

TERMS OF REFERENCE

Consultancy for execution of a communication 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.

A rigorous household survey conducted in 2021, highlights the challenges children in Viet Nam face – indicators that have only worsened with the pandemic and its economic and social impact. From increased poverty; to families with less food on their tables and poor nutrition status of children; to thousands of lost hours of learning; to increased child labour; from too much time locked-inside to growing levels of obesity; disturbing increases to violence against women and children; to mental health and self-esteem challenges for children and adolescents.

2. Justification for Requesting an Institution

In support of its new Country Program for 2022-2026, UNICEF Viet Nam plans to implement a marketing campaign that requires the support of communication, marketing and creative services to develop a campaign plan, support with its implementation and produce a multimedia engaging package targeting a range of audiences. The campaign will be executed and disseminated through different channels including mass media, digital media and events.

3. Purposes and Objectives

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

4. Methodology and technical approach

Integrated campaign for public advocacy and friend-raising for World Children’s Day 2022 – aligned with “Get childhood #BackOnTrack” umbrella campaign. As the world recovers from the COVID 19 pandemic and the evidence regarding the costs to children’s development and wellbeing are amassed, UNICEF Viet Nam is shining a light on the need for focus and funding to get childhood #BackOnTrack. The campaign for World Children’s Day 2022 will combine a positive, upbeat theme and engagement to call Governments and all stakeholders to build back better to change children’s lives.

5. Scope of work, deliverables and timeframe

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

- 5.1 Production of key multimedia assets and full-fledge communication package for digital and traditional media – Completed 30 days after signing the contract, including:
- Meetings and briefings with UNICEF staff.
 - Key visual for the campaign in line with UNICEF’s brand and ready to be adapted to different communication channels
 - 1 TV spot (max 30 seconds)
 - 2 video clips (2-3 minutes)
 - Social Media package with 30-50 posts (creative design with visual/photo/video + caption)
 - Review and consolidation of all assets according to UNICEF’s feedback.
- 5.2 Provide a media plan for traditional (digital, print and broadcast) and social media channels, including an estimated Earn Media Value (10 days after signing the contract) and work with media partners to promote the campaign (November and December 2022)
- 5.3 Coordinate the implementation of the campaign in close coordination with UNICEF’s campaign lead (November and December 2022)
- 5.4 Periodic analytical reports to monitor campaign performance –daily/weekly as needed during implementation in November and December 2022.
- 5.5 Evaluate and adjust strategies/content in consultation with UNICEF according to evolving circumstances –during campaign implementation in November and December 2022.
- 5.6 Final report on results in case-study format –one week after the campaign is over.

Timeframe: Four months, starting in October 2022.

6. Payment Schedule

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

- 50 percent payment due upon satisfactory completion of 5.1.
- Last payment (50 percent) due upon satisfactory completion of the campaign and delivery of campaign report.

7. Management

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

8. Qualifications and experience required:

- 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.

9. Structure of the Application

Bidders are required to provide a **Technical Proposal** including the following information for UNICEF’s technical evaluation:

- Company profile including reference to customers, scope of projects, number of staff, client references.
- Portfolio of work of the last five years.
- Brief sample (five pages max.) of the company’s methodology and approach to the development of large-scale campaigns. Strategic approach to the development of large-scale campaigns; project management; monitoring and quality assurance process; as well as creativity and innovation will be evaluated (as relevant experience).

Note on the application:

- Submissions must be made in English.
- No price information should be included 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 providing an all-inclusive rate for all tasks and deliverables in section 5 of these ToR, and therefore taken together sufficiently to cover the efforts of teams assigned to each assignment. All-inclusive rate must 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 must exclude 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.

10. Technical evaluation criteria and relative points

Technical Criteria	Technical Sub-criteria	Maximum Points
Company and Key Personnel	Reputation of Agency and Staff (Competence/Reliability)	10
	Range and depth of experience with similar projects:	20
	- Relevance of customers	
	- Scope of projects	
	- Staff capacity	
	- Client references	
	Qualification:	30
	- Relevant experience, qualifications and position with firm	

TOTAL Maximum	60
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11. Weighted ratio between the technical and the price criteria: 60:40

Given the complexity, and strong requirement of creativity of the assignment, the ratio between the technical and the financial proposal for this task is **60:40 respectively**. Only those proposals that score **50 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 60 points is allocated to the technical component and 40 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.