Request For Information (RFI)
Re-branding project

About MRANTI

Malaysian Research Accelerator for Technology & Innovation

The Malaysian Research Accelerator for Technology and Innovation (MRANTI), a convergence of Technology Park Malaysia (TPM) Corporation Sdn Bhd and the Malaysian Global Innovation and Creativity Centre (MaGIC), is Malaysia's central research commercialisation agency that fast-tracks the development of technology innovations from ideas to impact.

MRANTI serves as a connector, incubator and catalyst to enable early-stage ideation to mature entities to commercialise and scale. MRANTI offers innovators and industry access to world-class integrated infrastructure, interventions & programmes, partnerships and a suite of resources. In doing so, MRANTI aims to expand Malaysia's funnel of innovation supply and unlock new R&D value by ensuring effective transitions in the commercialisation lifecycle. It will also link academia with industry and the public sector to streamline market-driven R&D efforts for mission-based outcomes.

MRANTI is headquartered at MRANTI Park, an extensive 686-acre 4IR innovation hub in Kuala Lumpur, is supporting the growth of smart manufacturing, biotech, agritech, smart city, green tech and enabling technology clusters.

About MRANTI Park

MRANTI Park in Kuala Lumpur is a central hub for the Fourth Industrial Revolution, emphasizing innovation in key sectors like Smart Manufacturing, Biotech, Agritech, Smart City, and Green Tech. Spread across 686 acres, it's designed to empower local innovators, develop skilled professionals, and leverage advanced technologies. The park addresses both national and global challenges, making it a significant player in the tech innovation landscape. MRANTI Park serves as a comprehensive ecosystem, fostering technological advancements and contributing to Malaysia's positioning in the global tech arena.

Introduction

MRANTI is seeking information from branding agencies and consultants for a rebranding project of MRANTI Park. This Request for Information (RFI) is to understand agencies' capabilities and experience in brand development, particularly in technology and innovation. Agencies are

requested to detail their strategic approach to brand identity transformation and highlight relevant past projects

Information Requested for RFI

Agency Expertise

Detailed overview of agency experience in branding, with an emphasis on technology and innovation sectors. Case studies or examples of strategic and creative branding are requested.

Brand Strategy Approach

Description of methodology in developing brand strategies, including capturing brand essence, market positioning, and defining long-term visions.

Design and Creative Process

Insights into design and creative capabilities, with examples of past work showcasing innovative design solutions and visual storytelling.

Market Research on Naming and Branding

- Naming Research: Approach to conducting naming research, including analysis and cultural considerations.
- Branding Research: Techniques for comprehensive market analysis, audience perception studies, and competitive strategy evaluations.

Stakeholder Engagement Strategy

Strategy for engaging key stakeholders during the rebranding process, including methods of communication and feedback integration.

Project Management

Approach to managing large-scale rebranding projects, with emphasis on planning, coordination, and delivery.

Qualifications and Experience

Portfolio

Please share examples from your portfolio that demonstrate expertise in rebranding or establishing a new brand, particularly focusing on projects in the Technology and Innovation (if any) sectors.

Client References

Include references from previous clients, focusing on similar projects and their successful outcomes.

Team Expertise

Provide details about the qualifications and experience of your proposed team, including developers, designers, and project managers.

Submission Guidelines

Responses to this RFI should be sent to abdul.hafiz@mranti.my & saiful.adzhar@mranti.my by 5 January 2024. Late submissions will not be considered.

Timeline

RFI Release Date   : 21 December 2023
Deadline for Submissions   : 5 January 2024

*Participants will be notified in due course regarding any further actions or inquiries that may arise based on the information received through this RFI.

Questions

Any questions regarding this RFI should be directed to Hafiz Jamil(abdul.hafiz@mranti.my) / Saiful Adzhar (saiful.adzhar@mranti.my)

Notice

This Request for Information (RFI) is a solicitation for information and is not intended to be binding on MRANTI for contract purposes. Respondents are advised that the submission of information in response to this RFI does not guarantee participation in any subsequent procurement process or the award of any contract. MRANTI reserves the right to reject any or all submissions received in response to this RFI and to negotiate with any qualified source or cancel, in part or its entirety, this RFI if it is in the best interest of MRANTI to do so.