

# **UNICEF Viet Nam**

## **Terms of Reference**

### **Consultancy for the provision of marketing and creative services to develop a campaign in 2022**

#### **1. Background**

UNICEF Viet Nam is one of more than 190 offices of the United Nations Children's Fund globally and part of the United Nations system in Viet Nam working in close collaboration with the Government and all UN agencies in the country. Guided by the Convention on the Rights of the Child, UNICEF has a universal mandate to promote and protect the rights of all children, everywhere – especially those hardest to serve and most at risk.

As a trusted and strategic development partner, UNICEF has been active in Viet Nam since 1975 supporting our partners to improve the lives of children and their families. The first country in Asia and the second globally to ratify the Convention on the Rights of the Child in 1990, Viet Nam and its children today face new and emerging challenges following the COVID-19 pandemic. In response, UNICEF is working with the government and partners to reduce disparities and bring about an inclusive, non-discriminatory and caring society that protects the rights of Viet Nam's 26 million children, including the most marginalized and vulnerable.

In 2022, in support of its new Country Program for 2022-2026, UNICEF Viet Nam plans to implement a marketing campaign that requires the development of a creative concept and the production of innovative and engaging assets targeting a range of audiences. The campaign will be executed and disseminated through different channels including mass media, digital media and events.

#### **2. Purpose**

Through this Request for Proposal (RFP), UNICEF seeks to hire a marketing/creative agency **based in Viet Nam** to develop and implement a bold and innovative campaign to mobilize the public to take action for children.

#### **3. Scope of Work and Deliverables**

**The selected agency is expected to complete the following tasks and deliverables:**

- 3.1. Develop a creative concept, campaign strategy and cost-efficient budget – Ten days after contract signing.
- 3.2. Develop the campaign plan –20 days after signing the contract— including:

- 3.2.1. Media plan, in coordination with media agency if needed.
- 3.2.2. Strategy to engage influencers, celebrities and corporate partners.
- 3.2.3. Activation toolkit for UNICEF and partners.
- 3.2.4. Calendar and events' plan.
- 3.2.5. Content production plan –full-fledge campaign package.
- 3.3. Production of key visual assets and full-fledge package, in coordination with production agencies/consultants if needed –40 days after signing the contract.
- 3.4. Support the campaign pre-testing and adjust according to feedback – 50 days after signing the contract.
- 3.5. Coordinate the implementation of the campaign in close coordination with UNICEF's campaign lead –starting in late October/early November.
- 3.6. Periodic reports to monitor campaign performance –daily/weekly as needed during implementation.
- 3.7. Evaluate and adjust strategies in consultation with UNICEF according to evolving circumstances –during campaign implementation.
- 3.8. Final report on results in case-study format –last week of contract.

#### **4. Duration of the Assignment**

Four months, starting in late August or early September 2022.

#### **5. Payment Schedule**

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

- 50 percent payment due upon satisfactory completion of 3.1, 3.2. and 3.3 by 30 Oct 2022.
- Last payment (50 percent) due upon satisfactory completion of the campaign and delivery of campaign report, by 30 Dec 2022.

#### **6. Management**

The assignment is undertaken under the overall supervision of the Chief of Communication and Advocacy, with delegation to UNICEF's campaign lead.

## 7. Qualification

- Eight to ten years of proven experience in developing and implementing creative marketing campaigns.
- Agencies should be based in Viet Nam.
- Relevant experience to Viet Nam's context, working with children or/and children related issues.
- 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 in copywriting, crafting messages and develop communication assets in creative formats.
- Ability and proven experience in multi-tasking, 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 with UNICEF and UN agencies are assets.

## 8. Structure of the Proposal

Bidders are required to provide the following documents as part of the **technical proposal** for evaluation:

- Company profile including reference to number of customers, size of projects, number of staff, client references.
- Portfolio of work of the last five years
- **Annex I- Example pitch details.**

Note on the technical proposal:

- Submissions must be made in English.
- No price information should be contained in the technical proposal.
- Any submissions made outside of the allotted timeframe or without adequate information will be automatically disqualified.

In a separate file, the bidders are required to provide a **financial proposal** by filling in **Annex II-Price Schedule**.

Given that UNICEF's funding is entirely provided by volunteer donations from individuals, companies, foundations and governments, bidders are invited to also contribute by providing pro-bono support to some of the services described in section 3 of this ToR.

Rates quoted must be all-inclusive and therefore taken together sufficiently to cover the efforts of teams assigned to each assignment. Rates will also include all associated

costs such as those required for communications, IT infrastructure, supplies and other forms of “contingencies”, “overhead”, “indirect costs”, “travel” or “administrative expenses”. The rate should take into account any discounts based on volume of business.

### Mandatories

- All prices/rates quoted in **VND** and must be **exclusive of all taxes** as UNICEF is a tax-exempt organization.
- Financial Proposals must be submitted separately to Technical Proposals.
- UNICEF will award the contract to the vendor whose response is of high quality and meets the specific objectives.

## **9. 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 **55 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 Viet Nam Communication and Advocacy 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 Proposal, followed by the review of the financial Proposal of the technically compliant vendors.

The proposals will be evaluated against the following two elements:

### **a) Technical Proposal**

<b>Technical Criteria</b>	<b>Technical Sub-criteria</b>	<b>Maximum Points</b>
<b>Company and Key Personnel</b>	Reputation of Agency and Staff (Competence/Reliability)	5
	Range and depth of experience with similar projects: - Number of customers	10

	<ul style="list-style-type: none"> <li>- Size of projects</li> <li>- Number of staff per project</li> <li>- Client references</li> </ul>	
	Qualification: <ul style="list-style-type: none"> <li>- Relevant experience, qualifications and position with firm</li> </ul>	10
<b>Maximum Points for Company and Key Personnel</b>		25
<b>Proposed Methodology and Approach (pitch example)</b>	Strategic approach	15
	Project management, monitoring and quality assurance process	15
	The creativity and novelty of the proposal	15
<b>Maximum Points for Proposed Methodology and Approach</b>		45
<b>TOTAL Maximum</b>		<b>70</b>

#### **b) Financial Proposal**

The total number 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).

All Proposals must be signed and stamped by the Proposers and in pdf. format.