

Terms of Reference

SEEKING A CREATIVE AGENCY TO BUILD A PUBLIC ENGAGEMENT CAMPAIGN ON THE OCCASION OF WORLD CHILDREN'S DAY FOR UNICEF IN VIET NAM

1. Background

World Children's Day (WCD) is celebrated globally on November 20th every year –to mark the adoption of the Convention on the Rights of the Child- the most widely ratified human rights treaty in history. During the past several years, UNICEF and partners globally have turned the world blue with Blue branded activities, kids taking over, and several dozens of iconic landmarks world-wide lit up blue. WCD has been a fun day with a serious message, when UNICEF highlights the most pressing issues facing children, celebrate the progress, energize leaders and address the work that still needs to be done. It's also the time for children around the world to unite to raise their voices.

In the context of the global **COVID-19** crisis and **climate change** movement, UNICEF continues to support youth demanding their right to a safer and cleaner environment. UNICEF hopes to unite Viet Nam in a show of support to children and to challenge decision makers to **#Reimagine** a greener world for children. In this context, UNICEF Viet Nam launches this campaign on the occasion of WCD to:

- Empower children and young people to speak out and to take concrete action;
- Shine a spotlight on children's voices and actions to address climate change;
- Showcase UNICEF's leadership in support to the children and youth climate movement;
- Mobilize support to help children **#Reimagine** a greener world;
- Unite Viet Nam in a commitment for a cleaner and more sustainable future for children.

For the last two years, UNICEF Viet Nam has succeeded in raising awareness of the importance of realizing children's rights. In 2019, as part of the celebrations, and with partners, UNICEF lit-up landmark buildings in Ha Noi and Ho Chi Min City in cyan blue magnifying the UNICEF brand, and convened children to amplify their voices on issues about which they are passionate.

Inspired by that strong foundation, this year's celebration will contribute to broader public advocacy objectives of UNICEF to "Keep Viet Nam Beautiful". UNICEF will endeavor to partner with different line ministries on work around safe and clean environment in schools, air pollution and environmental degradation, renewable energy, sustainable tourism,

2. Purposes

Through this Request for Proposal (RFP), UNICEF seeks to hire a creative agency to build a bold and innovative public engagement campaign which mobilizes the public, particularly the youth, to **#Reimagine** a greener future for themselves and the next generation, and inspires changes in their behavior towards a greener lifestyle.

Specifically, the agency should present a high-level concept, execution plan and produce key deliverables which can be geographical spread across urban and rural areas in Vietnam and can be adapted for ethnic minority languages.

The campaign should highlight the following attributes:

- **ENGAGING:** Trigger action and emotional connection to children and climate change issues
- **TRUST:** Build trust in UNICEF brand
- **STORYTELLING:** Compelling first-hand accounts by children
- **VISUAL:** Original and creative high-quality key visual assets with distinctive UNICEF key iconic elements.
- **INSPIRING:** Positive and hopeful tone and voice
- **MODULAR:** Adaptable for different audience segments (youth, decision makers, corporate partners) and different media formats

3. **Goals for Public Engagement**

A public engagement campaign targeting youth should:

- Reach 40 million of people on social media with the campaign with an engagement of 3-5%;
- At least 200 mentions in online and traditional media in Viet Nam, more than half in top-tier media;
- At least 10 exclusive interviews with UNICEF experts, influencers, supporters in top-tier media;
- Increase by 15,000 the number of UNICEF base of supporters, friends, advocates and followers on social media;
- Increase UNICEF brand awareness in Viet Nam as a leading child right organization who can get things done.
- Energize decision makers, influencers, partners, businesses to take action.

4. **Target audience**

- Young people (12-22 yo)
- Decision makers (political, business, etc)
- Parents and caregivers

5. **Timing**

The campaign will be implemented for 1 month, from 20 Oct to 20 Nov 2020

6. **Creative Agency Deliverables as a Result of this Request for Proposal**

- **Conceptualize and develop a campaign strategy, work plan and cost-efficient budget for campaign.**

Phase 1 of the creative work should include: research, insight creation, production of 3 creative ideas, presentation of creative ideas, refinement of 1 idea selected by UNICEF, and finalized creative deck.

This public engagement around WCD is considered as one of the top moments of UNICEF's campaign calendar annually. Therefore, the agency should be ambitious with both the creativity and scale of the idea, while being cost-efficient as UNICEF is a non-for-profit organization.

Phase 2 of the creative work should include a structured rollout plan for digital and mass media, creation of key visual assets for digital and print media; activation toolkit, and strategy to leverage and engage influencers, celebrities, and corporate partners; social media strategy; a public event plan (consider alternative to public event in case of prolonged restrictions on public gatherings); and launch and peak event strategy.

- **Produce campaign roll-out strategy** with key dates for deliverables.
- **Develop Above-The-Line messaging** in conjunction with UNICEF's Communication team.
- **Conduct pre-testing of creative assets:** in conjunction with UNICEF Communication, pilot ideas and messages with youth, adapt and finalise based on feedback.
- **Design and produce key modular and campaign assets** which can be translated and adapted by other UNICEF Country Offices, EAPRO Regional Office and corporate partners.
- **Develop and execute a social media engagement strategy** to build up momentum ahead of World Children's Day celebration and produce 2-3 social media posts per day across platforms: Facebook, Twitter, TikTok and Instagram, including graphics and/or animation. (primarily focused on organic reach and engagement. Paid promotion budget to be managed by UNICEF separately)
- **Develop a public relation strategy** for top-tier print media, TV, and radio; Identify appropriate prime time shows/channels; Coordinate and secure interviews and gisting.
- **Perform regular monitoring and report** at the end of the campaign on campaign achievements, mass and social media metrics to measure level of engagement from followers, perception of messages (positive/negative feedback) etc. to evaluate impact of the campaign
- **Conceptualize, plan and coordinate one high profile nationwide campaign activation** on 20 November to garner public interest that will engage children and young people, influencers, decision makers, and corporate partners. The activation can take the form of a live event, or on mass/digital media if restrictions on public gatherings are in place. A specific component will be designed for UNICEF staff engagement.

Assets could include (but are not limited to):

- Inspirational campaign videos
- Distinctive visual identity and key visual assets
- Digital activation with social media strategy and content (focusing on mobilizing support for UNICEF and to encourage children to take action)
- Public events in Hanoi and HCMC (consider alternative peak moment if restrictions on public gatherings are in place due to public health emergencies)
- Photo exhibition
- An influencer, partner engagement plan (as per policy, UNICEF doesn't pay for influencer's engagement. Travel costs will be covered by UNICEF if required for the campaign)
- A Public relations strategy for digital and mass media

All creative executions must follow UNICEF brand guidelines.

7. Duration of the Assignment

Four months, starting from 1st Aug to 30th Nov 2020

8. Payment Schedule:

Payment will be made upon acceptance of the deliverables, per the following schedule:

- First payment due upon satisfactory completion of **Phase 1**: 25%
- Second payment due by upon satisfactory completion of **Phase 2**: 50%
- Final payment is made after the delivery of campaign report, including monitoring and evaluation against the target: 25%

9. Management

The assignment is undertaken under the overall supervision of the Chief of Communication and Advocacy, and technical supervision of the Communication team in UNICEF Viet Nam.

10. Qualification

The institutional consultant should have:

- Ability and proven experience in developing and implementing creative campaigns targeting youth and general public;
- Relevant experience to Viet Nam's context, working on children's right issues or youth engagement;
- Qualified staff with higher education degree level in the field of communication, advertising, public relations, and a minimum of ten years of relevant professional experience.
- Availability of technical equipment for creative concepts and execution.
- Ability and proven experience crafting messages and products in creative formats for youth.
- Ability and proven experience in multi-tasking, in taking initiative and working effectively under tight deadlines.
- Excellent written, oral and interpersonal skills (capacity to deliver in English and Vietnamese is required).
- Working experience and knowledge on climate change and working experience with UNICEF and UN agencies are the assets.

11. Structure of the Proposal

Institution interested are required to submit a detailed technical proposal including the following:

- Credentials document outlining the expertise of the company, detailing general and specific experience with similar clients and assignments, including the samples of past relevant works.
- Details of the proposed team for the assignment including the following information:
 - Title/Designation of each team member on the project
 - Past experience in working on similar project and assignments – List similar projects they worked on and their roles on the project.
- Provide a short summary of the approach the agency would take in order to meet the specific objectives and deliverables outlined above.
- Project assumptions. Please provide description of quality assurance mechanisms and risk-mitigation measures that will be put into place, such as commitment to submit deliverables on time.
- Submissions must be made in English.
- No price information should be contained in the technical proposal.

- Any submissions made outside of the allotted time frame or without adequate information will be automatically disqualified.

12. **Evaluation process and methods**

Weighted ratio between the technical and the price criteria: (70:30)

Given the complexity, and strong requirement of creativity of the assignment, the ratio between the technical and the financial proposal for this task is **70:30 respectively**. Only those proposals that score **50 points** (70% of technical points) on the technical proposal will be shortlisted.

Each technical proposal will be assessed first on its technical merits and subsequently on its price. A maximum of 70 points is allocated to the technical component and 30 points for the price component, with a maximum possible total score of 100 points.

The proposal obtaining the overall highest score after adding the scores for the technical and financial proposals is the proposal that offers best value for money and will be recommended for award of the contract. UNICEF will set up an evaluation panel composed of technical UNICEF staff.

In making the final decision, UNICEF considers both technical and financial aspects. The evaluation panel first reviews the technical aspect of the offer, followed by the review of the financial offer of the technically compliant vendors.

The proposals will be evaluated against the following two elements:

a) Technical Proposal

Technical Criteria	Technical Sub-criteria	Maximum Points
Company and Key Personnel	Reputation of Organisation and Staff (Competence/Reliability)	10
	Range and depth of experience with similar projects: <ul style="list-style-type: none"> - Number of customers - Size of projects - Number of staff per project - Client references 	15
	Qualification: <ul style="list-style-type: none"> - Proposed team structure - Relevant experience, qualifications and position with firm 	10
	Maximum Points for Company and Key Personnel	35
Proposed Methodology and Approach	Technologies used - compatibility with UNICEF	5
	Project management, monitoring and quality assurance process	10
	The creativity and novelty of the proposal	15
	Instructional strategies	5
Maximum Points for Proposed Methodology and Approach		35
TOTAL Maximum		70

b) Financial Proposal

The Financial Proposal should be broken down for each component of the proposed work. Please make sure to have separate line items in your price proposal for the following:

- Planning
- Creative Conception and Execution

- Designing and development process for each deliverable
- Monitoring and Evaluation

Mandatories

- All prices/rates quoted must be exclusive of all taxes as UNICEF is a tax-exempt organization.
- Financial Proposals must be submitted separately to Technical Proposals
- The total amount of points allocated for the price component is 30. (The maximum number of points will be allotted to the lowest price proposal of the technically qualified proposals).
- UNICEF will award the contract to the vendor whose response is of high quality and meets the specific objectives.
- UNICEF reserves the right to accept a partial proposal and negotiate cost with vendor based on the parts of the proposal that UNICEF deems best suited to the project.