



TURQUOISE MOUNTAIN

## **Request for Proposals Public Relations Support for the Turquoise Mountain Trust in Europe and the United States**

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Submission Deadline: 29-Oct-2020  
Submission address: Turquoise Mountain Trust  
House No. 300 & 301  
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Kabul, Afghanistan

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### **About Turquoise Mountain**

Founded in March 2006 by HRH The Prince of Wales in partnership with former President of Afghanistan HE Hamid Karzai, Turquoise Mountain is a non-profit, non-governmental organisation working to preserve and revive Afghanistan's arts and architecture through restoration projects, vocational training, and linking Afghan artisans to international markets.

Since 2006, Turquoise Mountain has trained over 5,000 artisans in traditional arts, helped establish over 50 businesses, restored or rebuilt 170 historic or community buildings, and organised major international exhibitions at the Venice Biennale, the Museum of Islamic Art in Doha, the Smithsonian Museum, the World Economic Forum at Davos, and Buckingham Palace. Turquoise Mountain has also worked with prestigious international retailers from Bloomingdales and Kate Spade in New York, to Pippa Small, Asprey and Fortnum & Mason in London.

Turquoise Mountain has now expanded its work to projects in Myanmar, Saudi Arabia and Jordan.



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Turquoise Mountain Trust is registered in Scotland as a charity no. SC037343 and as a company no. SC299579



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### **The Opportunity**

A significant part of our programme in Afghanistan is to bring much-needed support to carpet-weaving communities across the country. Building on three years of work to date, Turquoise Mountain is now entering a new and increased phase of activities, in partnership with the United States Agency for International Aid's Carpet Exports, Jobs, and Market-Linkages Program. Our goal is to create 5,000 jobs in the Afghan carpet sector by channeling international demand for handwoven carpets to Afghan producers and facilitating the volume sales of Afghan carpets to international markets. This program will run until Spring 2023.

Turquoise Mountain has allocated a significant budget for PR and is seeking proposals from PR companies to help achieve the Afghanistan Job Creation Program's goals. Any campaign must complement and align with Turquoise Mountain's brand values, tone of voice and mission as a whole.

### **The Brief**

We are seeking PR support for the following two broad areas of activity:

- 1) Supporting the TM sales teams in North America and Europe to secure major new customers for beautiful, handmade Afghan carpets.
- 2) Generating awareness of Afghan carpets and showcasing their quality and beauty to relevant consumers/public audiences in North America and Europe.

### **Proposals**

We would welcome thought-provoking, creative and commercially-minded proposals from established public relations firms who:

- Have offices in both the United States and London
- Have a specific expertise and demonstrable track record of working in the high end interiors and design sectors in North America and Europe for at least five years
- Currently represent a minimum of five high end clients/brands operating in these sectors





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We invite proposals – with indicative budgets - outlining on how you would approach - using old and new media - the following broad set of activities:

- 1) Supporting the TM sales teams in North America and Europe to secure major new customers for beautiful, handmade Afghan carpets. The TM sales team will be targeting retailers, wholesalers, specifiers and interior designers in order to secure significant new orders. The TM sales team are planning to exhibit at major trade shows.

Questions for you to address in your proposal:

- How would you be able to support our sales team by boosting TM's visibility in relevant trade media? What would your strategy be over the course of the project?
- How would you approach introducing Afghan carpets and the TM story to trade/interior press editors/influencers? What approach do you think would generate the most interest?
- How would you be able to support TM's participation in events, including exhibitions and trade shows, in order to boost footfall, buyer engagement and sales?
- How else might you be able to support the sales teams?

- 2) Generating awareness of Afghan carpets and showcasing their quality and beauty to relevant consumers/public audiences in North America and Europe.

Questions you for your to address in your proposal:

- What would your strategy be to engage consumers over the course of the project's timelines? What consumer profile would you target?
- How would you showcase the uniqueness of Afghan carpets, their heritage and the ability to create bespoke, contemporary designs?
- Beyond promoting products – how would you engage the wider consumer audience about the rich and engaging story of Afghanistan carpets and the people who make them? How will you go about capturing the imagination of our target audience?
- Would you use influencers? If so, who might they be, and what would we be asking of them?

As part of your proposal, we would also like you to address the following broader questions:

- What experience do you have in promoting mid/high-end interiors products?
- What other clients similar to us have you/do you work with?





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- Have you ever worked with the trade press and in business-to-business PR? If so, can you give a relevant example?
- Have you ever promoted a client at an interiors trade event or exhibition? If so, please give more details.
- The goal of the project is to generate significant sales of Afghan carpets globally, but predominantly in North America and Europe. Are you able to work in more than one country? If so, please give details of how you see this working.
- How do you think the current security situation in Afghanistan might limit your activities? (Afghanistan has State Department Level 4/UK Foreign Office 'Do Not Travel' advisory). How might you overcome these constraints? How could TM Afghanistan potentially support you?
- Do you have the capacity to do or commission consumer research to better understand the market segment and audiences we are targeting? Do you think it is relevant to do this?
- How do you see the relationship develop between buyer-targeted and consumer-targeted PR-activities?

All proposals must be submitted in English.

The interested companies must submit their proposals via email to: [tobyash@turquoisemountain.org](mailto:tobyash@turquoisemountain.org), with 'Public Relations Support for the Turquoise Mountain Trust in Europe and the United States' in the subject line.

Any questions about this RFP can also be directed to this address [tobyash@turquoisemountain.org](mailto:tobyash@turquoisemountain.org).

