



AMERICAN ACADEMY ALUMNI FOUNDATION
(A Corporation Limited by Guarantee and founded in 1973)
32 Gregory Afxentiou Avenue,
P.O. Box 40112, 6301 Larnaca, Cyprus
Telephone No: 24815400 Telefax: 24651046
e-mail: info@academy.ac.cy
www.academy.ac.cy

19 March 2024

Invitation to Tender for a Marketing 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 2024-2025.

The successful tenderer will be expected to deliver:

1. One-Year Communication Strategy
2. Yearly Action Plan (including Agency Fees, PR & Press activations, Media Bookings, Creatives/Designs/Installations, Production, promotional videos/radio ads, Online Boosting Budgets for both Social Media Ads, Google Ads & Programmatic ads, Events & Sponsorships)
3. A Direction on Creative Approach
4. High quality photos of our students to be used in all advertising and media platforms.

REQUIREMENTS

Statements

a. The successful tenderer will be required to work with the school to manage the whole marketing operation, being responsive to meeting 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 to 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.
- d. A high standard of English is essential throughout all communication platforms.

Contract Management

- a. The contract shall be for a period of one year with the possibility to extend it for one further year subject to mutual consent.
- b. The duration of the agreement will be from **1st September 2024** until **31st August 2025**.

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. Tenderers must demonstrate experience in undertaking projects of the same or a similar nature indicating the size, scope, complexity and involvement of their organisation 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 organisational 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. Draft of communication strategy, suggested action plan, creative approach and branding – *Tendered price/plan*
- e. 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, 22nd April 2024** in the Tender Box at the Treasury Office (Graduates Centre, at the American Academy Larnaca).
2. Tenders should be in English.
3. The tenders will be called in for a physical presentation (in English; both spoken & written) by the end of May (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 HR & Marketing Officer, Despina Pastou either via phone (24 746 389) or via email (dpastou@academy.ac.cy), for any enquiries that might arise.

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 1250 students, on all levels, with more than 6000 graduates. The school offers a wide range of GCSE and GCE A Level courses. The graduates are holders of an Apolytirion fully recognised 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 Summer School and a Summer Camp.



As the American Academy Larnaca opened its doors more than 115 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, which 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:** 1,250

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 that 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 40 clubs



Junior School: offers a comprehensive after school provision until 3:30 pm. 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 excellence. 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
- Summer School



- Alumni

DIGITAL PRESENCE

- Website: www.academy.ac.cy
- LinkedIn: www.linkedin.com/school/american-academy-larnaca
- YouTube: www.youtube.com/channel/UC_BSChE0YwmlCpT8RbE4kJg

Division	Facebook	Instagram
Senior School	/americanacademylarnaca/	/americanacademylarnaca/
Junior School	/AALJuniorSchool/	/aaljuniorschool/
Institute	/AmericanAcademyLarnacaInstitute/	/aalinstitute/
Summer School	/AALSummerSchool	
Alumni	/AmericanAcademyLarnacaAlumniFoundation	

STRATEGY

The Context

Private education is a very competitive environment, particularly in lower income areas. After thorough review of the school's strengths, weaknesses, opportunities and threats, the mission, vision and values of the American Academy Alumni Foundation were revisited and five strategic, top level, objectives were identified as follows:

- Deliver excellent academic results and a superior whole person development programme.
- 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 21st 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 PATHWAY 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 Summer School, the Alumni members.*

BUDGET €78,000 + VAT (for one year)

1. ONE-YEAR 360 COMMUNICATION STRATEGY

- a. Through the Line Communication (TTL)
 - i. Online
 - ii. Offline

Key deliverables should include, but not limited to:

1. **Situation Analysis**: Conduct a thorough analysis of our current communication strategies, identifying strengths, weaknesses, opportunities and threats.
2. **Target Audience Profiling**: Define and profile our key stakeholders, including students, parents, faculty, staff, alumni and the wider community.
3. **Strategic Messaging**: Develop clear and concise messaging aligned with our school's values, mission and vision.
4. **Integrated Communication Channels**: Propose a mix of traditional and digital channels, including but not limited to social media, email marketing, website optimization, print media and events.
5. **Content Strategy**: Create a content calendar with engaging and relevant content for different platforms, ensuring consistency in tone and branding.
6. **Measurement and Analytics**: Implement metrics to evaluate the success of the communication plan and make data-driven adjustments as necessary.

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