

# INVITATION TO BID

National Level Media Campaign

(LKA/20/50/UND)

**SRI LANKA**



International  
Labour  
Organization

September 25, 2020

# Section 1. Letter of Invitation

September 24, 2020

## National Level Media Campaign

Dear Mr/Ms: Bidder,

The International Labour Organization (ILO) hereby invites you to submit a Bid to this Invitation to Bid (ITB) for the above-referenced subject.

This ITB includes the following documents:

Section 1 – The Letter of Invitation

Section 2 – Terms of Reference

- 2.1 Introduction
- 2.2 Background
- 2.3 Scope of work
- 2.4 Support provided by ILO
- 2.5 Schedule and Reporting
- 2.6 Completion criteria
- 2.7 Payment terms
- 2.8 Special terms and conditions
- 2.9 Proposal requirements
- 2.10 Evaluation criteria

Section 3 – Key activities to be undertaken by the Bidder

Sealed bids comprising of Technical proposal and financial proposal to be addressed to

The Country Director,

ILO CO-Sri Lanka and the Maldives,

202-204, Bauddhaloka Mawatha, Colombo 07, Sri Lanka

The proposals should be received by ILO no later than **12th October 2020** indicating the project number (LKA/20/50/UND) right-top corner of the envelop.

ILO looks forward to receiving your Bid and thanks you in advance for your interest in ILO procurement opportunities.

Yours sincerely,

Ayoma de Silva, Senior Operations Officer, ILO-Sri Lanka

## Section 2. Terms of Reference

### 2.1 Introduction - The UN COVID-19 Response and Recovery Multi-Partner Trust Fund (UN COVID-19 MPTF) Communication Campaign

The COVID-19 crisis has hit hard particularly micro and small enterprises (MSEs) in Sri Lanka. Health and safety of those working in these often-congested enterprises is paramount in light of COVID-19, as is the need to keep them and the workers they employ financially afloat. With a return to work scenario imminent, the project will provide support to MSEs to operate in a COVID-19 safe environment while assisting them to access Government Financial Stimulus Packages through Government and/or private sector channels to restart their businesses. The strategy includes MSE support through specific Occupational Safety and Health (OSH) preventative measures, business continuity planning, entrepreneurship support, manager-worker dialogue and on-line delivery channels and training thereby enhancing sustainability and ensuring decent work. This dual strategy of OSH precautionary measures and access to Government Financial Stimulus Packages will help mitigate the adverse health and socio-economic impact on vulnerable enterprises and hundreds of thousands of workers they employ, allowing Sri Lanka to faster and steady recovery.

The MPTF project is designed based on the Government of Sri Lanka development priorities and following consultations with the Employer's Federation of Sri Lanka and other social partners. The strategy secures value for money by building on existing or recent collaboration with national or local institutions.

The project implemented by the International Labour Organization's (ILO) in collaboration with United Nations Office for Project Services (UNOPS) and World Health Organization (WHO). While specific pilot interventions are designed for MSEs in the Kalutara and Gampaha district, with a special focus on female owned enterprises, through communication campaigns, the project will target MSEs across Sri Lanka.

Communication is an integral part of the project and the Decent Work Country Programme 2018-2022, requiring a comprehensive communication strategy encompassing outreach and advocacy, as well as media relations and awareness-raising activities targeting social partners and the general public.

### 2.2 Background

The project's communication activities contain three communication campaigns, at national and district level, targeting micro and small business owners with the messages based on the following key topics:

1. **Operational Safety and Health Awareness** - Operational Safety and Health (OSH) precautionary measures in terms of COVID -19; why it's important to adhere to these measures and how to apply these measure
2. **Awareness on Access to Government Financial Stimulus Packages** – what are the Government Financial Stimulus Packages options available for MSEs in terms of restarting the business after COVID-19 lockdown and what are the ways that MSE owners can access these packages
3. **Psychosocial Awareness** – COVID-19 related psychosocial issues faced by MSE owners and workers, how to identify them, and how to overcome them

ILO is looking to hire an advertising communications agency, herein referred to as the vendor, to develop and provide services related to the communication campaign.

### 2.3 Scope of work

Under the guidance of the ILO programme officers and the project's communication team, the vendor will be responsible for undertaking the activities listed in appendix-a

Key responsibilities of the vendor:

The vendor shall provide advice on the communication strategies in terms of the target audience and message dissemination as well as creative approach for the activities listed under appendix-a, and:

- Develop high quality video (animated), audio, and print assets, and other material to support the project's communication campaign.
- Propose and deliver on effective media dissemination of the assets developed, across both online and offline channels (Including ATL and BTL where necessary) - the vendor has to identify the best suited media platforms, media houses and if necessary, identify specific programs, channels, or print medium to suit the projects requirements
- Support the projects PR elements through media engagement – the vendor has to identify the best suited media platforms, media houses and if necessary, identify specific programs, channels, or print medium to suit the projects requirements
- Maintain consistency in terms of creative approach and branding
- Provide necessary visibility to ILO and project partners
- All assets to be developed in English and adaptations be provided in local languages – Vendor has to ensure best quality in language recognising the target audience
- Present campaign strategy and assets developed to various stakeholders

Desired qualifications/experience

- In- house capacity and experience in media buying and media scheduling across channels (TV, Radio, Print, Digital), with good understanding of how media houses function, and popular programmes, and experience working with media houses and negotiating air-time and media space to the best advantage of the client.
- In-house capacity to undertake PR activities that support the campaign with excellent negotiation skills to work closely with the media houses or the best interest of the client and the project
- Experience in organizing outreach and engagement activities including press conferences and activation events
- At least 5 years demonstrated experience in developing and disseminating insight-driven, effective, national level, tri-lingual 360- communication campaigns

### 2.4 Support provided by ILO

- Provide detailed briefings for the development of creative assets with awareness messages under each activity
- Guide the vendor in terms of the PR requirements and creative assets development, directing them where necessary, to the requirements of the project and partners
- Provide guidance in terms of ILO branding and partner branding required
- Provide technical guidance where needed
- Provide technical personalities for activities that require technical personalities
- Provide feedback and timely sign-off to ensure the project runs smoothly
- Provide ILO branding guidelines, and ILO technical guidelines for videography and video animation

## 2.5 Schedule and Reporting

- The communications activities will commence by 15 October and end by 15 December
- Once the vendor is on board, a detailed communication plan with timelines and the communication approach needs to be developed by the vendor and deliver according to the time line indicated during the briefing
- With each component of the campaign the vendor is required to provide a report in terms of assets developed, approach used, and media reach achieved.

## 2.6 Completion criteria

At the completion of each activity the vendor is required to handover the final product to the ILO office; depending on the activity the final product may differ i.e. video, audio, visual etc

## 2.7 Payment term

Payment terms will be agreed upon during the briefing

## 2.8 Special terms and conditions

- All information and images pertaining to this project will belong to ILO who shall have exclusive rights over their use. Both ILO and the company will adhere to international copyright law.
- Partial bidding is not allowed

## 2.9 Proposal requirements:

- Your offer, comprising of a Technical Bid and financial proposal, in separate sealed envelopes, should be submitted in accordance with appendix-a (As detailed in appendix –a, please note that production of video, audio, assets is only required for two campaigns: 1. Access to Government Financial Stimulus Packages Awareness; 2. Psychosocial Awareness)
- Financial proposal
  - Pricing for each activity(refer appendix-a)
- Technical proposal to include the following
  - Draft timeframes for activities, specifically indicating the timeframes for the development of creative approaches and video and audio assets
  - Team profile to support vendor's capacity to deliver on creative, media and PR components
  - Work portfolio to support previous experience in executing national level 360<sup>0</sup> campaigns (please provide at least 2 previous campaigns)

## 2.10 Evaluation criteria

- **Overall technical evaluation criteria:**
- ILO will use the Combined Scoring Method which is 70%-30% distribution for technical and financial proposals, respectively. The minimum passing score of technical proposal is 490 points that is equivalent to 70% as well.

- The Technical Proposal will be assessed based on the 3 major criteria as shown in the table below.

Summary of Technical Proposal	Total Points
Part 1: Consultancy Firms' experience	200
Part 2: Proposed methodology, work plan and approach	200
Part 3: Resource team capacity	300
<b>Total</b>	<b>700</b>

Details of evaluation criteria and marking scheme:

Part 1: Competence/expertise of the organization:

No	Criteria	Points
1.1	Minimum 5 years' business continuation in Sri Lanka, and proven experience in handling wide scale media campaign across all channels (TV, Radio, Print, Digital)	100
1.2	Relevance of specialized knowledge and experience on similar national level media campaigns done in the country	100

Part 2: Proposed methodology, work plan and approach

No	Criteria	Points
2.1	Demonstration of Methodology and innovative approach (based on an understanding of the objectives, sound methodology and strategy, and creative approach)	100
2.2	Realistic work plan, including details on specific tasks and timeline as well as contingency measures	50
2.3	Defined tasks for the scope of work and alignment to the TOR	50

Part 3: Resource team

No	Criteria	Points
3.1	Previous work experience of the campaign team	50

3.2	Sufficient human resources with local language fluency to undertake scope of work and deliverables. Should have a team composed of team leader and technical experts in different areas which demonstrates the ability to undertake the scope of work and deliverables, including subject expertise.	150
3.3	Relevant professional qualifications of resource team.  The team leader should have a minimum of at least 10 years of professional experience in conducting similar scale of national level campaigns (specially in emergency communication context) The technical experts should have a minimum at least 5 years of professional experience in their specific area and should have been engaged in similar national level media campaigns.	100

### Section 3- Key activities to be undertaken by the Bidder

#### Appendix – a:

No	Item	Specifications/Description
1	<b>Production of video, audio, and assets (For 2 campaigns)</b>	<p>Develop a creative approach and design and produce <u>animated</u> videos and audio assets for two of the main categories of the project. The assets will be used for a national mass media campaign targeting MSE sector via national television and radio. The two categories are:</p> <ol style="list-style-type: none"> <li>1. Access to Government Financial Stimulus Packages awareness</li> <li>2. Psychosocial awareness</li> </ol> <p>Under each category up to four video assets to be developed along with the corresponding audio assets</p> <p>This includes designing concepts, scripting, storyboarding, V/O, editing, approvals and any other activities required to produce assets of high quality in line with the requirements and the branding guidelines of ILO and the project.</p> <p>Video/audio assets to be approximately 30seconds (with 10/5 seconds as appropriate based on the 30 seconder)</p> <p>Each asset to be developed in English with Sinhala and Tamil language adaptations</p>



2	<b>Mass dissemination schedule for campaign (For all 3 campaigns)</b>	<p>Design a mass dissemination schedule for the three campaigns:</p> <ol style="list-style-type: none"> <li>1. OSH awareness</li> <li>2. Access to Government Financial Stimulus Packages awareness</li> <li>3. Psychosocial awareness</li> </ol> <p>This should include TV, Radio scheduling on national TV , radio stations (in all three languages), targeting primetime programmes, and programmes with high affinity among target audience. Under each category the reach (viewership and listenership) has to be over 7 million for TV and Radio</p> <p>The schedule should include programmes/stations in English, Sinhala and Tamil</p> <p>Dissemination via online mediums to be included where effective</p> <p>Dissemination via innovative channels to reach target audience of MSEs to be included</p> <p>The cost should include placement costs</p>
3	<b>Media Event</b>	<p>Plan, organize, and implement a media event based on one of the key activities of the project. This should include:</p> <p>Securing coverage from leading media (print, TV and Radio, social in all three languages);</p> <p>Engaging with the media to ensure coverage</p> <p>Translation of press release to Sinhala and Tamil, and gaining approval from ILO for all releases;</p> <p>Designing a media package to be distributed at the event (this should include proper project branding, media release, and other information pertaining to the project</p> <p>Photography and video coverage of the event</p> <p>Monitoring and reporting of media coverage (post event; provide detailed report on media attendance as well as the coverage gained through the event)</p>
4	<b>Media Release</b>	<p>Secure coverage from leading media (print, TV and Radio, social, in all three languages) for a media release announcing project activities and achievements and should include:</p> <p>Engaging with the media to ensure coverage for the release</p> <p>Translation of release to Sinhala and Tamil, and gaining approval for all releases;</p> <p>Monitoring and reporting of media coverage (post event; provide detailed report on media attendance as well as the coverage gained)</p>

5	<b>Print Interview (For all 3 campaigns)</b>	<p>Identify and coordinate with appropriate print media house(s) to facilitate journalist interviews articles to cover the following topics in all three languages:</p> <ol style="list-style-type: none"> <li>1. OSH awareness</li> <li>2. Access to Government Financial Stimulus Packages awareness</li> <li>3. Psychosocial awareness</li> <li>4. Understanding and responding to the multi-dimensional vulnerabilities faced by female owned MSEs</li> </ol> <p>This should include:</p> <ul style="list-style-type: none"> <li>-Pitching to appropriate print media house(s)</li> <li>-A total of four interviews conducted under the above topics</li> <li>-The interview to be in English/Sinhala and the translated versions in all three languages to be placed in newspapers/magazines</li> <li>-Briefing spokesperson</li> <li>- Coordinating write-ups and providing translations</li> <li>- Media management during the interview</li> <li>- Monitoring and reporting of media coverage (post interview; provide detailed report on media attendance as well as the coverage gained)</li> </ul>
6	<b>Print Op-ed</b>	<p>Identify and coordinate with appropriate print media house to facilitate OP-ED articles to cover the following topics:</p> <ol style="list-style-type: none"> <li>1. Psychosocial awareness</li> <li>2. Access to Government Financial Stimulus Packages awareness</li> <li>3. Psychosocial awareness</li> <li>4. Understanding and responding to the multi-dimensional vulnerabilities faced by female owned MSEs</li> </ol> <p>This should include:</p> <ul style="list-style-type: none"> <li>-Pitching to appropriate print media house</li> <li>-Conduct necessary interviews and provide draft op-eds for approval</li> <li>-The main op-ed to be in English and the translated versions in Sinhala and Tamil to be placed in respective local language newspapers/magazines</li> <li>- Coordinating writeup and providing translations</li> <li>- Monitoring and reporting of media coverage (post publication; provide detailed report on media attendance as well as the coverage gained)</li> </ul>

7	<b>TV Interviews</b>	<p>Identify and coordinate with appropriate TV stations to provide opportunities for persons with specific technical expertise to appear on TV interviews or talk shows. The subject areas for the interviews/talk shows are as below and to be conducted in any two of the languages as appropriate (vendor can propose TV programmes/stations recognizing the subject areas and audience):</p> <ol style="list-style-type: none"> <li>1. OSH awareness</li> <li>2. Access to Government Financial Stimulus Packages awareness</li> <li>3. Psychosocial awareness</li> <li>4. Value Chain Financing</li> <li>5. Understanding and responding to the multi-dimensional vulnerabilities faced by female owned MSEs</li> </ol> <p>The activity includes</p> <ul style="list-style-type: none"> <li>-Identifying and recommending the TV stations/programs</li> <li>- Pitching interview to the television media house(s)</li> <li>- Interview set up and coordination with television media house(s)</li> <li>- Briefing technical experts</li> <li>- Media management during the interview</li> <li>- Monitoring and reporting of media coverage (post interview; provide detailed report on media attendance as well as the coverage gained)</li> </ul>
8	<b>Print Magazine articles</b>	<p>Identify and coordinated with appropriate print house/business magazine to provide opportunities for persons with specific technical expertise to be interviewed on the subject of Value Chain Financing. The vendor can recommend appropriate print/business magazines recognizing the subject and the audience as private sector decision makers.</p> <p>The subject areas for the interview are to be conducted English with options for translations in Sinhala and Tamil to be placed in appropriate magazines/newspapers</p> <p>The activity includes:</p> <ul style="list-style-type: none"> <li>- identifying and recommending the magazine/newspaper</li> <li>- Pitching interview to the television media house</li> <li>- Interview set up and coordination with television media house</li> <li>- Briefing spokesperson</li> <li>- Media management during the interview</li> <li>- Monitoring and reporting of media coverage (post interview; provide detailed report on media attendance as well as the coverage gained)</li> </ul>

9	<b>Self-help article</b>	<p>Identify a suitable magazine to publish a series of self-help articles on the subject of:</p> <ol style="list-style-type: none"> <li>1. Access to Government Financial Stimulus Packages</li> <li>2. Psychosocial awareness</li> </ol> <p>This includes:</p> <ul style="list-style-type: none"> <li>- Pitching to one exclusive print magazine to publish a series of 4 articles on each of the subjects in Sinhala and Tamil languages</li> <li>- Coordinating with technical personalities on drafting the self-help articles</li> <li>-Finalizing and approval of articles</li> <li>-translations where needed</li> <li>- Coordination with media house</li> <li>- Monitoring and reporting of media coverage (post publication; provide detailed report on media attendance as well as the coverage gained)</li> </ul>
10	<b>Radio Discussion</b>	<p>Identify and implement a radio discussion or a consultation on the topics:</p> <ol style="list-style-type: none"> <li>1. Access to Government Financial Stimulus Packages</li> <li>2. Awareness on psychosocial issues</li> </ol> <p>This should include identifying and positioning the discussion in a suitable late-night or primetime radio shows in Sinhala and Tamil.</p> <ul style="list-style-type: none"> <li>-Pitching to the relevant Radio station/programme set up and coordination with media house</li> <li>- Briefing technical personality where needed</li> <li>- Media management during the interview</li> </ul> <p>Monitoring and reporting of media coverage (post event; provide detailed report on media attendance as well as the coverage gained)</p>
11	<b>Awareness Field Events</b>	<p>Plan and organize a finance clinic for MSEs in the Gampaha and Kalutara districts. This should include:</p> <ul style="list-style-type: none"> <li>Pre-event activities such as developing branding material, brochures, leaflets</li> <li>Creating awareness among MSEs in Kalutara and Gampaha district on finance clinic through appropriate channels</li> <li>Event media coverage (TV, radio, print, social)</li> <li>Event photography and video coverage</li> <li>Develop and disseminate post-event press release to media</li> <li>Any other activities necessary for the successful organizing and completion of the event</li> </ul>