**TERMS OF REFERENCE**

**BROADCAST OF VIDEO SONG ON DIGITAL AND MASS MEDIA**

**1. Introduction**

Center for Communication Programs Pakistan is working with Johns Hopkins Center for Communication Programs, Mercy Corps and Rural Support Programmes Network to implement the Health Communication Component of USAID’s-Maternal and Child Health (MCH) Program. Health communication plays a pivotal role in brining social change and improving healthier behaviors for reducing maternal and child mortality in the country. This TOR is for broadcast of a video song of five minutes 15 seconds duration.

**2. Health Communication Component**

The Health Communication Component is part of USAID’s Maternal and Child Health Program. The MCH Program is operating primarily in the rural areas of Sindh. The HCC is a five-year project for reducing maternal and infant mortality by using a package of social and behavior change communication interventions. Center for Communication Programs Pakistan (henceforth, Center) is providing support to Johns Hopkins Center for Communication Programs in the design and implementation of mass-media interventions. Center is a premier organization in Pakistan, which specializes exclusively in development communications. Center leads with a solid experience in development and implementation of multi-media communication interventions with an integrated approach to effectively reach out to diverse set of audiences.

**3. objectives OF THE ASSIGNMENT**

This TOR, as mentioned above, is on the launch of a video song on digital and mass media with a strategy that offers maximum reach and penetration

**4. scope OF THE ASSIGNMENT**

The scope of the assignment is to quote your best rates against the media template, which has been annexed with the TOR in addition to proposing a digital media strategy within the mentioned budget. The Mass Media and Digital Media Spent should have a ratio of 90-10 respectively (90% allocated for mass media and 10% allocated to digital media)

**5. PROPOSAL SUBMISSION:**

Interested parties must submit their proposals by-hand by 5:00 pm, November 15, 2016 to:

Address: Finance Section

Center for Communication Programs Pakistan

Plot 23, Street 39, I&T Center, G-10/4

Islamabad

* The proposals quote broadcast rates as per the prescribed media-airing plan and digital media plan annexed to this TOR. Plans that do not follow the prescribed formats shall be rejected.

**6. TIMELINES**

The total duration of the assignment is either 10 days or 20 days of broadcast. Interrelated activities for this assignment along with expected duration is provided in the following table:

|  |  |  |
| --- | --- | --- |
| **Stage** | **Description** | **Duration** |
| 1 | Final Media plan to be shared with CCPP with earned media mileage | Week 1 |
| 2 | Final Media Plan to be approved by CCPP and consortium partners | Week 1 |
| 3 | Broadcast of the Video Song and launch on digital media | Week 2,3,4 |
| 4 | Proof for Broadcast and Digital Placement | Week 5 |
| 5 | Invoices to be submitted by the Broadcast Agency | Week 5 |
| 6 | Payment Processed | Week 6 |

**7. SPECIFICATION**

Broadcast:

Quote your best per minute rates for the timeslots and channels in the media-planning template. There are separate sheets for TV, Radio and Digital Media.

Proposal Cover Sheet:

Fill in the proposal coversheet attached as Annexure 1 of the TORs

**8. PAYMENT TERMS**

Payments shall be made on the basis of submitted invoices within 30 working days as per the following payment plan:

|  |  |  |
| --- | --- | --- |
| **#** | **Deliverable** | **Payment** |
| Broadcast | | |
| 1. | Submission of airing certificates as per the airing plan | 100% |

**9. SUPPORT**

It is the responsibility of the interested party to arrange for all logistics and provision of administrative, security and technical support other than the ones mentioned above.

**10. DUTY STATION**

The interested party may be based anywhere in Pakistan but would work in close coordination with Component Offices in Islamabad and Karachi; travel to field may also be required for consultation with government counterparts.

**11. QUALIFICATIONS OR SPECIALIZED KNOWLEDGE/EXPERIENCE REQUIRED**

The Agency must have:

* Extensive experience, at least ten years or more, of working in the domain of media planning and buying;
* Proven track-record of disseminating large scale mass media campaigns;
* Deep understanding and familiarity with media planning and buying issues;
* Mobility and willingness to accept assignments at short notice; and
* Latest software tools for calculating the GRPs and other leading indicators of the broadcasted campaign

**ANNEX I: PROPOSAL COVER SHEET**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Legal Name of Organization | Name:  Website: | | | |
| Legal Name of other organization(s) if submitted as consortium | Name:  Website: | | | |
| Name and contact information of Focal Person | Name:  Address:  Telephone:  Cell:  Email: | | | |
| Registration Status | Operational since: |  | Registration under: |  |
| Your Proposal Includes:  (Tick to reconfirm that you have included the following with your proposals) | Company profile ☐  Credentials/Profiles of the Media Team ☐  Broadcast Media Plan ☐  Digital Media Plan ☐ | | | |
| Name and Signature |  | | | |

**ANNEX II: MEDIA PLANNING TEMPLATE**

Kindly download the Media planning templates for both Digital and Mass Media from the link:

<http://ccp-pakistan.org.pk/procurement-notices/>