LESOTHO PostBank
Affordable. Accessible. Anytime

2nd Floor Mafike House

Kingsway Road

Maseru

INVITATION FOR EXPRESSION OF INTEREST (EOI)

UNABRIDGED VERSION

Reference: LPB /EOI/0001/2026

subject: Invitation for Expression of Interest (EOI) for Consultancy Services for Re-branding Services.

Clarifications Contact: LPB Procurement Unit available at the above address or call 62400114

1. BACKGROUND

Lesotho PostBank is undertaking a strategic corporate rebranding initiative to better reflect its evolving vision, market positioning, and value proposition to customers, staff, regulators, and other stakeholders. The rebranding is intended to strengthen the Bank's competitive position, modernise its visual and verbal identity, and align its brand with its long-term strategic objectives.

The Bank wishes to engage a qualified and experienced marketing/brand agency to design, develop, and support the implementation of a comprehensive rebranding strategy.

2. PROJECT OBJECTIVES

The overall objective is to engage an agency to lead the Bank's rebranding process, delivering a distinctive, coherent, and market-relevant brand identity. Specific objectives include:

- Conduct a comprehensive brand audit and market/competitor analysis.
- Develop a refreshed brand strategy, positioning, and value proposition aligned with the Bank's corporate strategy.
- Design a new visual identity system (logo, colour palette, typography, imagery, and brand guidelines).
- Develop the brand's verbal identity (tone of voice, messaging framework, and tagline).
- Develop a brand roll-out and internal/external communications plan.
- Support implementation across digital, print, signage, branch, and marketing collateral.
- Provide change-management and staff-engagement support to embed the new brand internally.
- Provide post-launch monitoring and brand-performance measurement tools.

3. ANTICIPATED PROJECT SCOPE

The Lesotho PostBank intends to engage a qualified consulting firm to undertake a comprehensive corporate re-branding exercise. The consultant will review the current brand, conduct stakeholder consultations, develop a brand strategy, create a visual identity and prepare implementation guidelines.

3.1 Discovery and Brand Audit

- Review of the Bank's current brand identity, positioning, and market perception.
- Stakeholder interviews and workshops (Board, management, staff, customers).
- Competitor and industry benchmarking analysis.
- Customer perception surveys and focus groups, where required.

3.2 Brand Strategy Development

- Definition of brand purpose, vision, mission, and values.
- Brand positioning statement and target audience segmentation.
- Brand architecture recommendations (parent brand, product/service sub-brands).

3.3 Creative Development

- Logo and visual identity design, including concept options and refinement.
- Comprehensive brand guidelines manual (colours, typography, imagery, iconography, digital/print usage).
- Messaging framework, tone of voice, and tagline development.
- Naming conventions review, where applicable.

3.4 Implementation Support

- Application of the new brand across digital platforms (website, mobile app, social media).
- Branch and signage rebranding specifications.
- Marketing collateral, stationery, and merchandise templates.
- Internal brand launch and staff engagement toolkit.
- External launch campaign strategy and media plan.

3.5 Post-Launch Support

- Brand compliance monitoring tools and guidelines enforcement support.
- Brand awareness and perception tracking (pre- and post-launch).
- Recommendations for ongoing brand management.

The above scope is not conclusive, and Lesotho PostBank invites interested firms to include their suggestions and ideas in their expressions of interest. Lesotho PostBank also invites the firms to include any additional information necessary.

4. ACTIVITY SCHEDULE

The engagement should not require travel and will be managed by Lesotho PostBank staff based in Maseru Lesotho. The consultant will have close interaction with several Lesotho PostBank colleagues. The consultant firm is encouraged to provide suggestions within its EOI. The assignment is expected to last three months and begin in February 2027 following this schedule of activities that is subject to change:

Activity	Date
a. Publish bid notice	16th October 2026
b. Request for Clarifications	04rd November 2026
c. EOI submission closing date	17th December 2026 at 12:00 noon
d. Submission Location	2nd Floor Mafike House Kingsway Road Maseru
e. Evaluation process	22nd December 2026
f. Issue of RFP	07th January 2027
g. RFP Submission date	04rd February 2027

5. SHORTLISTING REQUIREMENTS

(a) Confirmation of being legible to participate in public tenders in Lesotho.

(b) A copy of valid trading license of the consultant or its equivalent;

(c) A copy of valid certificate of incorporation of the consultant or its equivalent;

(d) A valid tax clearance.

(e) A signed statement indicating that the consultant does not have a conflict of interest in the subject of the procurement;

(f) Confirmation of having the expertise and staffing capacity to support the assignment in early 2027 (from February to May);

(g) A description of the vendor specific experience in the assignment.

(h) Firm`s description of relevant experience in Corporate Re-branding.

(i) Relevant qualifications of key staff that may be involved;

(j) Any other relevant documents or profile of the firm showing that the firm has adequate capacity to undertake the assignment.

6. CONSIDERATION FOR ALTERNATIVE DOCUMENTS

For the purpose of consideration on the above, a consultant must be a firm, company, corporation, organization or partnership, and must provide evidence to fulfil the criteria as set out or where the business of a consultant is not registered in Lesotho, and a document required is not available in the country of the consultant, the consultant shall submit an alternative or equivalent document.

7. FURTHER CORRESPONDANCE

Lesotho PostBank will notify shortlisted vendors and provide the full terms of reference upon completion of the EOI stage. Vendors will then be asked to subsequently submit their complete proposals. The Bank`s intention is to award the contract by 15th February 2027 and begin the assignment thereafter.