



FIRST QUARTERLY PROGRESS REPORT

January - February - March **2022**





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1. Background

The **Punjab Human Capital Investment Project (PHCIP)**, a World Bank-funded project initiated by the Government of Punjab, aims to support the implementation of key investments in health, education and social protection for human capital accumulation in Punjab. A multi-sectoral, three-component project, PHCIP aims to improve the quality of life for underprivileged and vulnerable households - its development goal is to enhance access to and usage of quality health services, as well as implement economic and social inclusion initiatives in targeted regions through educational and monetary interventions. The Project is being implemented in **11 districts of Southern Punjab** with the support of three implementing agencies, namely the School Education Department (SED), Primary & Secondary Healthcare Department (P&SHD) and Punjab Social Protection Authority (PSPA) as being the lead implementer.

PHCIP comprises of three main components: Component-I: Quality of and Access to Healthcare Services (Aaghosh), Component-II: Economic Inclusion (Khud Mukhtar) and Component-III: Social Inclusion for Education (Bunяд). The objective of the Punjab Human Capital Investment Project (PHCIP) is to upgrade existing Government health facilities and increase the utilization of quality health and education services, as well as economic and social inclusion programs, among poor and vulnerable households who are registered beneficiaries of the Benazir Income Support Program (BISP) in select districts in Punjab.

The Project targets the following areas of work.

Quality of Healthcare Services - Any individual can visit a primary healthcare facility to avail healthcare services under H&N CCT. A pregnant or lactating woman, or a parent of children up to 2 years of age from BISP beneficiary households, as identified through the National Socio-Economic Registry (NSER), is what qualifies her to be

an Aaghosh beneficiary. The NSER is currently being updated; however, until the new NSER data becomes available, the Project will use existing data to target beneficiaries. Beneficiaries enrolled on the basis of the old NSER will continue to stay in the program for a period of two years, even if the new NSER exits them from the BISP program.

Economic Inclusion (EI): An eligible beneficiary of the Labor Market Readiness (LMR) package is a parent whose age is between 18 and 29, with at least one child under 5 years of age, from BISP beneficiary households, as identified through the NSER. An eligible beneficiary for the livelihood support grant will be a beneficiary who has completed the LMR package.

Social Inclusion for Education (SIE): Any child of age under 5 living in the target communities is eligible to be enrolled in ECCE.

December 7, 2021: The Spectrum VMLY&R team visited the Punjab Human Capital Investment Project Head Office Lahore, where they were briefed about the Project and introduced to the PHCIP Team. The contract between Punjab Human Capital Investment Project and Spectrum VMLY&R was signed on the same day.

This is the first Progress Report and covers an extended period of performance between January – March 2022. It summarizes the Project's efforts related to creative and communication designs for various activities and results during the reporting period, including a discussion of progress against the Diagnostic Report and Inception Work Plan as well as the development of creative and communication collaterals. This Report also offers a detailed overview of delivered communication materials.

2. Introduction

The expected scope of work of the creative and communication design services of the Creative Communication Firm (CCF) exclusively focuses on the provision of technical support in the overall communication design of the Public Information Campaign (PIC) in developing a mix of appropriate tools, products and IEC materials. This includes branding and standardized materials, illustrated leaflets, FAQs, posters, banners, calendars, audio-visual aids for training toolkits (e.g. flash cards, illustration-based videos, promotional materials such as stationery, bags, pens, notebooks, etc.). Alongside these, other relevant communication materials will be developed according to the unique characteristics and information use habits of the primary target audience among the beneficiary households. Since the Project had already been initiated, some of the communication materials were already produced by the Communication Team with the help of internal resources. The Communication Team shared all the creative work already prepared.

According to the RFP's list of key deliverables, the following items were required:

2.1 Diagnostic Report

'A quick Diagnostic Review Report on the Media and Information Use Habits of the Target Audience/Key Beneficiaries of each component. Also includes mapping of available delivery channels/vehicles for outreach; any proposed amendments in the COSMOS based on key findings from the field'. In the proposal submitted by Spectrum VMLY&R, it was specially mentioned in the methodology that a Diagnostic Review Report on Media and Information Use Habits of the Target Audience will be developed subject to the availability of data in the public domain/available with PSPA. Accordingly, the Diagnostic Report first draft was submitted. In response, the feedback received stated "Although the firm has developed a Diagnostic Report using the secondary data, it is highly recommended to conduct primary research to supplement the findings of the secondary report and by conducting the research from the key beneficiaries. A simple methodology could be adopted by reaching out to beneficiaries over the phone and collecting data from a sample of about 400 beneficiaries." Spectrum VMLY&R will move forward with outsourcing / initiating the primary research in 4 districts with a suggested 100 beneficiaries from each with a 70:30 ratio of Female: Male focusing on the two components 'Aaghosh' and 'Khud Mukhtar'. The revised Diagnostic Report will be shared once the results from the primary research are received.

2.2 Inception Report

The Inception Report is a document to ensure mutual understanding of the proposed plan of action and timeline for conducting the Project. It also provides the evaluation guarantee of observance and interpretation of the Request for Proposal (RFP). The Project Inception Report according to the RFP has been drafted and shared within the first 5 weeks. A detailed Work Plan has been shared incorporating the changes suggested in the first draft, which includes advisory inputs to the COSMOS based on initial scoping meetings with the PHCIP and component teams, available literature review and results. Later, the Inception Report was put on hold, since the Diagnostic Report required primary research.

3. Activities Carried Out During the Reporting Period

The Project started with initial deliverables including the Diagnostic Report and Inception Report. After the submission of the first draft of documents, Spectrum VMLY&R is working on the following expected deliverables alongside:

3.1 Brand Guidelines

The primary task to accomplish the activity is to design the skeleton, page structure, and title cover design for the first quarter, which is an ongoing activity. The Branding and Visibility Guidelines to ensure coherence and standardization across PIC and IEC materials and communications and visibility materials: office stationery, business cards, employee cards, A4 folders, goodie bags, calendars, notepads and giveaways (bags, USBs, water bottles, P-caps, etc.), PHCIP Fact Sheet, FAQs, Leaflets.



Image 1: Branding and Visibility Guidelines Title Cover. For further references see Annexure 5 image - I



3.2 Introducing the Brand Component Color Tone

The task is to propose the Brand Components' look and feel. Brand color toning is a powerful tool that can be used to design more meaningful and memorable brand experiences, and create a distinct look and feel for individual components. The Agency suggested a distinctive branding/color tone for each component, while simultaneously maintaining a cohesive look and feel across all deliverables.

3.3 Logos and Positioning Statement for PHCIP, Aaghosh, Khud Mukhtar and Bunyad

The Corporate PHCIP and its components' logos with their positioning statement "Ab Badlay Zindigi" in Urdu were designed by PHCIP's in-house resource and approved at the time Spectrum VMLY&R was taken on board.



Image 2: Corporate Logo

اب بدلے گی زندگی

Image 2.1: Corporate Positioning Statement

Aaghosh:

The Aaghosh component aims to strengthen primary and secondary healthcare facilities to improve the quality of life of mothers and children. The Aaghosh logo illustrates the caring and nurturing role of the mother towards her child. The Aaghosh logo is a blend of both wordmark and Urdu typography, creatively building the mother and child into the logomark through graphical representation. The logo represents the Aaghosh component and its role in maternal and child health, easily understood by stakeholders, customers, teams, partners

and investors. The logo serves to identify and differentiate Aaghosh among others and benefits the component with a clear, recognizable brand image working for public benefit. The logo and some communication materials were designed internally.

In the tenure, The Agency coined the positioning statement for Aaghosh. The positioning statement is a brief description of the Aaghosh program and an explanation of how it fulfills the healthcare need of the pregnant and lactating females. The goal of the statement is to align with the value proposition of Aaghosh Program. The statement "Healthy Families Happy Homes" in English and "Maa Aur Bacha Tandrust o Tawana, Sehat Mand Aur Khushhal Gharana" for Urdu. The purpose of proposing the positioning statement is to connect with the audience to remind them that a happy family is a healthy family.



Image 3: Component Logo for Aaghosh

ماں اور بچہ تندرست و توانا
صحت مند اور خوشحال گھرانہ

Image 3.1: Positioning Statement for Aaghosh

Khud Mukhtar:

Khud Mukhtar is a component that works toward economic inclusion, offer financial support to young couples from BISP beneficiary households, to help them earn their livelihood and support their families. The Khud Mukhtar logo combines a wordmark in Urdu typography with graphic elements to depict a young prospering family. The Khud Mukhtar logo is a clear and easy to understand representation of the end benefit of the component, i.e. a happy and prosperous young family which is now more financially secure – this logo is relatable for key stakeholders; customers, team, partners and investors. The Urdu version is the default logo for the Component and will be used in all consumer communications.

During the first quarter, the Agency proposed the positioning statement to support the Khud Mukhtar Program vision. The purpose of a positioning statement is to convey Khud Mukhtar's value proposition to its Target Audience. The Agency created the positioning statement for Khud Mukhtar as "Enriching Lives Empowering People" for English and "Maashi Khushhali Ka Program" for Urdu. The statement frames the Program's identity, purpose, and features to entice the Target Audience.



Image 4: Component Logo for Khud Mukhtar

معاشی خوشحالی کا پروگرام

Image 4.1: Positioning Statement for Khud Mukhtar

Bunad:

Bunad is a component focused on implementing Early Childhood Care Education (ECCE) and improving children's education. In the first meeting with the Component team, a big discussion was held regarding finalizing the name of the Program. The team had shortlisted the name 'Bunad', but was reluctant to go forward with it because it is also the name of a popular milk product – however, the Agency spoke up in favor of the name and really defended and rationalized its use. After weeks of deliberation, the name was approved, along with the logo and brand communication line. The Logo of Bunad, comprised of a wordmark and graphic elements, showcases the end benefit of aspiring young learners reaching for the stars. This logo represents children gaining confidence after gaining quality education and aspiring for greater knowledge and opportunities, putting a bright future within their reach. This logo represents the component and is easily relatable for key stakeholders, customers, team, partners and investors. To ensure the Bunad name is easily understandable, the Urdu version of the logo was designed for all communications.

Along with the component identity name and logo, the Agency crafted the positioning statement for Bunad Program as

"Foundation for a Brighter Future" in English and "Mayyari Ibtidai Taleem o Tarbiyat, Ek Roshan Kal ki Bunad" in Urdu. The positioning statement is broader and was created after Bunad Program's clear value proposition. The statement clearly communicates the customer benefits and the need to address them for a brighter future.



Image 5: Component Logo for Bunad

معیاری ابتدائی تعلیم و تربیت
ایک روشن کل کی بنیاد

Image 5.1: Positioning Statement for Bunad

3.4 Designing of Posters, Flyers and Standees of Aaghosh, Khud Mukhtar & Bunad Components

When the Agency came onboard on December 7, 2021, Spectrum VMLY&R took over the PHCIP Project as the Creative Communication Firm (CCF). Since there was an urgency to print the Aaghosh deliverables, the Agency suggested redesigning the poster using the same illustration. Posters, flyers and standees were redesigned using the illustrations provided by the Communications Department. The Aaghosh logo was already approved. Aaghosh has two-sub divisions – a) Health check-ups and healthcare during the ante-natal maternity period (nine months) and b) post-natal immunization period (twenty-one months).

The Agency suggested separate branding/color tone for each of these areas, while simultaneously maintaining synergy across all design deliverables. The Agency redesigned the posters, flyers and standees for Aaghosh, and designed separately for Khud Mukhtar and Bunyad.

Aaghosh:

The earlier Aaghosh collaterals were cluttered with too many messages and lacked uniformity in color palette. The Aaghosh collaterals were redesigned by the Agency using a soft tone of pink in solid color as the base to create a feminine look to connect with women, and had messages clearly outlining the consumer journey. Once this was approved, later this same color tone and messaging style was adapted in all Aaghosh communication collaterals.

Khud Mukhtar:

The Agency designed various deliverables using illustration-based communication highlighting different professions offered under Khud Mukhtar, keeping at the fore gender equality along with social & economic considerations. The Brand Positioning Statement was proposed with a distinct color code and font selection.



Image 6: Previous Designed illustrative Posters for Aaghosh
For further reference, see Annexure 5 images – II, III, IV



Image 6.2: Designed Illustrative Posters and Standees for Khud Mukhtar
For further reference, see Annexure 5 images – V



Image 6.1: Revised Designed Illustrative Posters for Aaghosh
For further reference, see Annexure 5 images – II, III, IV

Bunyard:

For the Bunyard component, not much development has happened till now; in fact, the flyer design is in process to date. Some orientation material was designed and delivered. This includes standees and posters which reflect the logo, children visuals and Bunyard’s objective highlighting children’s educational training in the format of visuals and outlining educational benefits via Bunyard’s ECCE initiative.



Image 6.3: Designed Posters and standees for Bunyard showcasing program objectives in a visual format.

3.5 Corporate Communication Statement

The overall corporate branding, encapsulating all three components, was also designed along with the Corporate Communication Statement, highlighting the key messaging and communication of the Project and the three components.



Image 7: Designed Corporate Illustrative Communication Highlighting All the Components with the Key Messages

3.6 Standardized Event Management Materials and Branding

A formal Launch Program is long overdue and is expected whenever the Government of Punjab announces the date. Venue branding designs are prepared in the anticipation that the event date will be announced in a couple of days. All the event materials and exhibits are designed and shared for review.



Image 8: Designed Banner for Event Branding For further reference, see Annexure 5 images– VI, VII, VIII and IX

3.7 PHCIP Website Launch

Alongside the Above the Line (ATL) Campaign, Digital was also activated in the month of March. The PHCIP website has been developed with the PHCIP color theme and look and feel. The basic structure of the website has been decided, locking in sections such as the PHCIP ‘About Us’ section and deciding how the various tabs and sections will be populated. The content is still being developed and uploaded in line with on-going efforts.



Image 9: Designs of PHCIP Website

3.8 PHCIP Social Media Launch

Social media is the platform which gives the aptitude to voice the brand message, mission and values of the Brand, creating opportunities to connect with the digital audience. A social media presence reinforces and is an extension of all the on-ground communication of the brand. The Agency established the PHCIP social media platforms including Facebook, YouTube and Twitter. The initial content has been designed to inform audience about the PHCIP and its various components. The content is based on the illustrative and textual format. The Agency is developing content for the social media platforms including content related to different occasions. The task is an on-going monthly effort.



Image 10: Design of PHCIP Facebook Banners
For further reference, see Annexure 5 images– X, XI, XII and XIII

4. PROGRESS

S. No	Activities	Progress
1	Diagnostic Review Report on the Media and Information Use Habits of the Target Audience/Key Beneficiaries of Each Component	In process – Primary Research is in Process as Per the Feedback
2	Inception Report with Detailed Work Plan including Advisory Inputs	First Draft Submitted and Put on Hold
3	Branding and Visibility Guidelines - Designing	Skeleton was Shared and Designing Phase
4	PHCIP Communications and Visibility Materials	Shared
5	Standardized Event Management Materials and Exhibits - Designing	Shared
6	Design PHCIP Website	In Process
7	Development of Content for Social Media, PR and Media Coverage on a Monthly Basis	On going

5. Appendix



Image I: Branding and Visibility Guidelines Page Structure and Skeleton Design with Reference to Activity 3.1



Image II: Previous Designed Illustrative Posters for Aaghosh with Reference to Activity 3.4 - Aaghosh



Image III: Revised Designed Illustrative Posters and Standees for Aaghosh with Reference to Activity 3.4 - Aaghosh



Image IV: Adaption of Poster of Aaghosh in the HFIs, with Reference to Activity 3.4 - Aaghosh



Image V: Designed Posters Showing Different Professions and Program Objective in an Illustrative Format with Reference to Activity 3.4



Image VI: Designed Banner for Event Branding. Includes Posters and Standees with Reference to Activity 3.6



Image VII: Designed Banner for Event Branding with Reference to Activity 3.6



Image VIII: Designed Illustrative Posters Demonstrating the PHCIP Objective and Purpose in a Nutshell with Reference to Activity 3.6



Image IX: Designed Illustrative Banners for PHCIP with Reference to Activity 3.6



Image X: Designed Social Media Post for Pakistan Day with Reference to Activity 3.8



Image XI: Designed Social Media Post to Create Awareness about PHCIP Components with Reference to Activity 3.8



Image XII: Designed Social Media Post for Women's Day with Reference to Activity 3.8




Image XIII: Mock-Up Outlook of Social Media Post with Reference to Activity 3.8



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