

Request for Proposal (RFP)

Development and implementation of a communication campaign on child marriage prevention

Interested firms/ad agencies are requested to submit a technical proposal and a financial proposal electronically to mehedi.hasan@jhuccpbd.com with the subject line: Proposal for Preventing Child Marriage Campaign.

A virtual pre-bid meeting will be organized on January 21, 2021 at 1 pm for any agencies interested in participating in this bid. This will be an opportunity to ask any questions about the bid.

Please click on the Zoom link to join the meeting: <https://zoom.us/j/99610228018>

Technical and Financial Proposal Submission Deadline: January 30, 2021 by 10pm Bangladesh Standard Time (BST)

Technical and Financial Proposals submitted and/or received after the deadline will not be considered.

Johns Hopkins Center for Communication Programs (CCP) will review the proposals and contact the top shortlisted agencies to make a presentation by Zoom (or similar format) to CCP staff on or by February 8, 2021. Details of the date and time, along with the virtual meeting link, will be communicated later to the shortlisted agencies.

For any other queries, contact A.F.M Iqbal at iqbal@jhuccpbd.com by January 26, 2021.

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Terms of Reference (ToR)

A. Background

Bangladesh is home to 38 million child brides, including currently married girls along with women who were first married in childhood. Of them, 13 million girls were married before the age of 15. Fifty-one percent of all Bangladeshi girls were married before the age of 18.¹

The practice of child marriage is deeply rooted in gender inequality and traditional gender norms. Child brides are less likely to have more than secondary education, as girls are not as valued as boys and are seen as a burden on their families. Some families marry off their daughters to reduce their economic burden. Patriarchal beliefs contribute significantly to the prevalence of child marriage. Marrying off underaged girls is a way of controlling their sexuality, their mobility, and their accessibility to opportunities and information, as well as limiting their ability to make decisions or choices.

Many families are also concerned about the safety and security of their daughters. Sexual violence against women and girls is prevalent in Bangladesh. Because Bangladeshi society equates a girl's sexuality and virginity with family honor, parents say they pursue child marriage as a way to 'protect' their daughters and their family.

Child brides are more likely to reside in rural areas and married girls are over four times more likely to be out of school than unmarried girls. Nearly 5 in 10 child brides gave birth before age 18, and 8 in 10 gave birth before age 20. Child brides are more likely to say that wife-beating is justified than their peers who married later.² Child marriage not only strengthens the unequal status of women and girls in society and upholds patriarchal beliefs, but also risks girls' health and wellbeing. While child marriage is illegal in Bangladesh, the practice continues to be widespread. Progress must be made at a quicker pace to meet the sustainable development goal (SDG) target to end child marriage by 2030, or the national target to end child marriage by 2041.

¹ United Nations Children's Fund, Ending Child Marriage: A profile of progress in Bangladesh, UNICEF, New York, 2020.

² *ibid.*

B. ToR objective

CCP is seeking a proposal from advertising and other creative agencies for developing and implementing a communication campaign for preventing child marriage. **CCP will work with the selected agency to design the final campaign strategy which will be rolled out by employing a mix of media and community-based communication activities.**

C. Campaign strategies

1. **Empower adolescents with access to information, knowledge, and services, and life skills training to fully realize their rights.** Through mass media and mid-media, CCP intends to raise awareness among adolescents and inform them about the disadvantages of child marriage, the benefits of staying in school, and affirm the aspirations of girls. CCP also intends to carry out community-based and outreach activities to connect adolescents with existing services and programs that develop adolescents' life skills, such as communication, negotiation skills, using ICT responsibly, decision-making, consent, relationships, and self-esteem.
2. **Develop positive social norms and an enabling environment by engaging parents, community leaders, and service providers in preventing child marriage.** CCP intends to raise awareness in the community of the advantages of postponing marriage until age 18 for the health and welfare of girls and for the benefit of the family. Through media and outreach activities, CCP intends to encourage dialogue in the community to change traditional beliefs and attitudes about child marriage, increase the value of girls in Bangladesh, and motivate community members to take action to prevent child marriage.

D. Communication objectives

The communication campaign will lead to delaying the age of marriage for girls. The campaign will:

- Inform adolescents about legal and counseling services available in their communities to prevent child marriage
- Increase self-efficacy among adolescents to negotiate with parents for delaying marriage
- Increase awareness in communities about the laws and legal consequences of child marriage
- Encourage parents and communities to support girls' education and aspirations

E. Target audience

The communication campaign will primarily focus on **adolescents (aged 10-19 years) and their parents** nationally (through media) and those living in Sylhet and Chattogram divisions (through community-based activities).

The secondary audience of the campaign will be service providers, gatekeepers, and community influencers.

F. Geographic coverage and campaign timeframe

The campaign will commence from March 2021 and will conclude in September 2021. The campaign might be extended based on the availability of funds.

The mass media activities will be nationwide, while community-based and outreach activities will be focused on different upazilas of 10 districts of Sylhet and Chattogram divisions.

G. Scope of work for selected agency

The selected agency(ies) will be responsible for the following tasks, in close collaboration with CCP:

1. **Overall campaign development:** Conceptualize an overarching, innovative campaign, along with a tagline and key messages, that will serve to empower adolescents with information, raise awareness about laws and consequences of child marriage, foster positive attitudes towards unmarried girls and their aspirations, and increase community interest and informed dialogue concerning girls' age at marriage.
2. **Design, produce, and broadcast/disseminate media materials at the national level. As an *illustrative* list, CCP will consider the following outputs for the media strategy:**
 - a. TV public service announcements (PSA) (1 or 2 minutes in length)
 - b. Five-episode microfilms (approx. 21 minutes per episode)
 - c. Creatives/short testimonials (2-5 minutes audiovisuals on role models, bottom-up stories)
 - d. Facebook and digital advertising
 - e. Print materials for community mobilizers and service providers (job aids)
 - f. Agencies can suggest any other types of media and/or outreach materials for this campaign.

Please note: All materials developed under this campaign will undergo review and approval by the IEC Technical Committee prior to broadcast/dissemination.

3. **Design of innovative community-based, outreach and group activities for Sylhet and Chattogram:** CCP may request the selected agency to design specific community-based outreach and group activities (virtual or face-to-face) for implementation by CCP's community mobilization partners in Sylhet and Chattogram. During the campaign design phase, CCP will provide the selected agency with details about CCP's existing partnerships and the strategic intervention points for implementing community-based child marriage prevention activities. CCP will work with the selected agency to develop community-based activities that leverage existing infrastructure and further advance the objectives of the national media campaign.
4. **Pre-testing:** The advertising agency will partner with CCP's team to pretest the campaign materials with the target populations in the intervention areas before final production of materials. It is anticipated that the agency will:
 - a. Pre-test concepts before script development.
 - b. Pre-test campaign materials: After the development of public service announcements, microfilms, creatives, and print materials the agency will be expected to evaluate the draft messages before final production for comprehension, acceptability, and effectiveness.

H. Clarification and amendments to RFP

1. At any time before the receipt of proposals, CCP may for any reason amend the RFP. Any amendment shall be issued in writing. CCP may at its discretion extend the deadline for the submission of proposals.
2. CCP reserves the right to not award the funds or withdraw the offer, up until the contract is awarded.

I. Submission, receipt, and opening of proposals

1. The bidder shall quote according to the Terms of Reference.
2. All bidders should attach the following documents to its technical proposal:
 - a. Copy of valid Trade License/RJSC certificate/ NGOAB registration
 - b. Copy of valid TIN Certificate
 - c. Copy of valid VAT Registration/BIN certificate

3. All bidders are required to submit separate technical and financial bids in response to this RFP electronically to mehedi.hasan@jhuccpbd.com by **January 30, 2021, 10pm BST** with the subject line: Proposal for Preventing Child Marriage Campaign.
4. Proposals submitted to any other e-mail account except the above will be disqualified.
5. Incomplete proposals will be disqualified.
6. Submissions after the deadline, **January 30, 2021, by 10pm BST** will be disqualified.
7. Proposals must be submitted on official letterhead of the firm/agency and must be signed by a principal or authorizing signatory of the firm/agency. Proposals that are not signed will not be accepted.
8. It is the applicant's responsibility to understand the requirements and instructions specified by CCP. In the event that clarification is necessary, applicants are advised to contact A.F.M Iqbal at iqbal@jhuccpbd.com by January 26, 2021.
9. Technical proposals will first be reviewed independent of financial proposals. Corresponding financial proposals will be opened and reviewed only for technical proposals which score 50 marks or more.
10. Once the proposals are evaluated, CCP will invite the shortlisted agencies to make a presentation by Zoom (or similar format) on or by February 8, 2021.

J. Negotiations

1. Following the presentations, CCP may enter into a negotiation with one or more firms/ad agencies for final selection.
2. Additionally, CCP reserves the right to negotiate the substance of the finalists' proposals, as well as the option of accepting partial components of a proposal, if appropriate.
3. CCP reserves the right to negotiate the final costs and the final scope of work.

4. CCP also reserves the right to cancel the bidding process at any point in time without assigning any reasons, and is in no way bound to accept any proposal.
5. There will be no reimbursement of incidentals / creative fees for the speculative presentations made by competing agencies during the proposal submission and selection process.

K. Validity

Proposals shall remain valid and open for acceptance for 90 days after the closing date.

L. Confidentiality

Proposals, discussions, and all information received in response to this RFP will be held as strictly confidential, except as otherwise noted.

Format and Evaluation Criteria for Technical Proposal

The technical proposals should comprise of the following:

PART 1:

- I. **Agency credentials:** Services offered including account planning, creative, research, audio/video/print production, media buys; Management team; Staff profile; Location of offices; List of recent and current clients; Experience in the social & development sector. (Please limit to 5 pages)
- II. **Proposed team:** The program management team, structure, names, and short biographies for the team leader and other key team members highlighting relevant experience and qualifications. Include only those who will specifically be working on this campaign. (Please limit to 2 pages)
- III. **Client case studies:** Agency's top three client case studies, from the social and development sector if available, to illustrate strategic and effective communication campaigns undertaken by the agency in the past 3 years, preferably campaigns on child marriage or gender-based violence. (Please limit to 5 pages)
- IV. **Workplan:** A workplan detailing basic steps for campaign development and implementation and approximate time frame needed for each step. We anticipate the campaign being completed within a six-month period.
- V. **Appendices:** Copy of valid trade license/RJSC certificate/NGOAB registration; Copy of valid TIN certificate; Copy of valid VAT registration/BIN certificate

PART 2:

- I. **Concept note** for the overarching theme and key messages (the big idea) (Limit to 4 pages)
- II. **Creative samples:** Scripts for 2 PSA and Creative Designs for 2 digital advertisements

Technical Proposal Format and Evaluation Criteria	75 marks
Part 1	25
I. Agency Credentials	10
II. Proposed Team	
III. Appendices	

IV. Client Case Studies	10
V. Work Plan	5
Part 2	50
I. Concept Note (big idea)	25
II. Scripts/Storyboards for Creative Samples	25

Format and Evaluation Criteria for Financial Proposal

The financial proposal should include costing of all items of the corresponding technical proposal and include the firm's/agency's fixed rate card.

Provide a summary of costs for the following line items, including a budget narrative:

Financial Proposal Format and Evaluation	Total: 25 marks
<ul style="list-style-type: none">I. Rates for creative development of products (copywriting, design, and related development costs)II. Rates for production (unit cost of TV PSA production, audiovisual materials, digital advertising, on-air/broadcasting cost, etc.)III. Costs for innovative community-based, outreach, and group activitiesIV. Percentage of total budget estimated to be spent on management fees	