

**Request for Proposals (RFP) for facilitating more audiences to access  
Breakthrough ACTION and Ujjiban products and contents**

Ref. No.: CCP/2007/004

Issue Date: July 08, 2020

The Client: Johns Hopkins Center for Communication Programs (CCP)
The identification of the request for proposal is: <b>Ref No: CCP/2007/004</b> <b>Date of Issue: July 08, 2020</b>
To carry out delivery of “ <b>Facilitating more audiences to Breakthrough ACTION and Ujjiban contents</b> ”  Key assignments: <b>Facilitating more audiences, subscription and engagement to Breakthrough ACTION and Ujjiban digital contents</b>
The organization shall complete the deliverables as per <b>ToR timeline</b> .
The quotation shall be written in the English language.
Financial offer to be in <b>Bangladesh Taka (BDT) and equivalent US dollars (USD) to be mentioned</b> .
Alternative quotation will not be permitted.
There will be a pre-bid meeting on <b>Sunday, July 12, 2020 at 3.30 p.m.</b> open for all potential bidders. The meeting will be held via Zoom. Please click on the link below and get connected through Zoom app on <b>Sunday, July 12, 2020 at 3.30 p.m.</b> <b>Link to meeting: <a href="https://zoom.us/j/96888224196">https://zoom.us/j/96888224196</a></b> <b>Meeting ID: 968 8822 4196</b>
The Proposal: There should be <b>two completely separate proposals</b> : i. Technical Proposal ii. Financial Proposal
Proposal Submission Time & Procedure:  Technical Proposal: Please send your Technical Proposal in an attachment, duly naming the attachment as “ <b>TECHNICAL PROPOSAL</b> ”.  Financial Proposal: Please send your Financial Proposal in another separate attachment, duly naming the attachment as “ <b>FINANCIAL PROPOSAL</b> ”.  Proposal (soft copy) should be submitted to: <b>Mr. Mehedi Hasan</b> , Grants and Contracts Manager, Johns Hopkins CCP, SMC Tower (19 <sup>th</sup> floor), 33 Banani C/A, Dhaka-1213, Bangladesh  <b>Signed PDF format of the proposal, clearly mentioning the subject, should be submitted via email at <a href="mailto:mehedi.hasan@jhuccpbd.com">mehedi.hasan@jhuccpbd.com</a> by July 18, 2020; 05:00 p.m.</b>
<b>Proposals submitted after the deadline will not be considered.</b>

For any query about this RFP, please contact:

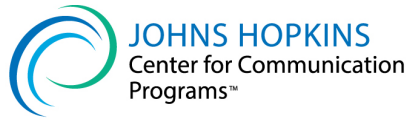
**Sharif Hossen Saimum**

Project Manager

Email: [saimum@jhuccpbd.com](mailto:saimum@jhuccpbd.com)

**General Terms & Conditions:**

- a. The bidder shall quote according to the Terms of Reference.
- b. The offer should be valid for 180 days or the contract timeline whichever is later.
- c. Income tax (if applicable) will be deducted from invoice/bills as per GoB rules. and VAT Exemption Coupon will be provided by Johns Hopkins Center for Communication Programs instead of VAT Challan.
- d. Payment will be made through Account Payee Cheque or electronic transfer.
- e. The Supplier shall attach the following documents to its proposal / quotation / bid:
  - I. Copy of valid Trade License/RJSC certificate
  - II. Copy of valid TIN Certificate
  - III. Copy of valid VAT Registration/BIN certificate



The Johns Hopkins Center for Communication Programs (CCP) is issuing a Request for Proposals (RFP) from full-service agencies interested in providing services to this project in support of its COVID-19 activities.

The company contract resulting from this competition will run for a period of one year from the date of execution and may be renewable on an annual basis for additional years, based on performance, resources, and other factors as determined by the Johns Hopkins Center for Communication Programs.

## 1. Background

When it comes to telling an engaging story that prompts the audience to reflect on their own lives and make choices, Johns Hopkins Center for Communication Programs (CCP) excels. A global leader in the field of Entertainment Education for over 30 years, CCP combines analysis and theory with the art of storytelling. The result is a large collection of emotionally resonant stories that enable audiences to identify with fictional counterparts whose behavior is modelled in real life. CCP programs use film, television, radio, as well as the internet and mobile phones to bring engrossing narratives to audiences. Using evidence-based theories of behavior change, CCP embeds its productions with messages centered on urgent health and social topics and more.

## 2. Scope of work and expected outputs

This Request for Proposals (RFP) is announced for facilitating more audiences, subscription and engagement to Breakthrough ACTION and Ujjiban digital contents which includes the following dimensions:

**Ujjiban** (<https://www.youtube.com/watch?v=V-R7x04GEMc>) **Facebook Page** (<https://www.facebook.com/ujjibansbcc/>): Ujjiban focuses on social media platforms such as Facebook, YouTube. The social media component brought together all transmedia outputs in a convergent manner. Actual episodes, segments and repurposed content from TV program, radio, PSAs, offline materials along with other tailored videos and graphics are be published on our page.

**Breakthrough ACTION YouTube Channel** COVID Pedia BD (<https://www.youtube.com/channel/UCcgy2hvDVGX0Zh5EaJBBUjA>) ignites collective action and encourages people to adopt healthier behaviors. The work harnesses the

demonstrated power of communication and address intractable challenges through established and new approaches that identify and solve behavioral barriers.

### **Media placements**

Promoting Ujjiban and Breakthrough ACTION related information and awareness teasers through the existing inventories in the top publishers of the country. Both static and video advertisements with regional and filtered targeting for a particular period generating the maximum impressions.

### **Audiences**

Primary audiences for our social media are the youth (15-30 years), who are tech savvy and actively engage with social media for networking and information exchange. They may be from urban or rural areas, but they aspire for healthier lifestyle and exhibit high levels of involvement in matters related to health and healthy behaviors.

Secondary audiences for social media are the family members of the primary target group such as parents, in-laws, relatives, etc., and community members and gatekeepers such as healthcare professionals, volunteers, teachers, and religious leaders. The family members of the primary target group may not necessarily use social media – and this is particularly applicable for the rural demographic – but, as one of the social media objectives is to normalize health and social discussions within families, they inevitably become part of the dialogues.

### **Deliverables**

<p><u><a href="#">Ujjiban Facebook Page</a></u></p>	<ul style="list-style-type: none"> <li>• Social media contents (static, videos, polls, announcements, cover, infographics, motion/gif) relevant to Ujjiban health thematic areas while maintaining the vision and guidelines of our project.</li> <li>• Social media content and page boosting on weekly basis (filtered targeting)</li> <li>• Community management and query response management</li> <li>• Develop monthly campaigns (Carousel, Canvas, static) for special contents or announcements</li> <li>• <b>Goal: 500,000 Facebook genuine and active followers on the Ujjiban Facebook page by December 2020</b></li> </ul>
	<ul style="list-style-type: none"> <li>• Develop appropriate contents (OVC, teasers, covers, banners) for our COVIDPediaBD YouTube</li> </ul>

<p><u><a href="#">COVID Pedia BD YouTube Channel</a></u></p>	<p>channel related to all of our COVID-19 communications and criteria.</p> <ul style="list-style-type: none"> <li>• Paid promotion of short clips/video teasers across different social platforms.</li> <li>• Keyword SEO for specific contents from our channel.</li> <li>• <b>Goal: 200,000 overall views and 5,000 total subscribers by September 2020.</b></li> </ul>
<p>Content Development and Media Placement</p>	<ul style="list-style-type: none"> <li>• Design advertisement/promotional contents based on available digital inventories.</li> <li>• Provide digital media placement support in top publishers while ensuring maximum impressions.</li> </ul>
<p>Reports and Analytics</p>	<p>Weekly and monthly audience (engagement, share, likes, comments, etc.) reports and relevant analytics must be provided.</p>

## Proposal Requirements

### Technical Proposal

- Includes the social media offerings, plans and demo along with promotional activity plans.
- Timeline for development and implementation
- Overview of management and technical teams, and their short profiles with projects worked on
- Portfolio with a maximum of three (3) examples of projects/campaigns delivered to any well-reputed, well-established organizations

### Financial Proposal

Financial offer should be detailed with summary of costs, breakdown of staff remuneration, development/production costs, miscellaneous, overhead costs (if any), and any other costs.

- Your offer should be inclusive of AIT (Income Tax). Please show VAT amount in separate line next to your total amount. Johns Hopkins Center for Communication Programs will provide/issue VAT exemption Coupon instead of Challan.
- Financial offer to be in BDT (Bangladeshi Taka) and equivalent US dollars (USD) to be mentioned.

**Deadline for submission of technical and financial proposal is July 18, 2020; 05:00 p.m.**

**The assignment will need to be completed within 120 (one hundred and twenty) days after receipt of signed work order/contract.**

### **3. Rights**

Johns Hopkins Center for Communication Programs is the exclusive owner of all materials, outputs, etc. produced in different media and platforms.

### **4. Qualifications or Specialized Knowledge/Experience Required**

- Must have experiences of successful digital promotions in health/youth/development related issues.
- Must be willing to deliver within limited time
- Have the capacity to deliver in relevant platforms
- Should have a proper understanding of the project brief along with the content brief.
- Willingness to work for health-related communication and development issues

### **5. Payment**

Agreed amount will be payable within one month of receipt and approval of deliverables and proper signed invoice by Johns Hopkins Center for Communication Programs.

- Invoice/ receipt must be included with the deliverables.
- Payment will be made in three (03) installments only for work satisfactorily completed and accepted by Johns Hopkins Center for Communication Programs.
- First payment (20% of the total value of the contract) due upon satisfactory delivery of first month content.
- Second payment (40% of the total value of the contract) due upon delivering the successful delivery of half the milestones/goals of the Facebook page and YouTube channel.
- Final payment (40% of the total value of the contract) due in December 2020 and acceptance of the rest of the milestones/goals of the Facebook page and YouTube channel agreed-upon deliverables.

## 6. Application Procedure

Interested applicants are required to submit the following:

- Separate technical proposal having the necessary components to show the work and competence of the firm to execute the assignment.
- Separate and clear financial proposal breakdown showing expenses in detail.
- Examples of the firm’s engagement in similar activities earlier.
- The proposals must be submitted in separate attachments (the technical proposal in one attachment and the financial proposal in another) but both attachments are attached in one single email.

## 7. Selection Process

Johns Hopkins Center for Communication Programs will select a company/agency based on this Request for Proposals (RFP).

For pre-qualification, a Proposal Review and Selection Team will review and evaluate submissions and select a yet-to-be-determined number of firms for pre-qualification. Prequalified firms may then pitch their final deliveries Johns Hopkins Center for Communication Programs will rate proposals based on the following evaluation criteria:

The evaluation of all bids will be scored out of a potential of 100 points. The points will be assigned as follows:

	<b>Criteria</b>	<b>Points</b>
<b>Digital Media</b>	Facebook content planning and idea/proposal	20
	YouTube promotional strategies	20
	Paid promotion detailed plan	20
	Content development ideas and dissemination activities plan	10
<b>Financial</b>	Budget/cost proposal	30
<b>Total</b>		100

Only proposals which receive a minimum of **50** points in the technical evaluation will be considered further for financial evaluation.



### **A. Notice of Non-binding RFP**

Johns Hopkins Center for Communication Programs reserves the right to reject any and all bids received in response to this RFP and is in no way bound to accept any proposal. Johns Hopkins Center for Communication Programs additionally 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.

### **B. Confidentiality**

All information provided as part of this RFP is considered confidential. In the event that any information is inappropriately released Johns Hopkins Center for Communication Programs will seek appropriate remedies as allowed. Proposals, discussions, and all information received in response to this RFP will be held as strictly confidential, except as otherwise noted.

### **C. Right to Final Negotiations on the Proposal**

Johns Hopkins Center for Communication Programs reserves the right to negotiate on the final costs, and the final scope of work.

## **8. Recourse**

Johns Hopkins Center for Communication Programs reserves the right to withhold all or a portion of payment if performance is unsatisfactory, if work/outputs are incomplete, not delivered, or for failure to meet deadlines.

## **9. Validity**

All proposals shall remain valid and open for acceptance for a period of 180 calendar days after the date specified for receipt of proposals. A proposal valid for a shorter period may be rejected. In exceptional circumstances, CCP may solicit the proponent's consent to an extension of the period of validity. The request and the responses thereto shall be made in writing / through discussions accordingly.

### **Unacceptable:**

The following proposals will not be considered or accepted:

- Proposals that are received after the proposal closing time at the specified receiving office and/or via email.
- Incomplete proposals.
- Proposals that are not signed.

### **Completion:**

Proposals must be submitted on official letter head with seal of the organization or firm and must be signed by a principal or authorizing signatory of the firm or organization.



It is the applicant's responsibility to understand the requirement and instructions specified by Johns Hopkins Center for Communication Programs. In the event that clarification is necessary, applicants are advised to contact the requesting office, prior to making their submission.