

Request for Proposals - BCI Product Marketing Communications Strategy

RFP n#: 2025-10-DE-PMARKETING

Location: London, UK

Start date: 7th Dec 2025

End date: 16th Mar 2026

Technical Team: Demand & Engagement



All applications must be submitted via this [form](#).

You may submit questions to tender@bettercotton.org – RFP n# 2025-10-DE-PMARKETING” until 14th November 2025, noting that the **final submission deadline for bids is the 20th November 2025**.

Questions, requests and applications sent after the deadline will only be considered in exceptional circumstances.

Important Submission Process Information:

After submitting your details through the [form](#), you will receive a separate email to upload your supporting documents to a secure platform.

Description

The Better Cotton Initiative (BCI) is the world’s largest cotton sustainability programme. Our mission: to help cotton communities survive and thrive, while protecting and restoring the environment. In difficult times, we are meeting the challenge head on. Through our network of field-level partners we have provided training on more sustainable farming practices to more than 2.9 million cotton farmers in 26 countries. More than a fifth of the world’s cotton is now grown under the BCI Standard and our membership network includes more than 2,400 members.

More information about BCI can be found on our website: www.bettercotton.org

Background

We are seeking proposals from a qualified marketing communications consultant or agency to develop an updated marketing communications strategy and deliver a refreshed suite of communications tools and content tailored to current and prospective members. This initiative aims to improve engagement, strengthen our brand presence, and support membership growth and retention.

The successful consultant will excel in copywriting and, through the project, will build a comprehensive understanding of our system, culture and tone of voice.

Key focus areas for the strategy include:

- The BCI Traceability Platform
- The new BCI label
- Certification scheme
- The overall BCI programme (sourcing BCI Cotton)

Scope of Work

The primary objectives of this project are to:

- Clearly articulate the benefits and value of BCI aligned with audience needs
- Develop clear, engaging and consistent content and materials for our communications channels
- Increase brand perception, member engagement and new member acquisition

The project is divided into key phases:

Phase 1: Discovery and research

The consultant will review existing member engagement communications materials (e.g. Better Cotton website, portal, global newsletter, targeted outreach etc) and build up a detailed understanding of the BCI programme, traceability solution, membership, certification programme and new product label.

Combined with internal stakeholder interviews, the results of recent member surveys, engagement metrics and competitor analysis, the consultant will create a discovery report including a SWOT analysis of our current communications and recommendations.

The consultant will also have access to a legal benchmarking communications framework with key messaging on how sourcing BCI cotton aligns with sustainability and due diligence legislation.

Internal stakeholders to be interviewed include:

- Member engagement account managers (representing perspectives of retailers and brands)
- Supply chain engagement staff (representing perspectives of suppliers)
- Head of Certification
- Director of Traceability
- Claims manager

- Member communications manager

Deliverables: Discovery report (max 50 pages) including

- SWOT of our current communications on traceability, membership and certification
- Review of competitors communications (minimum 12 organisations)
- Key recommendations for updated BCI communications covering;
 - Traceability service
 - Certification
 - Membership
 - BCI product label and claims
 - Sourcing BCI cotton

Phase 2: Marketing communications strategy

Using the learnings from phase 1, the consultant will define audience personas, key messaging and channels for the in scope BCI services.

Audience personas include:

- Current retail and brand members (US based)
- Current retail and brand members (EU or Global based)
- Prospective retail and brand members
- Current supplier members
- Prospective supplier members
- Better Cotton Platform Users

In scope BCI services covers:

- Traceability platform
- Certification
- BCI membership
- BCI product label and claims
- Sourcing BCI cotton in general

Deliverables:

Report covering the following:

- 1) Key messaging for in scope BCI services:
 - How to describe the service
 - Key benefits
 - What not to say
- 2) Audience personas
 - Summary of persona type including goals, challenges, behaviours
 - Any alterations in key messaging for each BCI service dependent on that persona and channel used

Phase 3: Creative development and content

Using the approved key messaging, the consultant will develop draft and final versions of the following content, with an emphasis on driving member uptake and understanding of the value of our services.

- a) Key messaging talking points on traceability, membership, certification, the Better Cotton Platform and the new label
- b) Updated website content and imagery for traceability, membership, certification, the Better Cotton Platform and claims.
- c) Updated call to action messaging covering:
 - a. Retailer steps to sourcing traceable BCI cotton
 - b. Supplier steps to sourcing traceable BCI cotton/certification
- d) Tradeshow toolkit
 - a. Leaflet
 - b. Banner options

Phase 4: Training and handover

Once the deliverables are complete, the consultant will run 2 x 2-hour online sessions with the Demand & Engagement leadership and management explaining the communications messaging

The training should be interactive and include activities practicing the key messaging

In addition to skills, competencies and expertise, we will consider value for money and demonstrable commitment to the sustainability field to evaluate applications.

High-level Timeline

20th November 2025	Applications deadline All applications must be submitted via this form .
21st November to 30th November 2025	Applications review & shortlisting / Interviews
By 31st December 2025	The successful applicant will be notified Unsuccessful <u>shortlisted</u> applicants will also be notified
7th December 2025	Start of the consultancy
By 5th January 2026	Discovery report due
By 26th January 2026	Marketing communications strategy, and key messaging due
By 20th February 2026	Draft of all content
By 16th March 2026	Final content deliverables

Following the submission of deliverables, BCI will take 1 week to review and provide feedback on the discovery report and key messaging. Following the submission of the draft content, there will be a 2-week review period.

The consultant is welcome to suggest alternative timelines if the work can be completed earlier than proposed

Required Skills & Knowledge

Skills, Knowledge and Experience
Essential
Extensive experience in marketing communications, copywriting or branding
University degree in marketing or similar qualification
Evidence of previous marketing communications work on technology platforms (esp. traceability or supply chain tools), sustainability, textiles and/or agricultural commodities
Exceptional copywriting skills – the ability to communicate technical concepts in a simple and engaging way
Optional
Fluent English: BCI's language of operation is English

Application Requirements

Please note that we have changed our RFP submission protocol, and this is now in two phases;

- **Phase 1: Initial details will be submitted on the form found in this [link](#).**
- **Phase 2: You will receive an email with live links to upload relevant documents (please check your Spam and Junk folders)**

Proposals responding to this Request for Proposals should be a maximum of ten pages (excluding CVs), and include the following:

- Overview of relevant experience
- Proposed methodology and timeline
- Detailed and transparent budget, in EUROS, including time allocation and day rates

Please also include examples of relevant communications work for similar clients. This will not be factored into the page count.

We thank all applicants for their interest; however, only shortlisted applicants will be contacted.

BCI is committed to good practice and transparency in the management of natural, human and financial resources. All applications will be reviewed under the principles and subject to BCI's policies on equal opportunity, non-discrimination, anti-bribery & corruption and conflict of interest.

Evaluation Criteria

Proposals will be evaluated based on the following criteria:

Technical Evaluation Criteria

- Demonstrated understanding of this RFP
- Quality and clarity of the proposed approach and methodology
- Feasibility of the proposed activity plan and timeline, and appropriateness of time allocated to delivering each task
- Relevant professional experience of the proposed consultant(s)
- Quality and relevance of the sample work submitted

Financial Evaluation Criteria

- Quality and clarity of budget provided, and level of detail included
- Alignment of the budget to the activity timeline detailed in the technical proposal
- Value for money
- Adherence to the available budget