



# Terms of Reference

## Hiring a digital media buying agency

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### 1. Organization Background

iDE (International Development Enterprises) is a nonprofit organization dedicated to ending poverty. With over 40 years of experience, iDE is a pioneer in market-based development. Our work within agriculture, sanitation, climate change resilience, and gender equality stands out because we don't simply provide handouts. Instead, iDE believes in powering small-scale entrepreneurs and building robust market ecosystems that lay the groundwork for low-income and marginalized people to prosper on their own terms. iDE has almost 1,300 global staff and offices in 10 countries across Africa, Asia, and Central America. iDE established its first country program in Bangladesh in 1983. Today, it's the longest-standing NGO specializing in market systems in Bangladesh. Our diverse portfolio spans agricultural markets, water, sanitation, and hygiene (WASH); renewable energy, and climate-smart technologies.

### 2.1 Project Background

Clean Cooking Scale Up (CCSU) Bangladesh is supported by the Ministry of Foreign Affairs of Denmark through the Danida Green Business Partnerships for a period of 3 years (2023-2026). This project is implemented by iDE as an administrative partner in collaboration with key commercial partner ATEC to build the appropriate business models for clean cooking solutions for 51,000 households in Bangladesh.

### 2.2 Project Targets

- To promote the sales and utilization of 51,000 electric cookstoves in Bangladesh.
- Employment of 500 youths & increased incomes of 1,500 individuals.
- 100,000 Ton of CO<sub>2</sub>-equivalent GreenHouse Gas (GHG) emission reduction per year

### 3.1 About the Assignment

iDE is looking for a result-driven digital media buying agency, initially for **6 months**, to spearhead lead generation campaigns in digital marketing channels, preferably **Facebook**. The selected agency will be pivotal in shaping the project's digital presence, optimizing campaigns, and helping meet business objectives. The project is planning for social outreach through the digital campaign for project visibility, digital/induction technology promotion, mass awareness and lead generation of clean energy technology, branding awareness, mass engagement, traffic campaigns, and especially Lead Generation campaign/

sales conversion for adopting the electric cookstove, etc. Therefore, the outcome of this assignment is as follows -

- To launch the digital promotion of clean cooking in a separate ad account on Facebook & other relevant channels as and when required, and outreach on the Clean Cooking Scale-Up project
- To raise awareness, engage mass people, and create lead generation campaign on the Clean Cooking solution for the promotion of the clean technology sector.
- To advocate online for adopting the electric cookstove as an affordable clean cooking solution at the household level.

#### 4. Major responsibilities of the Consultant/Firm

The services to be provided by the digital media buying agency will include, but not be limited to, the following:

1. **Separate Ad Account:** Initiate the lead generation campaign on a separate ad account of the appropriate social paid channel for iDE with full access to the ad set for monitoring and measuring the insights and added input.
2. **Campaign planning, creation, and management:** Share a comprehensive plan with different business objectives across channels as per the brief, set up, launch, and monitor multiple paid campaigns in social media channels, preferably **Facebook** and other relevant channels, as and when required, to generate targeted leads while meeting mutually agreed-upon CPR targets.
3. **Audience Targeting:** Initiate a data-driven approach for audience targeting and implement advanced targeting strategies/best practices.
4. **Budget Optimization:** Manage and optimize budget to ensure maximum ROI. Implement cost-effective bidding strategies across multiple channels.
5. **Conversion Tracking:** Implement and manage tracking pixels and conversion events to optimize ads delivery and effective remarketing.
6. **Campaign Performance Monitoring:** Monitor campaign performance daily and make necessary adjustments to optimize performance. Provide in-depth analysis of campaign performance and recommendations to meet overall campaign and business objectives.
7. **Reporting:** The reporting should include separate costs, cumulative costs, ad set numbers, and an ad plan, and other metrics. A hard copy of the report should be sent to the iDE Bangladesh office as per the deliverables list for smooth billing.
8. **Campaigns to be conducted by the contracted firm/agency**  
The firm or contracted agency will conduct a total of 5 major campaigns. However, the total outreach target and anticipated reach, e.g. number of target people, target population diversity, geographical locations, etc, will be determined in consultation with the agency and partners during the campaign plan and hosting.

**Note: iDE values quality and professionalism, and the selected Consultant/Firm will obtain the necessary consent from iDE Management before initiating any of the activities. The selected Consultant/Firm will work in collaboration with iDE and its partner closely.**

## 5. Major responsibilities of iDE

iDE will provide the digital media buying firm/ agency with the necessary support to successfully organize as follows:

- iDE will develop and share strategic and technical guidance for accomplishing the aforementioned assignments;
- iDE and ATEC's technical team will supervise and ensure the quality of the deliverables;
- The selected agency must adhere to transparency regarding reporting and the billing shared with iDE with proper deliverables-based reporting.

## 6. Timeline

6-month duration starts from the date of the award/agreement sign and subject to renew based on outcomes of the deliverables.

## 7. Key Deliverables

The following deliverables are expected from the Consultant/Firm:

#	Key Deliverables
1	A. Inception Report that must include an overarching plan for 6 months B. Detailed work plan (platform-wise campaign plan)
2	Launch of several ads under 6 campaigns, including a <b>separate ad account</b> with full access, campaign creation, and management, objective identification, Audience Targeting, Budget Optimization, Conversion Tracking, Campaign Performance Monitoring, and Reporting.

## 7. Tentative Work Schedule

1. Onboarding & Orientation.
2. Inception report submission and pitch presentation.
3. Separate Ad account full access for iDE & ATEC.
4. Operations kick-off.
5. Execution & reporting, including closure report against mutually agreed KPIs/indicators.

## 8. Proprietary Rights

Any document, information or data entrusted to or produced by iDE in connection with this assignment shall be strictly confidential. It cannot be used by the contract employee for any other purpose without the written consent of iDE. This provision shall remain valid even after the completion of this assignment. iDE Bangladesh reserves the right to terminate this agreement at any time with the consultation of the contracted individual/firm. iDE will reserve the copyright of all produced materials and should be permitted to use them without a time limit.

**9. Schedule of Payment as per Deliverables:**

The financial proposal should include the total service cost, including all transportation and printing. Vendors are requested to propose payment modality in their proposal.

S.N.	Deliverables	Installment Value
1	<ul style="list-style-type: none"> <li>Host a paid online <b>campaign 1</b> to launch several ads (mutually agreed ads) for the project, including campaign creation, objective, management, Audience Targeting, Budget Optimization, Conversion Tracking, Campaign Performance Monitoring, and Reporting.</li> </ul>	At actual
2	<ul style="list-style-type: none"> <li>Host several paid online ads under <b>campaign 2</b> to promote the awareness content for mass engagement on the Clean Cooking solution for the promotion of the clean technology sector, including campaign creation and management, Audience Targeting, Budget Optimization, Conversion Tracking, Campaign Performance Monitoring and Reporting.</li> </ul>	At actual
3	<ul style="list-style-type: none"> <li>Host several ads under <b>campaign 3</b> to advocate online for adopting the electric cookstove as an affordable clean cooking solution at the household level, including campaign creation and management, Audience Targeting, Budget Optimization, Conversion Tracking, Campaign Performance Monitoring, and Reporting.</li> </ul>	At actual
4	<ul style="list-style-type: none"> <li>Host several paid online ads under <b>campaign 4</b> to promote the awareness content for Lead Generation on the Clean Cooking solution for the promotion of the clean technology sector, including campaign creation and management, Audience Targeting, Budget Optimization, Conversion Tracking, Campaign Performance Monitoring and Reporting.</li> </ul>	At actual
5	<ul style="list-style-type: none"> <li>Host several paid online ads under <b>campaign 5</b> to promote the awareness content for Lead Generation on the Clean Cooking solution for the promotion of the clean technology sector, including campaign creation and management, Audience Targeting, Budget Optimization, Conversion Tracking, Campaign Performance Monitoring and Reporting.</li> </ul>	At actual
6	<ul style="list-style-type: none"> <li>Host several paid online ads under <b>campaign 6</b> to promote the awareness content for Sales conversion on the Clean Cooking solution for the promotion of the clean technology sector, including campaign creation and management, Audience Targeting, Budget Optimization, Conversion Tracking, Campaign Performance Monitoring and Reporting.</li> </ul>	At actual

*Note: The interested firm is requested to propose a budget as per the above-mentioned deliverables following the template given below in section 11. The above-mentioned deliverables may increase or decrease based on*

*the project requirements and situation. The contracted firm will submit a bill as per service/products delivered.*

**Note:** Government VAT and tax regulation will be applied, and these costs must be included in the financial proposal. The following terms and conditions will apply:

- The payment will be made through account payee cheque/ wire transfer (account name, number, type, bank name, and branch name is required for wire transfer);
- As per the Government of Bangladesh VAT and tax regulation, International contractors/consultants/firms are taxed at 15% VAT (on contract amount) and 20% tax (on contract amount +VAT); National contractors/consultants/firms are taxed at 15% VAT and 10% tax;
- Government VAT and tax regulation will be applied and iDE Bangladesh will deduct all relevant VAT and Tax at source as per GoB rule;
- VAT Registration Certificate, TIN and Trade License (if applicable) must be submitted before the agreement is signed;
- In case of failure to deliver the final product in due time, iDE Bangladesh will deduct .05% of the total agreement amount for each day of delay in submitting the report beyond the closing date of the agreement;
- The selected contractors/firm will abide by other terms and conditions of iDE Bangladesh.

#### 10. Eligibility Criteria

The general experience required to organize the event successfully is mentioned below:

- Previous experience in running electric cooking appliances related awareness, engagement, lead generation and sales campaign ads on social media.
- A deep understanding of the digital media landscape and a proven track record in the media buying industry.
- Strong understanding of budgeting, reporting and ad set customization.
- Understanding of target audiences and ROI focused.

#### 11. Bid Submission

Interested Consultant/ Firm is requested to submit their proposal following the instructions as mentioned below:

- Technical Proposal (maximum 04 pages), which should include the following:
  - Understanding of the assignment and a detailed work plan
  - Attach electric cooking appliances digital marketing evidences and relevant experience of social media outreach service.
- Financial Proposal (maximum 02 page): breakdown of cost estimates.



Financial Proposal						
Name of the Organization			Date:			
Address						
SL	Items	Description	Quantity	Unit price	Total Amount (BDT)	Remarks
1	Campaign 1	Host paid online <b>campaigns</b> to launch several ads along with a separate ad account for the project, including campaign creation, objective, management, Audience Targeting, Budget Optimization, Conversion Tracking, Campaign Performance Monitoring, and Reporting				
2	Campaign 2					
3	Campaign 3					
4	Campaign 4					
5	Campaign 5					
6	Campaign 6					
Sub Total						
Add	VAT 15%					
Grand Total (Including VAT and Tax)						
In Words						

- Please also include:
  - Company profile (That must include clientele base, similar campaigns and results, campaign examples with top clients, success stories/business cases, awards/recognitions for running successful campaigns)
  - VAT Registration Certificate
  - TIN/BIN Certificate
  - Trade License Certificate
  - Joint Stock Company Registration Certificate (if applicable)

Interested and qualified consultancy Agency/s or Firm/s are asked to submit their Technical and Financial Proposals to [bangladesh.procurement@ideglobal.org](mailto:bangladesh.procurement@ideglobal.org). Please write **Digital Media Buying Agency for CCSU project** in the subject line. The interested Agency/s or Firm/s are encouraged and requested to write us an email here at [ashraful.islam@ideglobal.org](mailto:ashraful.islam@ideglobal.org) to confirm their participation in the in-person pre-bid discussion to be organized on **5th february 2025 from 10 to 12 pm in the iDE Country Office** (Address: Plot# 1B, Road 90, Gulshan 2, Dhaka 1212, Bangladesh). The proposals should be submitted by 11:59 pm BST on **2 February 2025**. We are only able to consider electronic submissions. Only shortlisted contractors/firms will be contacted and invited for a technical discussion.

**Deadline: 2 February 2025**