of the consultancy, the service provider shall obtain and submit written confirmation from each aggregator that the service provider's access has been fully revoked and that the account remains under the aggregator's sole control.

Selected Bidder

- Appoint a project manager and provide the qualified team required to deliver the complete scope.
- Implement the assignment according to the approved work plan, requirements, and schedule.
- Maintain the deliverable tracker, and provide concise progress updates.
- Obtain written approval before final production, scope changes, or additional costs.
- Protect all business, customer, and social media account data and comply with confidentiality and access-control requirements.
- Promptly report any delays, missing inputs, risks, or third-party dependencies affecting delivery.

Aggregators

- Appoint a focal point and nominate staff responsible for social media to participate in assessments, brand-discovery sessions, capacity building sessions, reviews, and approvals. Ensure access to suitable devices and aggregator-owned accounts for exercises.
- Provide the required brand assets, company and product information, content, legal documents, and other necessary inputs as relevant.
- Provide or authorize timely access to relevant social media accounts and other inputs required for the branding and visibility services.
- Submit consolidated feedback and approvals within the agreed review periods.

VI. REQUIRED QUALIFICATIONS

- At least five years of relevant experience in branding, social media management, content production, or closely related services, with demonstrated experience delivering capacity building to businesses.
- Successful completion of at least two comparable multi-service assignments, supported by work samples and three client references.
- A multidisciplinary team covering brand strategy, graphic design, copywriting, photography, video production, social media management, packaging conceptualizing, capacity building, and project management.
- Ability to manage several beneficiaries and deliver approved outputs within fixed timelines.

Participation Enablement:

*Kindly go through the participation enablement guiding framework attached to ensure the sample includes MSEs/HBBs owned by vulnerable women, youth and PLWDs, men and that you as a bidder adapt as needed implementation accordingly.

VII. TIMING & LEVEL OF EFFORT:

The assignment shall be completed within ten (10) weeks from the contract start date.

VIII. COMMUNICATIONS, BRANDING AND MARKING:

As a condition of this RFP, the contracted bidder is required to comply with the Mercy Corps and Iqlaa Branding and Marking requirements and guidelines that will be provided upon awarding the consultant/ firm/ service provider. Any public material developed within this scope of work should be shared with the Iqlaa communications team for branding, marking, and messaging review and approval.

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IX. MANAGEMENT & REPORTING:

The bidder will report contractually to AmCham-Jordan through its designated project and contract-management team and will coordinate technical implementation with the aggregator authorized focal point.

The bidder shall submit concise progress updates at the frequency agreed in the inception report and promptly identify any issue that may affect scope, cost, quality or schedule. All deliverables shall be submitted electronically in English and in editable formats, in addition to PDF versions where requested.

X. TENDER EVALUATION METHOD:

Proposals will be evaluated according to the following criteria:

Criteria	**Weight**
Technical Weight	**80 pt.**
Technical Approach, Methodology and Understanding of the Assignment	30 pt.
Bidder Technical Expertise & Key Team	30 pt.
Relevant experience and portfolio	20 pt.
Financial Weight	**20 pt.**
Only proposals achieving a minimum technical score of 60 points out of 80 will proceed to the financial evaluation. All bidders will be evaluated against the complete branding and visibility scope. AmCham-Jordan may request clarification, verify references, or invite shortlisted bidders to present their approach and present relevant branding and visibility work samples.	

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XI. GENERAL TERMS AND CONDITIONS:

Interested bidders should consider the following terms when preparing and submitting their proposals:

GENERAL TERMS AND CONDITIONS

- AmCham-Jordan may invite shortlisted bidders to present their methodology and proposed implementation approach.
- Award is based on best value, not necessarily the lowest price.
- Prices shall remain valid for at least 90 days and include all professional costs required for the stated scope, except clearly identified exclusions.
- Assignment information is confidential and may be used only for the contracted work. Actual or potential conflicts of interest must be disclosed.
- All paid custom work and deliverables, including designs, media, copy, editable and source files, documentation, social media accounts, and access, shall be handed over to the relevant authorized party.
- Selected bidder shall not incur extra costs, activate paid subscriptions, or change scope without prior written approval.
- AmCham-Jordan may reduce, increase, reallocate, or cancel services before contracting or by written amendment, subject to agreed pricing and donor requirements.
- All prices shall be quoted exclusive of sales tax, as the project is sales tax-exempt. AmCham-Jordan will provide the applicable tax exemption letter upon signing the contract.
- Payments will be milestone-based and subject to approval of the relevant deliverables. AmCham-Jordan shall propose a payment schedule aligned with the stages included in section V; the final payment schedule will be agreed during contracting.
- For pricing and financial evaluation, bidders shall use the standardized Financial Proposal Template issued with this RFP.
- The proposal must include all the above requirements in addition to the signed conflict of interest letter provided with this RFP.
- Bidder who fail to submit all the requested documents are automatically disqualified from the evaluation process.

XII. Mandatory Documents and Annexes:

The proposal must include the following documents and labelled annexes:

- A technical proposal in English. Kindly use the attached application form. *(The 10-page limit applies to the main technical proposal only and excludes the cover page, signed cover letter, work plan, CVs, portfolio evidence, financial proposal, and other mandatory annexes).*

- Detailed financial proposal, itemized by aggregator and submitted separately (in excel format) from the technical proposal, using the below template.

Aggregator	Capacity Strengthening (3-4 hour) Session	Brand Strategy and Visual Identity	High-quality edited photographs (Min 60)	(4) social media reels per aggregator	One (2–3-minute) corporate video per aggregator	Product Packaging concepts & Design	Total Per Aggregator
Aggregator 1	JOD	JOD	JOD	JOD	JOD	Not required	JOD -
Aggregator 2	JOD	JOD	Not required	JOD	JOD	Not required	JOD -
Aggregator 3	JOD	JOD	JOD	JOD	JOD	JOD	JOD -
Aggregator 4	JOD	JOD	JOD	JOD	Not required	Not required	JOD -
Aggregator 5	JOD	JOD	JOD	JOD	JOD	JOD	JOD -
Aggregator 6	JOD	JOD	Not required	JOD	JOD	JOD	JOD -
Total Amount							JOD -

- Bidder company registration and legal-status documents.
- Brief CVs of the proposed key personnel.
- Portfolio evidence.
- Signed eligibility and conflict-of-interest letter (template provided with the RFP).