

Terms of Reference

Consultancy for execution of Affiliate Marketing For Nutrition Programme

Summary

Title	Consultancy for execution of Affiliate Marketing Campaign for Nutrition Programme
Purpose	UNICEF Viet Nam seeks to hire an agency to execute Affiliate Marketing Campaign in Quarter 3, 2024
Location	Ho Chi Minh City
Duration	Mid – June, 2024 to Mid – November, 2024
Start Date	Tentatively 15 June, 2024
Reporting to	The Strategic Partnership and Marketing Specialist
WBS/PBA	WBS: 5750/A0/05/001/010/001
Funding Expiry Date	Funding: FR # 9000032042 Grant: Non-Grant
Project and activity codes	The Partnership and Resource Mobilization Office (PARMO)

1. Background

UNICEF Vietnam is a part of the United Nations system responsible for promoting and protecting the rights of children in Vietnam. While the rate of stunting – too short for age – among children under-five in Viet Nam has steadily declined since the 1990s¹, from 29.3 per cent in 2010 to 19.6 per cent a decade later, prevalence is still high, especially in the Central Highlands and Northern Mountains where ethnic minorities and hard-to-reach rural communities reside. This is exacerbated by the slow reductions in wasting – when children are desperately thin and have compromised immune systems.²

Severe wasting or severe acute malnutrition (SAM) is the most severe and life-threatening form of malnutrition; children are 5 to 20 times more likely to die from common illnesses like pneumonia and diarrhea. For a child suffering from severe wasting, treatment with specifically targeted ready-to-use therapeutic products is critical. About 5.4 per cent of children under-five are wasted and among them, more than 200,000 children suffer annually from SAM. What is more concerning is that 90 per cent of these children do not receive the life-saving therapeutic products. The challenge that the Government and the Ministry of Health (MOH) now face is to get these therapeutic products to children in the most vulnerable families, particularly those in remote and ethnic minority areas – who cannot afford the treatment.

Each day, 100 children under-five die of preventable causes - undernutrition contributes to nearly 45 per cent of these deaths. Ethnic minorities are affected the most with child mortality rate 3.5 times higher than the rest of the population.

A further nutrition challenge is zinc deficiency among children under-five with more than half (58 per cent) of children having zinc deficiency. The situation is even more serious in the ethnic minority-dominated Northern Mountainous and Central Highlands regions with rates exceeding 66 per cent and even 81.9 per

cent for pregnant women in the former. Conversely, the prevalence of overweight and obesity among children aged 5-19 years has more than doubled from 8.5 per cent in 2010 to 19 per cent in 2020.

Reducing child malnutrition requires a multisectoral approach – it requires concerted action by key stakeholders like government institutions, community and caregivers of children, national and local authorities, and non-governmental organizations to ensure policies, programmes and budgets at all levels create an enabling environment to tackle the triple burden of child malnutrition.

UNICEF complements all this by influencing policy changes, identifying and implementing innovative solutions, building capacity of key stakeholders, and contributing to social and behaviour change. With this focus, UNICEF prioritizes reaching the most vulnerable populations that have the greatest inequities, like ethnic minority groups and others in hard-to-reach and rural areas.

With a mission to ensure the well-being of children worldwide, UNICEF aims to leverage affiliate marketing to extend its reach and impact specifically increasing supporter engagement for the Nutrition Program.

2. Justification for Requesting an Agency

UNICEF is seeking a reputable agency to assist in managing an Affiliate Marketing Campaign for the Nutrition Programme.

UNICEF recognizes the specialized expertise required for effective affiliate marketing. Engaging an agency will ensure a strategic and targeted approach, maximizing the potential of this campaign to increase supporter engagement and support for children in need.

3. Purposes and Objectives

The primary purpose of this project is to enhance UNICEF's increasing supporter engagement efforts for the Nutrition Program through a well-executed affiliate marketing campaign. The objectives include:

- Increasing supporter engagement and acquisition through affiliate partnerships.
- Establishing a sustainable framework for ongoing affiliate marketing initiatives.

4. Methodology and technical approach

The selected agency should propose a comprehensive methodology, incorporating ethical affiliate recruitment, innovative campaign strategies, and robust performance analytics. Technical approaches should align with UNICEF's values and comply with international standards.

5. Scope of work, deliverables and timeframe

#	Tasks and deliverables	Timeline
1.	<p>Deliverable 1: Develop and Implement Affiliate Marketing Strategy</p> <ul style="list-style-type: none"> • Conduct market research to identify key demographics and potential affiliate partners for the Nutrition Programme. • Formulate a comprehensive affiliate marketing strategy aligned with UNICEF's mission and values, specifically tailored for the Nutrition Programme. • Define clear objectives, KPIs, and success metrics for the campaign. 	Mid-June to Mid-July 2024

2.	<p>Deliverable 2: Affiliate Recruitment and Onboarding</p> <ul style="list-style-type: none"> • Develop and implement a recruitment plan to attract affiliates with a genuine commitment to UNICEF's Nutrition Programme. • Design and execute an onboarding process, providing affiliates with the necessary information and resources related to the Nutrition Programme. • Ensure compliance with ethical standards and UNICEF guidelines in the recruitment process. 	Mid-July to September 2024
3.	<p>Deliverable 3: Develop Effective Affiliate Partner Collaboration Mechanism</p> <ul style="list-style-type: none"> • Develop the initiative and mechanism to work closely with affiliate partners, fostering strong collaboration for mutual success. 	Mid-June to Mid-July 2024
4.	<p>Deliverable 4: End-to-End Campaign Management</p> <ul style="list-style-type: none"> • Create engaging creative assets and promotional materials in collaboration with UNICEF's team, highlighting the impact on the Nutrition Programme. • Implement and manage affiliate campaigns, optimizing for maximum reach and impact on nutrition awareness and support. • Monitor and analyze campaign performance, providing regular reports on key metrics related to the Nutrition Programme. 	September to November 2024

6. Payment Schedules

- 30% payment upon the completion and acceptance of Deliverable 1 and 3
- 40% payment upon the completion and acceptance of Deliverable 2
- 30% payment upon the completion and acceptance of Deliverable 4

7. Management

- The assignment is undertaken under the overall supervision of the Strategic Partnership and Marketing Specialist.
- Designate a dedicated project manager from the agency to serve as the primary point of contact.
- Schedule regular progress meetings and submit detailed reports on activities, challenges, and achievements.
- Collaborate with UNICEF's team to ensure alignment with organizational goals and values, specifically for the Nutrition Programme.

8. Qualifications and experiences required:

Interested agencies should have:

- Local office in Viet Nam
- Proven experience in developing and executing successful affiliate marketing campaigns.
- Track record of working with non-profit organizations or similar entities.
- Demonstrated ability to manage complex, international projects in multicultural settings.
- A close and strong relationship with famous publishers in Vietnam, showcasing a successful history of collaboration.

Affiliate Definition: For the purpose of this TOR, "affiliates" refer to external partners, individuals, or organizations who collaborate with UNICEF in promoting and marketing initiatives for the Nutrition Programme. Affiliates may include publishers, influencers, content creators, and other entities that contribute to the successful execution of the affiliate marketing campaign for the Nutrition Programme.

9. Structure of the Proposals

Proposals should be structured as follows:

- Technical Proposals should address each deliverable, providing a detailed plan, timeline, and team composition.
- Financial Proposals should offer a comprehensive breakdown of costs associated with each deliverable, inclusive of all relevant fees and expenses.

Bidders are required to provide a financial proposal by providing an all-inclusive rate for all tasks in section 5 of this 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 all taxes as UNICEF is a tax-exempted organization.
- Financial Proposals must be submitted separately to Technical Proposals
- Prices/rates must be submitted in Vietnam Dong (VND).

10. Technical and Financial evaluation criteria and relative points

Technical Criteria	Technical Sub-criteria	Maximum Points
Company and Key Personnel	Reputation of Agency and Staff (Competence/Reliability)	5
	Range and depth of experience with similar projects - Number of customers - Size of projects - Number of staff per project - Client references	10
	Personnel qualifications: - Relevant experience, qualifications and position with firm	10
	Maximum Points for Company and Key Personnel	25
Proposed Methodology & Approach	Strategic approach	15
	Project management, monitoring and quality assurance process	15
	KPI committed	15
Maximum Points for Proposed Methodology and Approach		45

TOTAL Maximum		70
	Financial Criteria	Max points
1	Inclusive proposed pricing or fee structure for the deliverables mentioned in TOR	5
2	Value of Breakdown of costs, including labor, materials, overhead, and any other expenses	15
3	Value of Discounts, incentives, or special offers being provided	10
TOTAL Maximum		30

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

11. General Conditions

Agencies are required to use corporate bank accounts only (no individual bank accounts shall be accepted for UNICEF’s contracts).

No advance payments or deposits shall be disbursed by UNICEF. Payment will be made within 30 days of submission of the corresponding authenticated and accepted validation report, also including:

- a) Invoice
- b) Reference contract number
- c) Proof of delivery of the required tasks and deliverables accepted by UNICEF.

Women-owned companies are encouraged to bid. Preference will be given to equally technically qualified women-owned companies.