



# Doctors of the World UK Brand Review & Implementation

## Request for Proposal

### 1. INTRODUCTION

Doctors of the World UK (DOTW) is seeking an experienced branding agency or consultant to conduct a comprehensive brand review. This tender covers both the review phase and, following leadership approval, the implementation of selected recommendations. The appointed partner must therefore be able to deliver brand analysis, strategic development, visual identity refinement, and support for content creation and rollout.

### 2. ABOUT THE CHARITY

**Vision:** Everyone should have an equitable journey to their success. By ensuring that anyone subject to oppressive racial systems has the opportunity to thrive, we believe everyone can thrive.

**Who we support / what we do:** Doctors of the World is the UK chapter of the Médecins du Monde (MDM) international network, a human rights organisation made up of 17 chapters around the world working on both domestic and international health projects. We provide emergency and long-term medical care to vulnerable people – wherever they are. We strengthen people's access to quality medical services, and fight for universal access to healthcare by advocating for evidence-based public health policy.

**Key programmes and services:** Internationally we support MDM's four priority areas which include providing lifesaving humanitarian healthcare in times of war or natural disasters. Supporting people in vulnerable situations by advocating for their right to health, supporting people at risk of harm such as sex workers and drug users, and supporting women & girls through access to sexual and reproductive healthcare.

In the UK we support marginalised people including people seeking asylum, survivors of trafficking, undocumented people, and people with no fixed address by providing medical care, information, and practical support. We run clinics in London, a national advice line, outreach programmes and a policy and advocacy programme.

**Target audiences:** Public, NHS, funders, government, partners, donors, supporters, press, media.

**Current brand challenges or concerns:** Doctors of the World UK currently relies on global MDM brand guidance and does not yet have a clearly defined UK brand identity. As our domestic programmes, advocacy, and public affairs work continue to grow, we want to develop a stronger UK voice that better reflects our work and connects with UK audiences and supporters. At present, much of our communications and fundraising content focuses on international programmes, while our UK impact is less visible. We are looking to clarify how our brand can support communicating our domestic work confidently and effectively, particularly within a challenging public conversation around refugees and migrants in the UK while balancing the international humanitarian needs of MDM globally. Our unique position of engagement in both



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the UK and international is what sets us apart from our competitors and it is something we need to ensure is represented clearly in our brand.

## 3. OBJECTIVES OF THE BRAND REVIEW

The brand review aims to:

- Evaluate overall brand effectiveness.
- Assess alignment between the brand, mission, and values ensuring it reflects UK and international.
- Understand audience perceptions and expectations.
- Identify inconsistencies, challenges, or opportunities.
- Produce insights and recommendations for strengthening the brand.
- Provide a clear roadmap for implementation.

## 4. SCOPE OF WORK

This tender covers two phases of work.

### Phase 1: Brand Assessment & Discovery

#### 4.1 RESEARCH & INSIGHT GATHERING

- Stakeholder workshops.
- Interviews with staff, trustees, National Health Advisors, volunteers, donors, and partners.
- Audience surveys or focus groups.
- Sector and competitor benchmarking.
- Review of current brand assets and communications.

#### 4.2 BRAND EFFECTIVENESS ANALYSIS

- Assessment of brand positioning and messaging.
- Review of tone of voice and narrative.
- Visual identity audit: secondary colours, typography, imagery (note logo and primary colours cannot change as this comes from MDM)
- Accessibility and inclusivity evaluation.
- Digital, content review.

#### 4.3 FINDINGS & RECOMMENDATIONS REPORT

- Summary of insights.
- Identified strengths and weaknesses.
- Audience and stakeholder feedback themes.
- Prioritised recommendations.

### Phase 2: Implementation of Agreed Recommendations

Doctors of the World UK, part of the Médecins du Monde network

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## 4.4 BRAND STRATEGY DEVELOPMENT

- Updated brand positioning.
- Core narrative and messaging.
- Updated tone of voice and content style guidance.

## 4.5 VISUAL IDENTITY UPDATES

- Refinement or evolution of brand elements
- Updated templates for reports, social media, presentations.

## 4.6 CONTENT CREATION SUPPORT

- Sample content production.
- Support for content planning.
- Creative direction for campaigns.

## 4.7 ROLL-OUT & TRAINING SUPPORT

- Internal launch support.
- Training for staff.
- Updated brand guidelines document.

## 5. TIMELINE

3 months. March – June. 2026

Ideally launching in Refugee week 15<sup>th</sup> – 21<sup>st</sup> June 2026.

All staff away day (central London) Tuesday 24<sup>th</sup> March – slot booked.

## 6. BUDGET

Indicative budget range: £5,000 - £8,000

## 7. PROPOSAL REQUIREMENTS

- Agency/consultant overview.
- Relevant experience in charity sector.
- Proposed methodology for both phases.
- Team roles.
- Detailed timeline.
- Full cost breakdown.
- Three case studies.
- Two references.



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## 8. EVALUATION CRITERIA

- Relevant charity sector experience, especially in humanitarian.
- Quality of methodology.
- Creativity and insight.
- Ability to deliver both review and implementation phases.
- Value for money.
- Capacity to deliver on time.

## 9. SUBMISSION INSTRUCTIONS

Name: Samantha Braithwaite – Head of Fundraising & Communications

Email: [sbraithwaite@doctorsoftheworld.org.uk](mailto:sbraithwaite@doctorsoftheworld.org.uk)

Deadline for proposals: 9am Monday 2<sup>nd</sup> March 2026

Shortlisted proposals, virtual pitch and Q&A: Friday 6<sup>th</sup> March 2026

## 10. ADDITIONAL INFORMATION

- Tone of voice & language
- MDM brand guidelines
- 2024 Annual report
- 2023 – 2026 Strategic Plan
- 2026 Fundraising Strategy
- Draft DOTW UK Communications Policy