



**AMERICAN  
ACADEMY**  
LARNACA  
PRIVATE SCHOOL

## TENDER BRIEF



**2021/2022  
TOTAL MARKETING  
SERVICE SOLUTION  
Tender**



## AMERICAN ACADEMY LARNACA

### TENDER FOR THE ADVERTISING AGENCY

#### INTRODUCTION

The American Academy Alumni Foundation (AAAF) owner of the American Academy Larnaca is looking to appoint an advertising agency for a one-year total marketing service solution.

The successful tenderer must be able to fully complete a one-year 360 communication plan for the academic year 2021-2022.

#### The successful tenderer will be expected to deliver:

1. One-Year Communication Strategy
2. Yearly Action Plan (*including Agency Fees, Media Bookings, Creatives/Designs, Production, Online Boosting Budgets for both Social Media Ads, Google Ads & Programmatic ads, Events & Sponsorships*)
3. A Direction on Creative Approach
4. A Monthly Retainer Fee for designing needs within the academic year 2021-2022

#### REQUIREMENTS

##### Statements

- a. The successful tenderer will be required to work with the school to manage the whole marketing operation, being responsive to meet the needs of the school and to actively promote a positive branding image through its services.
- b. It is important that the successful tenderer will have a positive, collaborative school relationship, that builds strong, mutually respectful, and an open communication across all aspects of the school community.

##### Quality

- a. Public communication must conform with the regulations and directives of the Ministry of Education and Culture.
- b. Action Plan and Pricing will require prior approval by Management.
- c. Value for money is expected across all services and processes should form a key part of any action.

##### Contract Management

- a. The contract shall be for a period of one year. Upon expiration of the contract an evaluation will be done with the possibility to extend the contract by a further year at the discretion of Management.
- b. The agreement will be handed to the successful tenderer at the completion of the process, ready to commence marketing services starting on **1<sup>st</sup> September 2021**.



### Information Required

The following information should be provided with your proposal as a minimum:

1. Company presentation - **Experience**
2. Services that can be offered – **Demonstration of the ability to undertake services**
3. Important Clients - **Experience**
4. Showcase work on previous/current educational institutes and bodies – **Relevant Experience**

### Evaluation

Tenders that are received by the due date will be assessed on the following basis:

- a. Applicants must demonstrate experience in undertaking projects of the same or a similar nature indicating the size, scope, complexity and involvement of their organization in these projects. – **Relevant Experience**
- b. Exceptional interpersonal skills, particularly when relating to an educational Institute. - **Demonstration of ability to undertake services**
- c. Relevant technical and organizational capacity – tenderers must demonstrate that they have the capacity to undertake a project of this nature by indicating relevant personnel, systems and other resources which will be applicable to operating this Marketing Service. - **Demonstration of ability to undertake services/Management levels**
- d. Responses to evaluation criteria as listed above.
- f. Draft of communication strategy, action plan, creative approach and designing needs (*retainer fee*) – **Tendered price/plan**
- g. Tenderer to be able to sign an **Exclusivity Agreement**, so we will not have any conflicts of interest. This means, American Academy Larnaca to be the **only Private School** that the agency will be providing services to. - **Management levels**

### Final Agreement

Final details of the overall process will be settled during the contract signage stage.

### PROCEDURES

The successful tenderer will be expected to:

- Submit all information (*outlined above*) and deliverables (*outlined in the last page*) requested.

### Placement of offers

1. Tenders should be submitted in a sealed envelope by **12:00 p.m. (noon), on Monday, July 5<sup>th</sup> 2021** in the Tender Box at the Treasury Office (*Graduates Centre, at the American Academy Larnaca*).
2. Tenders should be in English.
3. The successful tenders will be called in for a physical presentation (*in English; both spoken & written*) by the end of July (*the latest*).

**\*Incomplete tenders will be excluded.**

**\*The American Academy Alumni Foundation (AAAF) is not obliged to accept the lowest or any tender.**

Please contact the Marketing Officer, Ms Nicoleta Nicolaou either via phone (24 746 389) or via email ([nnicolaou@academy.ac.cy](mailto:nnicolaou@academy.ac.cy)) , for any enquiries that might arise.

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## HISTORY & BACKGROUND

The American Academy Larnaca is considered to be one of the oldest academic institutes. It was founded in 1908 by two missionaries of the Reformed Presbyterian Church of North America. Within a year there were 60 students. Originally classes were held in the mission chapel across the road from the current Weir Building. In 1911 the school moved to the present site into the original Memorial Hall. The American Academy Larnaca took in 30 boarders. Although the American Academy Larnaca was originally intended as a boy's school, a girls' department was opened in 1916. During the Second World War, the school was temporarily transferred to Lefkara village from 1941 to 1943. The present school began to take shape in 1954 with the completion of the Weir Hall with the auditorium added four years later. The New Memorial Hall began to take shape from 1983 onwards. In 1975 the control of the School, and all its facilities, was handed over to the American Academy Alumni Foundation and has been run by its Graduates as a non-profit making organisation, with charitable status.

It provides the firm foundations of high quality education and a comprehensive education for children aged 2-19. It has 1700 students, on all levels, with more than 5800 graduates. The school offers a wide range of GCSE and GCE A Level courses. The graduates are holders of an Apolytirion fully recognized by the Cyprus Ministry of Education, Culture Sport and Youth. Students achieve very highly in both, gaining them access to top universities around the world.

The current American Academy Larnaca Junior School was launched in 1979 although Junior school children have been taught at the American Academy Larnaca since as early as the 1940s. In 2008 the school moved into a purpose built facility.

In addition to the primary and secondary education, the school's activities also include the operation of an Afternoon Institute, a Sports Academy, a Summer School and a Summer Camp.

As the American Academy Larnaca opened its doors more than 113 years ago with a commitment to educate and develop the wonderful young minds of Cyprus. It continues to honour that commitment, focusing on academic achievement, community spirit and extracurricular activities, the result of which are our high achieving, determined, kind and well-rounded graduates. The American Academy Larnaca is not just a school, it is a family, that supports and nurtures its students, teaching them skills and creating bonds that will last a lifetime.



## DESCRIPTION

**Language:** English    **Type:** Nursery, Primary and Secondary    **Age range:** 2 to 19    **Students:** 1,550

### BROAD CURRICULUM & PEDAGOGICAL APPROACH

The American Academy Larnaca promises an innovative and challenging academic environment in which the pursuit of excellence is balanced by kindness to support each individual to achieve his/her full potential. The school provides a distinctive educational opportunity through its curriculum that is:

#### Junior School:

**Early Years Classes (3-5 yrs old):** The English Early Years framework is followed.

**Grade 1-6:** The English National Curriculum is followed.

**Senior School:** A broad and balanced core curriculum including English, Maths, Greek, the Sciences, Humanities and the Arts. Students options further up the school also include subjects such Law, Accounting, Economics, Media and Psychology.

**Years 1-3:** Broad and balanced curriculum.

**Years 4-5:** 11 GCSE (6 core and 5 electives).

**Years 6-7:** Choose 4 A levels out of 27 options.

**Type of exams:** registered centre for EDEXCEL, AQA, CIE

**Languages:** The language of instruction is English. Modern Greek is a core subject, French/German from Year 2 Optional

**Sports:** Basketball, Handball, Volleyball, Football, Tennis, Cross Country, Track and Field

**Music:** School choirs and School Orchestra. Music Technology Club exposes students to the vast variety of digital software that allows for music mixing, editing, sampling.

### OUR FACILITIES

**Senior School:** 8 Science labs, 4 Computer labs (*fully equipped with the latest technology*), 3 Art Rooms, and a Music Room. All classrooms are equipped with interactive whiteboards.

An Auditorium with a capacity of 400 seats on the floor and 125 on the *balcony (used for shows, speeches, lectures, celebrations, etc.)*.

**Junior School:** The Junior School is well equipped with a library, specialist Greek Classrooms and an abundance of portal ICT which supports our friendly and family focused school.

**Sports Facilities:** State-of-the-art indoor and outdoor sports facilities, such as Basketball, Tennis and Futsal Courts.

### STUDENT LIFE & EXTRACURRICULAR ACTIVITIES

**Senior School:** more than 30 clubs

**Junior School:** offers a comprehensive after school provision until 4pm. Activities include a wide range of sports, crafts, and academic development; additional Greek lessons, and incorporates outside providers such as Teddy Tennis, UCMAS and Manners4Minors.

### ACADEMIC COUNSELLING

Life at the American Academy Larnaca is only the beginning of a series of successes. The philosophy of the Academic Counselling Department is a steadfast commitment to help students become who they want to be. Thus, the Academic Counsellors support students through their academic journeys from making academic subject choices to securing places at competitive Universities; motivating, strengthening and encouraging them every step of the way.



## TO GROW AND TO SERVE

The American Academy Larnaca also believes strongly in keeping in contact with its Alumni, who are not only the guardians of its traditions but also uniquely provide its leadership into the future through its Board. The American Academy Larnaca aims to provide students with the intellectual and emotional tools to become the future citizens of the world who will fulfil the American Academy Larnaca’s motto: “To Grow And To Serve”

## PROMISE

Well rounded individuals ready for the wider world, with ethos, morals, academic excellences. Heritage, Prestige, Academic Excellence and Achievements, Student Behaviour Building, Community, Innovative Educational Practice, Student Independent Thinking, Pastoral Care.

## ADMISSIONS

**Senior School: Year 1:** Entrance Exams in Greek and Mathematics or English and Mathematics  
**Years: 2, 3, 4, 6:** Placement Exams and/or GCSE results, depending on options.

### Junior School:

**Early Years (3-5 years old):** play-based assessment conducted by an Early Years Teacher and a parent interview. **Grades 2-6:** Computerised Cognitive Ability Test and parent interview

**Scholarships:** Broad scheme of scholarships. Academic Achievement Scholarships, Bursaries for needy students and Athletic Scholarships.

**Mid-term entry:** Yes.

**Applying from abroad:** Yes

## POLICIES

**Exams: Senior School (Secondary):** All year groups sit End of Year Exams. Year 4 sit early entry iGCSE Maths, Year 5 sit GCSEs, Year 6 and 7 sit AS and A2 level exams

**Parents’ association:** There is a close collaboration between the PTA and the school ensuring the welfare of the students.

**Student support:** The Heads of Years with the help of the Educational Psychologist support students in their academic and social development. The Academic Counselling team guides students in their academic decisions

## DIVISIONS WITHIN THE ORGANISATION

Senior School	Junior School	Institute	
Sports Academy	Afternoon Programme	Summer School	Alumni

## DIGITAL PRESENCE

Website: [www.academy.ac.cy](http://www.academy.ac.cy)

LinkedIn: [www.linkedin.com/school/american-academy-larnaca](http://www.linkedin.com/school/american-academy-larnaca)

YouTube: [www.youtube.com/channel/UC\\_BSChE0YwmlCpT8RbE4kJg](http://www.youtube.com/channel/UC_BSChE0YwmlCpT8RbE4kJg)

Division	Facebook	Instagram
Senior School	<a href="https://www.facebook.com/americanacademylarnaca/">/americanacademylarnaca/</a>	<a href="https://www.instagram.com/americanacademylarnaca/">/americanacademylarnaca/</a>
Junior School	<a href="https://www.facebook.com/AALJuniorSchool/">/AALJuniorSchool/</a>	<a href="https://www.instagram.com/aaljuniorschool/">/aaljuniorschool/</a>
Institute	<a href="https://www.facebook.com/AmericanAcademyLarnacaInstitute/">/AmericanAcademyLarnacaInstitute/</a>	<a href="https://www.instagram.com/aalinstitute/">/aalinstitute/</a>
Sports Academy	<a href="https://www.facebook.com/AALSportsAcademy/">/AALSportsAcademy</a>	
Afternoon Programme	<a href="https://www.facebook.com/AALAfternoonCentre/">/AALAfternoonCentre/</a>	
Summer School	<a href="https://www.facebook.com/AALSummerSchool/">/AALSummerSchool/</a>	
Alumni	<a href="https://www.facebook.com/AmericanAcademyLarnacaAlumniFoundation/">/AmericanAcademyLarnacaAlumniFoundation</a>	



## STRATEGY

### The Context

The economy is very fragile and the population is steadily contracting. Private education is a very competitive environment, particularly in lower income areas. Recovering financials, following the 2013 crisis, have now taken a new hit as a result of the Covid-19 pandemic.

It is under these conditions that the Board of Directors and the Senior Management Team of the American Academy Alumni Foundation set a strategic direction covering the period 2020 / 2025. After thorough review of the school's strengths, weaknesses, opportunities and threats, the mission, vision and values of the Foundation were revisited, and five strategic, top level, objectives were identified as follows:

- Deliver excellent academic results and a superior whole person development program.
- Build a team of motivated and productive employees.
- Establish effective operating practices and long term planning.
- Create engaged stakeholders who trust us.
- Secure the financial health and sustainability of the American Academy Larnaca.

### Motto, Vision, Mission and Values

#### Our Motto

To grow and to serve.

#### Our Vision

To develop responsible citizens who contribute positively to the community.

#### Our Mission

To remain the leading private school in Larnaca by offering superior, holistic, education to young people aged 2-19.

#### Our Values

**Student focus**, demonstrated by:

- Enabling each student to reach their full potential.
- Enriching the life of every student.
- Preparing every student for the challenges of life.

**Educational excellence**, demonstrated by:

- Delivering excellent academic results.
- Using 21<sup>st</sup> century skills.
- Creating an engaging learning environment.

**Personal responsibility**, demonstrated by:

- Going beyond what is required.
- Making good decisions.
- Being accountable for the result.

**Respect for others**, demonstrated by:

- Respecting the rights of others.
- Being tolerant and accepting of others.
- Actively serving the community.



## DELIVERABLES

### A TOTAL 360 MARKETING SERVICE SOLUTION

#### OBJECTIVES

- a. **IMPROVE BRAND (SCHOOL'S) IMAGE** - be #1 in consumers' mind as an exceptional prestigious private school
- b. **NEW PRODUCT LAUNCH:** GREEK PATH/SCHOOL FOR SENIOR SCHOOL
- c. **INCREASE NUMBER OF APPLICATIONS/REGISTRATIONS ACROSS THE BOARD (ALL DIVISIONS\*)**

*\*All Divisions means the Senior School, the Junior School, the Institute, the Sports Academy, the Afternoon Programme, the Summer School, the Alumni*

#### BUDGET

€84,000 + VAT (for one year)

#### 1. ONE YEAR COMMUNICATION STRATEGY

- a. Above the Line Communication
  - i. Online
  - ii. Offline
- b. Below the Line Communication
  - i. Online
  - ii. Offline

#### 2. A YEARLY ACTION PLAN WITH ALLOCATED BUDGET

- a. Media Bookings (Online & Offline)
- b. Creatives/Designs
- c. Production Costs
- d. Social Media (Management & with boosting budget)
- e. Online Ads (Google Ads & Programmatic Ads budget)
- f. Events & Sponsorships
- g. Agency's Fees for Management & Implementation

#### 3. A DIRECTION ON CREATIVE APPROACH

#### 4. A MONTHLY RETAINER FEE FOR THE BELOW DESIGNING NEEDS WITHIN THE ACADEMIC YEAR

*this is an extra budget from the stated budget above*

- a. Brand Guidelines Manual
- b. Senior School Diary Front & Back Cover (that will reflect our campaign's image)
- c. Junior School Diary Front & Back Cover (that will reflect our campaign's image)
- d. Senior School Prospectus (20 Pages max)
- e. Junior School Prospectus (20 Pages max)
- f. Senior School Annual (Year Book) Front & Back Cover
- g. Junior School Year Book Front & Back Cover
- h. Junior School Postcards for Admissions
- i. Junior School Class Signs with names (Flower theme)
- j. Junior School Branded Planters for each classroom
- k. Junior School Hoody Design for Top Class
- l. Extra Templates that might be needed, i.e. Branded PowerPoint Presentation
- m. Events' Branding/Designs/Creatives: Open Day, Orientation Day, Graduations, Spring Concert, Top Class Show, Greek Play etc.
- n. School Banners: Branding, Greek Secondary School, Junior School Registrations, Senior School Entrance Exams, Senior School Placement Exams, Institute, Sports Academy, Summer School, The Duke of Edinburgh's International Award, Achievements, School's Facts, etc. *(around 10 Banner designs throughout the academic year).*