**TERMS OF REFERENCES**

**OUTDOOR BRANDING AND DIRECT MARKETING**

**1.0 Preface:**

These Terms of References have been prepared by Center for Communication Programs Pakistan (CCPP), which is facilitating Johns Hopkins University Center for Communications Programs (CCP) in implementing the Health Communication Component of Mother and Child Health Program. The TORs have been prepared to hire a suitable organization for outdoor branding and direct marketing services in its focused districts in Sindh. The activity is likely to start any time after 20th December so all the participating organizations must apply in case they have the capacity to deliver the services as mentioned in the scope of services in section 1.4 of the TORs.

**2. Health Communication Component**

The 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.

The Health Communication Component is part of USAID’s Maternal and Child Health Program. The MCH Program is operating 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. The Center for Communication Programs Pakistan (CCPP), is providing support to Johns Hopkins Center for Communication Programs in the design and implementation of mass-media & mid-level media interventions. The HCC consortium 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**

The objective of the assignment is to propose, design, execute and implement mid level media interventions for the bright star movement.

**3.1 Bright Star Movement Objectives & Audience:**

“Bright Stars Working Together for a Brighter Future” is the central theme for the MCH program. HCC, under the supervision of CCP and in partnership with the Department of Health and Population Welfare Department is promoting this central theme in the focused districts of Sindh for inspiring action from the communities. Like for any other campaign/movement, the multimedia and multi-channel approach is necessary or widening and deepening the reach of the core theme and set of messages. The movement is targeting the local communities in 10 focused districts of Sindh, namely Sanghar, Mirpurkhas, Ghotki, Jacobabad, Nausherofoeroze, Sukkur, Shikarpur, Larkana, Matiari and Umerkot to adopt healthy behaviors for saving lives of mothers and newborn. The campaign is particularly targeted to married couples and males/females in their marriageable ages. The following are the objectives of the campaign:

* To inspire communities to work together in saving lives of mothers and children in the focused districts
* To educate couples in taking better decisions for a healthier/ happier life

**3.2 Mid-Level Media:**

Mid-level media, as the name indicates, refers to the range of channels and activities that can enhance the campaign reinforcing the mass media and supporting interpersonal communication. Depending upon the audience and geographic area, the mid-level media option can vary from case to case. However these TORs will only focus on limited activities, which are mentioned as follows:

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|  | **Category: Outdoor Media** | |
| S.No | Essential Activities | Value Added Activities |
| 1 | Billboards | Pole Signs, Posters, Stickers and Signage for BHUs |
| 2 | Selected Railway Stations of Sindh preferably in our focused districts | Bus Stations, Transit media within the focused districts of Sindh |

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| --- | --- | --- |
|  | **Category: Direct Marketing** | |
| S.No | Essential Activities | Value Added Activities |
| 1 | Street Theatre and Mobile Branded Float | Food Stalls, Shopping Stalls, Folk Performances, Quiz Programs, Media Partnership, Doctor’s Talk, Branded Gift Items |

**4. Scope of Work:** The scope of work includes the design, production, implementation, monitoring and reporting of outdoor media and direct marketing activities. The table below outlines the responsibilities of the selection agency. Columns marked “Yes” are the responsibility of the bidder. The columns left empty can be potentially asked as well so please ensure that your organization has the necessary capacity/skill for that. The columns that mention “No” will be the responsibility of CCP/CCPP. The detailed scope of work shall include the following:

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| --- | --- | --- | --- | --- | --- |
| **Category: Outdoor Media** | | | | | |
|  | Design | Production | Installation | Monitoring | Reporting |
| Billboards across the 10 focused districts | No | Yes | Yes | Yes | Yes |
| Pole Signs |  | Yes | Yes | Yes | Yes |
| Posters |  | Yes | Yes | Yes | Yes |
| Stickers | No | Yes | Yes | Yes | Yes |
| BHU Signage |  | Yes | Yes | Yes | Yes |
| Railway Station Branding | Yes | Yes | Yes | Yes | Yes |
| Bus Stations | Yes | Yes | Yes | Yes | Yes |
| Transit Media | Yes | Yes | Yes | Yes | Yes |

In the direct marketing category, we have specified some of the things that will be needed from your organization, however knowing that it’s a specialized task, propose other items that you deem necessary. It is worth mentioning that preference will be given to organizations offering turnkey solutions fulfilling all responsibilities of the activity.

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| **Category: Direct Marketing** | | | | | |
|  | Design | Production | Installation | Monitoring | Reporting |
| Street Theatre | Script needed | Crew, Cast, Equipment, Rehearsal & local marketing | Branding, Venue, Audience Attendance, Logistics | Reporting indicators mutually agreed | Daily, weekly and monthly report |
| Branded Float | Dimensions and design | Truck, Stage, Sound, Music | All production & arrangement | Reporting indicators mutually agreed | Daily, weekly and monthly |
| Food Stalls | Size & signage | Local food items & stalls | Install & uninstall | Reporting indicators mutually agreed | Daily, weekly and monthly |
| Shopping Stalls | Size & signage | Propose local shopping items & stalls | Install & uninstall | Reporting indicators mutually agreed | Daily, weekly and monthly |
| Folk Performances | Propose artists | Arrange performances | Multiple performance in all areas | Reporting indicators mutually agreed | Daily, weekly and monthly |
| Quiz Programs | Develop set of questions | Arrange host and format | Install & uninstall along with the carnival | Reporting indicators mutually agreed | Daily, weekly and monthly |
| Media Partnership | Promotion partnership | Arrange regional level media for hype & promotion | Ensure regular placements as promotion packages | Reporting indicators mutually agreed | Daily, weekly and monthly |
| Doctor’s Talk | Arrange a suitable doctor on MCH issues | Content of the talk, QA session | Ensure presence and quality of talk delivery | Reporting indicators mutually agreed | Daily, weekly and monthly |
| Branded Gift Items | Propose suitable cost effective branded items | Production and  Quality Assurance | Dissemination across focused districts with some criteria | Reporting indicators mutually agreed | Daily, weekly and monthly |

**5. Deliverables:** The deliverables are separately mentioned for both the assignments:

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| **Deliverables for the Outdoor Media** | |
| Activity | Deliverable |
| Billboards across the 10 focused districts | List and rates of billboard sites with confirmed availability within the focused districts. Necessary written and pictorial documents are required for qualifying the assignment |
| Pole Signs | List and rates of pole signs with confirmed availability within the focused districts. Necessary written and pictorial documents are required for qualifying the assignment |
| Posters | Design, printing quote and dissemination plan for the posters |
| Stickers | Design, printing quote and dissemination plan for the stickers |
| BHU Signage | Design, printing quote and dissemination plan for the BHU signage. The list shall be provided by CCPP |
| Railway Station Branding | List of railway stations, branding options, estimated costs for the railway station branding. |
| Bus Stations | List of bus stations, branding options, estimated costs for the bus station branding. |
| Transit Media | List of transit media branding options, estimated number of vehicles and proposed costs |

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| **Deliverables for the Outdoor Media** | |
| Activity | Deliverable |
| Street Theatre | Activity plan, script, performance details, cast, duration of performance, crew and equipment list and route plan, proposed cost for each performance keeping in mind 50 to 100 performances across the focused districts |
| Branded Float | Activity plan, crew and equipment list and route plan, proposed cost for 50 to 100 performances across the focused districts |
| Marketing Plan | Plan to ensure a gathering of 500 to 1000 family individuals including children, women and men. While you can propose multiple activities, we think local announcement through microphones in a small vehicle will be both effective and cost-effective |
| 2 to 3 Food Stalls | List of items, number of people the food stalls will serve, design, signage and route plan |
| Shopping Stalls | List of items, number of people the food stalls will serve, design, signage and route plan |
| Folk Performances | Name of the performance and performer, performance duration, description in minimum possible words, |
| Quiz Programs | Quiz design, Questionnaire derived from the theater script and some basic information regarding MCH and gift items |
| Media Partnership | List of radio and TV stations who can be potential partners for marketing and showcasing the street theater/ health carnival |
| Doctor’s Talk | Doctor’s portfolio, authenticity of professional credibility, content for delivery and written sample of talk sessions |
| Branded Gift Items | Stickers, key chains, matchboxes, P-Caps and other sample materials for the branded gift items |

**6. Timelines:** All the activities are assuming a time period starting December 2016 till March 2017

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| **Outdoor Branding** | **Timeline (in Weeks)** | | | | | | | | | |
| **Activities** | **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** |
| Contract Signing |  |  |  |  |  |  |  |  |  |  |
| List of all outdoor branding options available for 1-3 months from January till March as mentioned in scope of work |  |  |  |  |  |  |  |  |  |  |
| Final negotiated cost vis-à-vis proposed activities |  |  |  |  |  |  |  |  |  |  |
| Production of outdoor materials |  |  |  |  |  |  |  |  |  |  |
| Installation of billboards, pole signs, posters and stickers |  |  |  |  |  |  |  |  |  |  |
| Installation and production of BHU signage |  |  |  |  |  |  |  |  |  |  |
| Production and Installation of Railway Station Branding, Bus Stations and Transit Media |  |  |  |  |  |  |  |  |  |  |

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| **Direct Marketing** | **Timeline (in Weeks)** | | | | | | | | | |
| **Activities** | **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** |
| Contract Signing |  |  |  |  |  |  |  |  |  |  |
| Detailed operational plan for street theatre and associated activities |  |  |  |  |  |  |  |  |  |  |
| Script, Crew, Cast and first rehearsal finalized |  |  |  |  |  |  |  |  |  |  |
| Route plan and Marketing Plan |  |  |  |  |  |  |  |  |  |  |
| Performance across 4 districts |  |  |  |  |  |  |  |  |  |  |
| Performance across 3 districts |  |  |  |  |  |  |  |  |  |  |
| Performance across 3 districts |  |  |  |  |  |  |  |  |  |  |

**7. Specifications:**

We understand that the specifications of the outdoor branding as well as direct marketing activities will vary from district to district and activity to activity, we are attaching a sample working template with the TORs to enable better planning and ensure maximum coherence among the activities across all the focused districts. The sample template has been uploaded as part of the TORs.

**8. Payment Terms & Milestones:**

* Payments shall be made on the basis of submitted invoices within 30 working days

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| **Outdoor Branding** | | |
| S.No | Payment Milestone | Payment Percentage |
| 1 | Finalization of all outdoor branding designs | 20% |
| 2 | Installation of billboards, pole signs, posters and stickers | 30% |
| 3 | Installation and production of BHU signage, Railway Station Branding, Bus Stations and Transit Media | 30% |
| 4 | Final Report and M&E Report | 20% |

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| **Direct Marketing** | | |
| S.No | Payment Milestone | Payment Percentage |
| 1 | Final plan for street theatre including script, cast, crew and route plan | 20% |
| 2 | First 40% performances across focused districts | 30% |
| 3 | Second 30% performances across the focused districts | 20% |
| 4 | Third 30% performances across the focused districts | 20% |
| 5 | Final report and M&E report | 10% |

**9. Support**

CCPP shall provide the following support during the assignment:

* Technical Backstopping on all the content, to be developed under outdoor branding and direct marketing activities
* Getting necessary Government Approvals if needed
* Facilitating route plan in selected areas

Participating firms are responsible for all logistical, administrative, security and technical arrangements

**10. Duty Station**

The duty station is Karachi, Islamabad and the focused districts and no TA/DA shall be provided while traveling to these areas

**11. Last Date to Apply:**

The last date to apply is 18th December 2016. The last date to send questions is 15th December ([info@ccp-pakistan.org.pk](mailto:info@ccp-pakistan.org.pk)). Your organization can apply for either outdoor branding, direct marketing or both of them. Do ensure that your proposals include the Proposal Cover Sheet, Mid-Level Media Working Template and Organizational Profile Template.