

## FDA'S REBRANDING STORY



*Your Well-being, Our Priority*

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The Food and Drugs Authority (FDA), established in 1997, has been in existence for the past two decades. During this period, operations have expanded from the Greater Accra Region to nine Regions across Ghana; which includes Border operations. Regulated products and activities have also increased.

FDA's influence in regulatory affairs on the African continent and globally has grown tremendously over the years and the organization is currently designated by the African Union NEPAD Agency as a Regulatory Center of Excellence in Medicines registration, Clinical Trials oversight and Pharmacovigilance in Africa.

In order to improve its public appeal, identity and recognizability to reflect the FDA's expanded operations, the need for rebranding was conceived. The rebranding was to

complement the changing roles of the FDA in the public space and also take into account the changing trends and dynamism in the global regulatory landscape.

Following extensive discussions by Management and approval from the Governing Board of the FDA, a decision was taken for a new corporate identity.

There was the need to particularly change the previous logo to reflect its new image because it was bias towards two of the regulated products, although the FDA regulates a total of six products. The logo reflected only food and drugs, a capsule sitting on a plate, which had been in use since 1997.

After discussion with relevant internal stakeholders, the Food and Drugs Authority published in the widely circulated newspapers- Daily Graphic and the Ghanaian Times, Expression of Interest (EOI) for the Selection of a Creative Agency for Re-Branding Activities and Launch Event for Food and Drugs Authority's new Corporate Identity.

Based on the Expression of Interest advertised, documents based on the Terms of Interest (TOR) were received from sixteen (16) firms.

Further analysis of the submitted documents led to the short listing of six (6) firms, who were requested to submit their respective proposals [Request for Proposals (RFP)] however, only five companies submitted.

On the basis of the technical evaluation, it was concluded that two (2) of the firms presented good technical proposals that exceeded the minimum score.

Following approval from the Entity Tender Committee (ETC), an invitation was sent to the two shortlisted firms inviting them to the opening of their respective Financial Proposals. It was concluded from the above analysis that one of the shortlisted firms obtained the highest combined Technical and Financial score and therefore in line with ITT 5.7, the first ranked bidder was selected.

It is important to indicate that during the process of rebranding, samples of proposed logos and different tag lines were circulated to all staff including all the regional offices, the Management and the Governing Board for their respective input and suggestions. Majority of the staff selected the current chosen logo with suggestions for its modification leading to the final current chosen logo and tag line.

The media launch of the new corporate identity, was graced with the presence of the First Lady of the Republic of Ghana, Her Excellency Mrs. Rebecca Akuffo-Addo as the special guest of honour, The Board Chairman and Members of the FDA Governing Board, Members of the Diplomatic Corp, Development Partners, Chief Executives and Representatives of Invited Institutions, Members of Strategic Management of FDA Honorable Deputy Minister of Health, Mr. Alex Kodwo Kom Abban, Inspector General of Police, Mr. Asante- Apeatu, and past staff all in attendance.