



Insurance Foundation for Servicemen Creative production BRIEF

IFS	
PROJECT NAME	Creative production for 2023 Jan-Dec
BRAND	Zinapah National Foundation for Servicemen Insurance
PRODUCTS / DELIVERABLES	Strategy and budget for creative production materials with monthly breakdown
NAME	Narine Galstyan, Head of PR and Development
DATE:	13.09.2022

About the Company

IFS was established 2017 and its mission is 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

- Introduce the new Branding, build and foster brand awareness, visibility and perception. Strengthen the favorable image of the brand and the Foundation via presenting IFS 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...
- Reveal our beneficiary stories and make them known by wider public. We should know those people who sacrificed their uttermost- life and health - while defending our Homeland. Highlight dignity and love towards our homeland and extend our collective gratitude as a nation.
- Reflect IFS donor stories: why IFS, what makes them stay loyal. Make it contagious for others to join.

The Foundation should be positioned as a non-political and non-governmental institution.

Target Audience and key fact

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

The study carried out among IFS beneficiaries revealed the following:

- Հինժառայողների ապահովագրության հիմնադրամ brand has 31% TOM awareness.
- 1000+ brand has 18% TOM awareness.
- The majority of beneficiaries with 1000+ TOM awareness also know 1000+ and Հինժառայողների ապահովագրության հիմնադրամ is the same institution.
- 40% of the beneficiaries have never heard about either brand names.
- 24% have heard the Foundation name but no nothing about it.
- 34% have no idea where the funds come from.
- 26% heard about the Foundation from TV, 13% from social media
- 60-72% of beneficiaries have good trust on the Foundation.

More details in the study that is attached separately as part of this document.

Promotional Channels Include but not Limited

- TV shows and advertising blocks
- Digital platforms including Facebook, Instagram, YouTube, LinkedIn, Telegram
- Outdoor
- Print
- Press release

Attitude | *Style and Tone of the Brand*

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

Deliverables

The Agency is expected to come up with:

- Creative production proposal for 2023
- Budget for the creative production with a detailed breakdown of deliverables

Agency recommendations are welcomed

Format of Creative Production Deliverables

- Animation, Video, Reels
- Beneficiary and Donor Life Stories
- Imagery copies

Schedule

- Agency is expected to confirm participation by September 20, 2022
- Offer to be sent by September 27, 2022
- Agency selection – October 4, 2022
- Start work – October 18

Comments

Resources to be used:

- Current brand guidelines
- Foundation mission and vision, team, presence in media, and different channels
- Beneficiary survey: attached to the email separately

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](#)

Videos of our beneficiaries: bit.ly/30bu4kY