

Terms of Reference

SEARCH ENGINE ADVERTISING (SEA)

Summary

Title	Provide Search Engine Advertising (SEA) services for UNICEF Viet Nam
Purpose	UNICEF Viet Nam seeks to hire an institution to work on Search Engine Advertising (SEA) strategy planning and implementation
Location	Ha Noi
Duration	December 2022 to December 2023
Start Date	Mid December 2022
Reporting to	The Strategic Partnership and Marketing Specialist

1. Background

UNICEF has core funding that supports operating costs and creates programmes and approaches that save the lives of children. However, as Viet Nam moves through middle income, this largely overseas Government and aid agency funding is increasingly being diverted to least developed countries. With considerable global experience in working with international and regional private sector and concerned individuals, in line with this changing country context, UNICEF Viet Nam seeks to identify new partnerships and relationships, introducing additional resource mobilization/funding opportunities including by specifically targeting Vietnamese overseas, in order to reach and address the challenges facing children in Viet Nam.

2. Justification for Requesting an institution

Search Engine Advertising (SEA) is the backbone of every digital strategy. In Vietnam, Google has over 90% share of search engine activity and the Google search engine introduces 85% of the traffic to the UNICEF Vietnam's website.

By implementing SEA within a defined search volume of research key words, better traffic to UNICEF Vietnam website will be achieved. As a result, new leads and brand awareness will be generated.

3. Purposes and Objectives

Through this Request for Proposal for Services, UNICEF seeks to hire an **institution/firm with local office in Vietnam** to work on Search Engine Advertising planning and implementation. UNICEF will work closely with the selected institution/firm to ensure this planning and implementation process is tailored to feature the agreed key words related to the key programmatic content and business of UNICEF in Vietnam, with an aim to:

- Generate quality traffic, more engaged audience and reach new audience.
- Increase the click-through rate, as the number of clicks on UNICEF Vietnam's website can quickly be increased through the posting of advertisement space.
- Generate Leads, increase the conversion rate of Leads

Objectives

- Clicking from SEA to UNICEF Viet Nam website 200,000-300,000 visits
- Conversion rate from user coming from CPC to UNICEF Viet Nam website to donations at 3%

Target audience: includes but not limited to the general public over 30 years old using search engine platforms, and individual supporters, etc.

4. Methodology and technical approach

The institution/firm will develop a strategy for SEA account based on UNICEF Viet Nam's objectives; structure campaign; manage Google Grants and Google ads campaign in parallel; and report on the performance of the campaign.

5. Scope of work, deliverables and timeframes

The SEA will be implemented as the continuation of the previous TOR with UNICEF Viet Nam

#	Deliverables	Timeline	Output
1	Overall strategy for SEA account according to UNICEF Vietnam's objectives	December 2022	8-10 pages strategy introducing competition environment, vision on campaign structure, on type types of KW targeting, and how to meet UNICEF Vietnam's goals
2	Key word list based on the selected following sematic fields (to discuss) <ul style="list-style-type: none">• Vaccines (covid19 but also others)• Covid 19• Child rights• Nutrition• Water and sanitation• Violence toward children• Parenting• Mental health• Harassment• Digital education• Climate change education• Social protection• Donations / Monthly donations• Brand (UNICEF)• Support UNICEF	Quarter 1 - 2023	Prepared KW list detailing bids and types of KW along with the structure of the campaign see below

3	Ad copy propositions for 4/5 ad groups	Quarter 2 - 2023	In Vietnamese with translation in English detailed in title and description (UNICEF can provide contact of our service provider for translation)
4	Campaign structure, bid strategy and KW targeting strategy	Quarter 2 - 2023	Detailed of the strategy above for structuring our campaigns (Account>campaigns>adgroup>adcopy)
5	Budget estimation by campaign	Quarter 3 - 2023	Estimation of the cpc and overall cost by campaign
6	Examples of experience with a client managing a Google Grants account	Quarter 3 - 2023	Experience with running a Google Grants account in parallel of a paying account
7	Reporting of the performance of the campaign according to predetermined KPIs	Quarter 4 - 2023	Template for a weekly and monthly reporting to monitor the campaigns

6. Management

The assignment is undertaken under the overall supervision of the Strategic Partnership and Marketing Specialist, UNICEF Viet Nam.

UNICEF reserves the right to accept a partial proposal and negotiate cost with vendor based on the parts of the proposal that UNICEF deems best suited to the project.

Payment schedule

- Upon completion of deliverables 1-2: 30% of total contract value
- Upon completion of deliverables 3-4-5: 30% of total contract value
- Upon completion of deliverables 6-7: 40% of total contract value

7. Qualifications and experience required

The consulting institution/firm should have:

- Ability and proven experience in digital marketing, developing and implementing SEA campaigns and digital intelligence.
- Relevant experience to Viet Nam's context, having Vietnamese language capacity and working on children's right issues or public engagement is an asset.
- Qualified staff with higher education degree level in the field of digital marketing, communication, advertising, public relations, and a minimum of ten years of relevant professional experience.
- Availability of technical equipment for creative and digital marketing execution.
- Ability and proven experience in multi-tasking, in taking initiative and working effectively under tight deadlines.
- Excellent written, oral and interpersonal skills (capacity to deliver in English and Vietnamese is required).

8. Required documentation

Interested institutions are expected to submit the following documents to be eligible for this solicitation process:

1. Business registration;
2. Supplier Profile Form;
3. Certificate of the company bank account;
4. Technical Proposal (Front End and Back End);
5. Financial Proposal;
6. Request for Proposal for Services Form

9. Technical evaluation criteria and relative points

The ratio between technical and financial proposal for this task is **70:30 respectively**. Only those proposals that score **50 points** (70% of technical 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 maximum number of points will be allotted to the lowest financial proposal that is opened and compared among those invited firms/institutions which obtain the threshold points in the evaluation of the technical component. All other financial proposals will receive points in inverse proportion to the lowest price.

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 will set up an evaluation panel composed of technical UNICEF staff.

The proposals will be evaluated against the following two elements:

a) Technical proposal:

Technical Criteria	Technical Sub-criteria	Maximum Points
Company and Key Personnel	Reputation of Organisation and Staff (Competence/Reliability)	05
	Range and depth of experience with similar projects: <ul style="list-style-type: none"> - Number of customers - Size of projects - Number of staff per project - Client references 	10
	Qualification: <ul style="list-style-type: none"> - Proposed team structure - Relevant experience, qualifications and position with firm 	10
	Maximum Points for Company and Key Personnel	25
Proposed Methodology and Approach	Technologies used - compatibility with UNICEF	10
	Project management, monitoring and quality assurance process	10
	The creativity and novelty of the proposal, experience in Vietnamese UI/UX	15
	Instructional strategies	10
Maximum Points for Proposed Methodology and Approach		45
TOTAL Maximum		70

b) Technical proposal can include:

- Credentials Brochure of the Company
- Technical approach and strategy
- Business performance report
- Other relevant details

b) Financial Proposal

The Financial Proposal should be broken down and corresponds to the components of the proposed work. Please make sure to have separate line items in your price proposal for the following:

- Total costs to execute the technical approach and strategy
- Agency fee rate (percentage of the overall contract value)
- Total budget for the contract
- All prices/rates quoted must be in Viet Nam Dong (VND), exclusive of all taxes as UNICEF is a tax-exempt organization.
- No price information is included in the technical proposal.