

# Terms of Reference

## Long-Term Arrangement for the provision of marketing, media and creative services

### I. 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 improving 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 a sustained and dynamic period of economic and development growth. 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.

Over the next few years, and in support of the Sustainable Development Goals' 2030 agenda, UNICEF Viet Nam plans to implement a number of inspiring campaigns and programs. Increasingly, these require creative and marketing support, including the production of campaign content packages and the development of media plans. These packages will be disseminated through different channels including media and digital platforms.

To meet this requirement, UNICEF Viet Nam needs the support of marketing, media and creative agencies **based in Viet Nam** who might be interested in holding a Long-Term Arrangement (LTA) with UNICEF.

### II. Objective

To support UNICEF's communication, advocacy, resource mobilization and brand building efforts targeting different audiences, UNICEF Viet Nam aims to set up LTAs with several agencies to facilitate and expedite the process by which the organization will hire marketing, media and creative services.

### III. Description of services

#### Category 1. Conceptualization of Campaigns

UNICEF's campaigns aim at engaging our target audiences including the private sector, the public sector, the young people and the public at large. Marketing strategies and creative expertise are critical to build engaging concepts that would be applied to the campaign strategy and associated content packages. Accordingly, UNICEF seeks to engage creative agencies on LTA to support with creating campaign concepts and apply them to content packages.

Services will include, but will not be limited to:

- Develop creative and innovative campaign concepts based on the objectives and target audience of each campaign.
- Generate different options of concepts per campaign.

- Provide a clear briefing to UNICEF management on how the concept would contribute to the campaign objective and engage the target audience.
- Ensure copyright of the selected concepts if needed.
- Presentation (ppt or video presentation) of campaign concept.

## **Category 2. Strategic Planning, Development and Implementation**

To ensure the success of UNICEF campaigns, agencies on LTA should be able to develop a strategic plan per campaign with the objective of mobilizing the target audiences to take action for children.

Services will include –but not limited to:

- Based on the campaign concept, develop bold and innovative campaign strategies and plans including indicators and targets, timeline and cost-efficient budget.
- Develop and/or coordinate with a media agency a structured rollout plan per campaign including media plan; content production and dissemination; activations and events' calendar; cost-efficient budget.
- Support campaign pre-testing and adjust according to feedback.
- Support implementation of the campaigns.
- Evaluate and adjust strategies in consultation with UNICEF according to evolving circumstances.
- Periodic reporting on campaign results.
- Campaign final report in case-study format.

## **Category 3. Creative Services**

Creativity and innovation are key factors to ensure that target audiences are reached and inspired to take action in support of the children of Viet Nam. Thus, copywriting, designing, storytelling and production of engaging content, as well as how creative art direction is applied, are relevant skills to engage UNICEF's target audiences.

Services will include –but not limited to:

- Video production, including preproduction, Flycam, filming in remote areas, post-production; provision of B'rolls/raw footages to UNICEF for repurposing future videos.
- Animated video production, including scripts and storyboards, production and post-production.
- Photography, including Flycam and missions in remote areas.
- Graphic Design – all categories.
- Digital content – all categories.
- Multimedia content packages.

## **Category 4. Media Services**

Media agencies support might be required to coordinate implementation of campaigns with marketing/creative agencies by ensuring solid media plans to effectively reach the campaign target audiences.

Services will include –but not limited to:

- Media plan development, refinements and amendments; budget, prioritized metrics, flighting, messaging parameters, target audience development, channels –based on strategic direction.
- Coordinate with creative agencies in developing cohesive, fully integrated media plans that aligns goals and timing/flighting.
- Media buying: pre-buy estimates, goal accountability and defined delivery, cancellation guarantees, contracts and management of advertising, added value negotiations, timely post-buy analyses and all billing/payments.
- Develop and execute comprehensive media strategy to maximize ROI.

- Coordinate with other agencies, UNICEF officers and third-party providers to establish and maintain reporting systems against key ROI metrics.
- Provide buy analyses per seasonal promotion, as well as an annual plan post buy analysis.
- Create holistic media plan recommendations reflective of the key metrics, research against the target audience, and creative direction.
- Monitoring & reporting, including final report per campaign –case-study format.

#### Category 5. Web design services

Web design and user experience support is required to ensure successful implementation of campaigns, revamp static content, analyze web performance and develop strategies to enhance Druppal website performance.

Services will include –but not limited to:

- Analyze and recommend Druppal options to design engaging and responsive landing pages.
- Conduct website testing.
- Integrate CMS programs and data feeds.
- Optimize speed and scalability.
- Build and launch process.
- Ensuring website function and stability across devices.

## IV. Qualification requirements

- Proposals will be considered from registered corporations, limited liability companies or proprietary companies only.
- Portfolio-proven experience in the service category the service provider is bidding for.
- Service provider must have capacity to work flexibly over weekends/evenings, with short deadlines during peak periods as required.
- Companies/Service providers that have financial statements for minimum two full years.
- Service provider should have the required staff, equipment and software to conduct UNICEF assignments.

## V. Structure of the proposal

Marketing, media and creative agencies based in Viet Nam who are interested in holding an LTA with UNICEF are invited to apply to one, several or all categories in these ToR. Companies should submit a proposal containing the mandatory documentation listed below:

### 1. Company profile.

- 1.1 Background and capacity: Provide a brief description of the company, including its main creative strengths and approach to design.
- 1.2 Resources and assignment of tasks: Describe the availability of resources in terms of personnel and facilities. Describe the structure of the proposed team/personnel, and the work tasks (including supervisory). Special attention should be given to providing a clear picture of roles, responsibilities and accountability.
- 1.3 Please explain your extended network of collaborative partnerships and which areas of your production line are outsourced work.
- 1.4 Please note that UNICEF requires account manager/focal point for each project/assignment.

## 2 Methodology, project management and quality control.

- 2.1 Please clearly indicate which service category/s described in Section III your company is applying for.
- 2.2 The proposal should describe the organization's methodology used to provide the services, including approach to quality assurance, urgent services, delays in timelines, correction of mistake and mitigation of risk in identified areas.
- 2.3 Describe the potential risks that may impact quality or timely completion of expected results. Describe measures that will be put in place to mitigate these risks.
- 2.4 Please summarize the approach and do not send attachments.

## 3. Experience and references

- 3.1. Previous or current projects. Please provide the company portfolio that demonstrates the range of services and experience the company offers. The description should include the most compelling cases showcasing company's expertise in the service categories the company is bidding for.
- 3.2. References. Bidders should include at least three (3) client references, along with a brief description of the services provided among the Service categories requested by UNICEF. Items 1-3 will constitute bidder's Technical Proposal.

## 4. Technical proposal

The technical evaluation will be based on the portfolio-proven experience in the service category the service provider is bidding for; company profiles; experience and references. In addition, companies should submit a technical proposal as per **Annex I-Evaluation Pitch Details** attached to these ToR. Proposals submitted in any other format will not be considered.

## 5. Financial proposal

For the purposes of cost comparison, bidders are to propose fixed rates based on the provision of services described in Section III. Financial proposals shall be submitted as per **Annex II-Price Schedule** attached to these ToR. Proposals submitted in any other format will not be considered. Rates will be applicable over the duration of the LTA. All costs should be indicated in **US Dollar** only.

Rates quoted must be all-inclusive and therefore taken together sufficient 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, travel inside Viet Nam, and other forms of "contingencies", "overhead", "indirect costs", or "administrative expenses". The rate should take into account average expected global inflation/ escalation rates over the duration of the LTA as well as any discounts based on volume of business.

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 III.

### Mandatories

- All prices/rates quoted must be exclusive of all taxes as UNICEF is a tax-exempt organization.
- Financial Proposal must be submitted separately to Technical Proposal.

## VI. Evaluation process and method

Proposals will be reviewed following a three-step process:

1. Mandatory requirement check for completeness of proposals and compliance.
2. Technical evaluation (70 points including Desk review and Interview)

### 3. Evaluation of financial proposal (30 points)

A maximum of 70 points will be allocated to the technical aspects of the bids, with a further 30 points for the price component, for a maximum possible score of 100 points.

#### **Mandatory requirement check**

Proposals will first be reviewed for their completeness in terms of the information requested in the RFPS (Section VI) and their compliance with its requirements. Only proposals that meet mandatory requirement will be subject to technical evaluation.

#### **Technical evaluation (70 points)**

The technical evaluation will consist of two phases:

##### **Round 1 – Desk Review (55 points)**

Proposals will be evaluated on the criteria outlined in Table 1 below. Only those proposals that score 50 points and above out of 55 points will be considered technically compliant and will proceed to Round 2. All other proposals will be disqualified.

Table 1: Technical evaluation: Round 1 – Desk review of proposals

Criteria	Points obtainable
1. Company profile and methodology	
1.1 Background and company approach	5
1.2 Project management, quality assurance procedures and risk mitigation	10
2. Organizational resources	
2.1 Company resources	5
3. Experience and capacity	
3.1 Expertise within applied category	15
3.2 Quality of overall portfolio	10
3.3 Creativity and novelty of work examples	10

**TOTAL POINTS OBTAINABLE: 55**

##### **Round 2 – Interview/Presentation (15 points)**

Bidders scoring 50 points or more in Round 1 will be invited to present their proposal and their core staff for further assessment.

A minimum of 10 points out of 15 points will be required for proposers to qualify for the financial evaluation. All other proposals will be disqualified for further evaluation.

#### **Financial evaluation (30 points)**

Proposals judged to be technically qualified (passing both Round 1 and 2 during the technical evaluation) will then be evaluated on their financial proposal which should be submitted in the format outlined in **the Annex I- Price Schedule**. The financial evaluation will be conducted per each category separately.

Price quotations will be awarded a relative score, with a maximum score allocated of 30 points.

A proposal offering the lowest total costs in a certain category will be awarded 30 points, all other price proposals receive scores in inverse proportion per the following formula:

Score for price proposal X = (Maximum score for price proposal (e.g. 30) \* Price of lowest priced proposal) / Price of proposal X

## **Awards**

Weighted ratio between technical and financial evaluation: 70:30

The proposals obtaining the minimum 80 points and higher after adding the scores for the technical and financial offers are the proposals that offer best value for money and will be recommended for award of the contract.

IMPORTANT: UNICEF may award an LTA for all services submitted in the bid, or for specific category only, depending on the technical strengths and expertise of the prospective proposers following a comprehensive evaluation process and method.

## **VII. LTA Contracting Modality**

The LTA to be signed will have **a fixed fee rate for two years**; however, UNICEF does not warrant that any quantity of services will be purchased during the term of the LTA as this will depend on needs. An increase on the fee would, if justified, be agreed at the end of second year at the time of extension of the LTA for up to one more year upon satisfactory performance of the LTA contractor(s).

## **VIII. Management**

Under the overall supervision of the Chief of Communication and Advocacy, and technical supervision of PARMO and Communication Specialists/Officers, UNICEF Viet Nam.