

1. Title of the assignment:

Long Term Arrangement (LTA) for provision of **Media Placement and Buying Agency** for effective media placement strategy and buying based on research and analysis to ensure impactful result of UNICEF messages across various channels: traditional (print and broadcast: TV, radio) and digital.

2. Background and Justification:

UNICEF Indonesia, as requested by Indonesian Government through the President Office and as agreed by Ministry of Health and the UN Humanitarian Crisis Team, is supporting the Government-led risk communication response which includes provision of team of experts to support COVID-19 Handling and National Economic Recovery Committee (previously known as National Acceleration of COVID-19 response Task Force).

One of the ways to accelerate our COVID-19 emergency response was by investing in media placement and buying strategy to ensure our advocacy messages reaching the right audience, with the right message and at the right time through production and dissemination of Public Service Announcement (PSA) and/or other IEC assets. Hence, UNICEF Indonesia has been producing PSAs/IEC materials and placing them across various media channels: traditional (print and broadcast: radio, TV) and digital. Given the rapidly increasing level of advocacy materials needs to be produced and placed strategically in the coming years, UNICEF is planning to establish **Long Term Agreement (LTA)** with a qualified **Media Buying Agency** to help the office meet its growing need for **strategic media placement**.

These Terms of Reference (ToR) are generic and refer to key assignments in the area of media placement. UNICEF will use this process to qualify and select **up to three service providers** in order to facilitate a quick and smooth contracting process for specific assignments. In each case, selected companies will be invited to submit quotations based on which UNICEF will issue contracts.

Establishing a Long-Term Agreement will assure timely provision of media placement services as and when required. The LTA will be entered into with two or three qualified media placement / buying agencies depending on the qualified specific services. Individual contracts will be issued.

3. Purpose of the assignment:

Under the supervision of Partnerships Specialist and Communications Specialist, the selected agency will do the following:

1. Media Placement Strategy

Development of media strategy which includes planning and scheduling for UNICEF Indonesia's advocacy PSAs on various channels: traditional (print, broadcasting: radio, TV) and digital. The strategy needs to be based on market/stakeholders' research, explains what works (and most importantly what doesn't) and suitable for our emergency response' needs.

2. Media Buying

Leverage optimum return of UNICEF Indonesia's investment by securing the best media placement spots and achieving the strongest standout in the timely manner, with competitive buying rate.

3. Performance Report

Provide performance report at the end of the planned placement (s), including return on investment analysis, whenever measurable, and utilize it to identify new opportunities that will refine the returns further.

4. Scope of Work:

The following tasks to be delivered:

- **Strategic Advice**

- Identify best format, media channels and publications for the media buy
- Identify best methodology for different channels
- Establish budget and time frame best suited to accomplishing UNICEF advocacy goals
- Help identifying the right message to increase campaign's effectiveness
- Audience focused approach to campaign planning – i.e. who are the people we should talk to and why do we think they're most likely to respond
- Data based approach to campaign messaging – i.e. which segments of the audience do we think will respond better to different messages and why

- **Media Placement and Buying**

- Secure and purchase best rates and value-add placement in mass media, such as radio and TV stations all over Indonesia. Details of the number of provinces, cities and frequencies will be shared once we are preparing for the specific campaign. For this TOR, kindly share the general overview of your media placement rate and case studies of past clients

5. Timing/Duration of contract: (This LTA is for 2021 onwards)

The Long-Term Agreement contract will be managed by the Communications section in close coordination with respective programme sections and the Supply Unit.

Duration: 24 months, with possible extension for 12 months, subject to satisfactory performance.

Tasks	Deliverables	Deadline	Percentage Payment
Media Placement Plan (Strategy, schedule / placement plan, budget)	Concept presentation which has included all aspects shared in TOR (see above) – including team structure. Workplan strategy and timeline based on consultation with UNICEF.	2 weeks after PO	
Media Buying and Placement	Airtime and digital proofs	As per schedule	Upon submission of airtime proofs and invoices, full cost payment.
Placement performance report	Brief analysis report, including audience reach	After placement	

Qualifications Required:

- The bidder should be registered in Indonesia or having permit to operates in Indonesia in accordance with prevailing regulations;
- The bidder should be a professional media planner/buyer and/or advertising agency with strong network in media, both traditional (print and electronic) and digital;
- Having extensive experience in media placement and buying strategy, at least for 8 years;
- Having experience in development areas will be an advantage, at least for 5 years;
- Proven experience in working with various groups of stakeholders at least for 8 years, e.g: government, business, civil society organisations, production companies, printing houses, digital and traditional media and other relevant companies is required.
- The Account Team should have at least: 8 years of working experience and at least a Bachelor's degree in Communications / Journalism / Media / Marketing Communications or relevant field (for Team Leader), 5 years of working experience in media placement field (for the Team Members)
- Responsive to client requirements and requests, shown by meeting the deadlines, available for emergency request, etc, and this should be reflected in the technical proposal;
- Previous experience in working with UNICEF / UN organizations / international organizations / development organisations is an asset.

6. Evaluation Criteria:

CATEGORY	MAX POINT	MIN PASSING POINT
1. ORGANIZATIONAL CAPACITY 1.1 Detail of relevant experience and list of clients in the last five years, including contact details (name, email address, and phone numbers that can be used as reference) 1.2 Financial Statement and Balance Sheet (audited preferably) for the last 3 years.	10	
2. QUALITY OF THE TECHNICAL PROPOSAL 2.1 Proposed methodology and approach with reference to objectives in TOR, such as detailed process of the media placement strategy and implementation including monitoring and evaluation strategy, etc. 2.2 Implementation timeline: identify key tasks and timeline, focal person for each activity/deliverable should be identified. 2.3 Anticipated project risks and mitigation measures as well as quality assurance such as: the ability to cater to emergency response request that was not in the original plan, etc	40	
3. KEY PERSONNEL 3.1 Names and full CVs of the institution personnel that will be directly involved in the consultancy, including (but not limited to) the designated Team Leader/ Project Manager. Adequate and appropriate staff combination in relation to the respective tasks and deliverables (see TOR); and relevant prior experiences of similar scope and complexity.	20	
TOTAL TECHNICAL PROPOSAL *The bidder has to meet this minimum passing point for the Technical Evaluation in order to be considered further for the Financial Evaluation	70	55

Technical Presentation	10	7
PRICE/FINANCIAL PROPOSAL Financial proposals should be all-inclusive, including costs for fees, travel, sub-contracts and other necessary expenses.	20	
TOTAL MARKS	100	

Note:

- 1. The technical evaluation criteria above can be changed to appropriately reflect requirement.**
- 2. The total weight/score of technical component should be in a range of 50 % - 80%, and the total weight/score of financial criteria in a range of 20% - 50%.**
- 3. Sum of technical and commercial must always equal 100 %**