

Bidding process

UNICEF Viet Nam Consultancy for the provision of marketing and creative services to develop a campaign in 2022

Annex II-Price Schedule

Name of the company:

Date of submission:

Validity period of prices:

Service	Rate (pro-bono or USD)
Develop a creative concept, campaign strategy and cost-efficient budget	
Develop the campaign plan including all elements in 3.1	
Production of key visuals and full-fledge multimedia package	
Support the campaign pre-testing and adjust according to feedback	
Support the implementation of the campaign in close coordination with UNICEF's campaign led	
Periodic reports to monitor campaign performance	
Evaluate and adjust strategies in consultation with UNICEF according to evolving circumstances	
Final report in case-study format	

Note: All-inclusive rates, excluding VAT.

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 this price schedule.

Signature and Stamp by:

Name and Title:

Date: