

REQUEST FOR QUOTATION (RFQ)

Rebranding of Ucom Armenia

Issued by: Ucom CJSC

Date: 08 August, 2025

1. Introduction & Context

Ucom is the fastest-growing telecom operator and a leading industry player in Armenia, providing high-quality fixed and mobile connectivity, as well as advanced TV and media services.

As we enter a new phase of growth, innovation, and digital transformation, we are seeking a branding partner to lead a strategic rebranding initiative that reflects our evolving purpose, resonates with the future of connectivity, and enhances brand relevance across all audience segments. Ucom has always been proud to serve to a customer base, which stands for innovative and high-quality services. The time has come to evolve our brand into a future-ready identity—one that resonates with Gen Z and digital-first consumers while reinforcing trust among thousands of loyal users.

We are preparing for a **holistic brand transformation**—not just a change in identity, but a redefinition of how we **show up in the market, inspire people, attract talent, and drive our next wave of growth**. At the same time, we recognize the strength and emotional value of Ucom's existing brand identity, which holds deep meaning for our nationwide audience. Therefore, this transformation will build on our core DNA while evolving toward a more future-focused, relevant, and differentiated brand.

2. Objective

This RFQ invites qualified and experienced branding agencies to submit proposals for managing the complete rebranding process of Ucom. The objective is to define and roll out a bold, differentiated, and future-fit brand identity.

3. Project Vision & Goals

The new brand must:

- Reflect our evolution from traditional telco to an innovation-led teltech enabler.
- Clearly differentiate us from industry competitors and telecom sector disruptors.
- Build emotional relevance with emerging generations of Armenian consumers.
- Create a scalable, modern identity adaptable across ATL, BTL, digital, UX/UI, physical environments, and beyond.

4. Scope of Work & Deliverables

Phase 1 – Discovery & Brand Audit

- Market analysis (Armenia and regional)

- Stakeholder interviews (internal: Board members, executive team, customer-facing teams, employees; external: partners, vendors, customers)
- Brand equity assessment (current perception vs. desired positioning)
- Competitive benchmarking
- Cultural and local relevance audit

Phase 2 – Brand Strategy Development

- Brand purpose, vision, and mission refinement
- Core values and personality definition
- Brand positioning and architecture both across business streams and products: Ucom masterbrand vs sub-brands, such as [Upay](#), [Uplay](#), and products – uTravel, uKid, uAcademy, etc.
- Tone of voice and messaging pillars (internal and external)
- Target audience and buyer persona definitions

Phase 3 – Creative Development

- Logo design (including rationale)
- Slogan (with adaptability options to local language)
- Visual identity system: typography, color palette, iconography, motion, photography style, mascot (optional)
- Brand guidelines: corporate collateral, print and digital ads, web, retail, device packaging, and motion use
- Sound branding (optional but preferred)

Phase 4 – Brand Experience & Applications

- Key visual templates and real-world mockups
- Brand guidelines for Ucom products under the “U” umbrella (e.g., uTravel, uKid), including structured brand directories and principles to guide the development of future sub-brands under the “U” ecosystem.
- UI/UX branding application: [website](#), product landing pages, Ucom app, [e-shop](#)
- Branded templates for corporate stationery
- Employer brand extension, print collateral
- Staff uniform (winter/summer): retail shops, technical, security, door-to-door sales teams, and equipment bags branding
- Co-branded scenarios and partnership lockups
- Customer touchpoints: retail shop marketing materials, fleet, device packaging
- Branded environment interior design concept directions (non-architectural): retail shops – 74 across Armenia, flagship store, HQ office

Phase 5 – Rollout Planning

- Internal launch playbook and engaging tools
- External launch: creative concepts and GTM high-level campaign ideas
- Stakeholder engagement: PR and media kit, vendors
- Launch hero content recommendations (film, animation, manifesto)
- Adaptation to local language, across all brand touchpoints

Phase 6 – Measurement & Governance

- Brand governance model and toolkits
- Training/workshops toolkits for internal brand ambassadors: marketing communications, PR, product development, HR, customer care, sales, and UX teams

5. Project Deliverables

Phase 1:

- Brand Audit Report
- Stakeholder Insight Synthesis

Phase 2:

- Brand Strategy Blueprint
- Positioning & Architecture Model
- Brand communication framework (internal + external)

Phase 3 and Phase 4:

- Brand guidebook (.pdf, master files)
- Verbal assets provision with adaptability option into Armenian language
- UI/UX Branding Toolkit
- Interior (including HQ office)/retail space brand concept moodboards (non-architectural)

Phase 5:

- Brand Launch Roadmap
- Internal Engagement Assets
- Key Launch Creative Concepts

Phase 6:

- Training Decks / Recordings

6. Submission Requirements

Please include the following in your proposal:

- 1. Company Profile**
 - Agency overview, capabilities, team bios
 - Relevant experience in telecom, tech, finance or similar industries
- 2. Relevant Case Studies**
 - At least 3 branding projects with measurable impact
- 3. Project Approach & Timeline**
 - Detailed methodology per stage
 - Timeline with milestones
 - Team structure and key personnel
- 4. Budget Proposal**

- Detailed budget by phase (in EUR/USD/AMD)
 - Optional service costs (sound branding, activation support, etc.)
 - VAT/Tax details
5. **Legal & Contractual**
- Payment terms and conditions
 - IP ownership and usage rights
 - Non-disclosure and confidentiality policies

7. Evaluation Criteria

Proposals will be evaluated based on:

- Strategic fit and creative vision – 30%
- Cost-value ratio – 20%
- Delivery timing – 20%
- Experience with telecom brands – 20%
- Team expertise – 10%

8. Project Timeline (Tentative)

Milestone	Date
RFQ Issued	08.08.2025
Proposal Submission Deadline	15.09.2025 /updated/
Agency Shortlisting & Interviews	20.09.2025
Agency Selection & Briefing	01.10.2025
Project Kick-off	15.10.2025
Final Brand Rollout	To be finalised with selected agency

9. Submission Instructions

All proposals must be submitted in PDF format to **Mary.Stepanyan@ucom.am** ;
Hmayak.Yezekyan@ucom.am
 with subject line: “**RFQ – Ucom Rebranding Proposal – [Agency Name]**”
 Deadline: **15.09.2025, 18:00 /GMT+4, Armenia, Yerevan/**

For any queries, contact:

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