

Terms of Reference (TOR): Mass & Social Media Campaign Management for 6-month Demand Creation Campaign for Pit Emptying Services, across 3 Bangladesh Cities.

Background

WSUP is a not-for-profit company helping cities to transform for the benefit of millions who lack access to water and sanitation. WSUP, founded in 2005, is based in the UK with offices in six countries in sub-Saharan Africa and Asia. In Bangladesh WSUP works with utilities & city authorities to bring sustainable improvements across the WASH (water, sanitation and hygiene) service delivery landscape. WSUP seeks to create an enabling environment for national departments, private sector actors and impact investors to create improved WASH services, whilst working with institutions (i.e. schools, garment factories etc.) and low-income communities to create demand of those services.

WSUP is facilitating a public private partnership (PPP) arrangement between private enterprises and utilities/city-authorities to ensure improved pit-emptying & transportation service delivery across Dhaka, Chattogram and Rangpur under the brand SWEEP¹. SWEEP delivers mechanical pit and septic tank emptying services to urban residents via vacuum tankers. Currently 40 frontline sanitation workers work under five SWEEP enterprises across the cities and operate the faecal sludge treatment facilities.

Assignment/Scope of Work

Coronavirus has not changed the fact that businesses and family homes need reliable pit and septic tank services. However, Coronavirus has changed the way in which SWEEP can be marketed and sold. The typical marketing strategy for SWEEP features a heavy reliance on interpersonal promotion and door-to-door sales efforts. This is widely considered the most effective approach for reaching low-income communities and vulnerable groups in particular, which are of huge importance for this project. To support social distancing measures, we need a campaign that targets the same hard-to-reach groups but via low or no-contact media channels. Over the next 6 months, WSUP will be supporting five SWEEP Enterprises, across Dhaka, Chattogram and Rangpur with a multi-media campaign utilising Facebook, local FM radio, TV and Cable commercials, bulk SMS messaging and distribution of audio and printed materials in high footfall public places.

Target Audience

The target audience for this campaign is any potential customer for SWEEP. Generally, SWEEP enterprises target three main segments: Institutions – such as garment factories, schools, hospitals, and shopping malls; High Income Communities – including multiplex buildings and wealthy residential areas; and Low-Income Communities: low income settlements, Slum/ Bosti etc. We are always keen to prioritise the latter segment (low income communities), who are the primary target audience for the campaign. However, campaign activity the targets wealthy and commercial customers is also important because high volume sales from these segments allow SWEEP Enterprises to offer the same services to low-income clientele at a cheaper price.

Objective of the Assignment

The overall objective of this assignment is to raise awareness about SWEEP and generate customer enquiries using contact-free mass and social media channels. More specifically, the objective is to reach as many potential customers as possible within the next six months, leaving no one behind, especially our poorest and most vulnerable communities.

¹ SWEEP is a mechanical pit-emptying and transportation service facilitated through Public Private Partnership (PPP); where city authorities/utilities and private sector works together to ensure safely managed and mechanised pit-emptying service for the city dwellers. SWEEP is currently working in 3 major cities (Dhaka, Chattogram and Rangpur).

Consultancy Support Required

The support required under this assignment comprises of three service deliverables. Consultants/agencies are invited to bid for all three services or specific, individual service deliverables. **You must make clear which service area(s) you are bidding for and provide a clear break-down of costs for each.**

Service Deliverable 1 – Content Creation

- i) To produce 30 ready-to-use video clips for use on social media. These videos will include 6 tailored video clips per SWEEP enterprise to allow for different contact information and calls to action.
- ii) To design, write and deliver a ready-to-use asset bank of 90 social media posts. This asset bank will include 18 tailored posts for each of the five SWEEP entrepreneurs and should be visually engaging making use of a variety of image-based and graphical styles.
- iii) To design and deliver (in soft copy, print-ready formats) 3-4 different messaging versions of large OOH (out of home) posters.
- iv) To produce 2-3 different front & back covers for use in a pre-existing SWEEP leaflet/brochure.
- v) Retailer branding?

Note: WSUP will provide detailed written briefs for every deliverable outlining key messaging, brand guidelines and delivery timescales. Any content that already exists and needs updating will be provided as an editable file wherever possible.

Service Deliverable 2 – Social Media Campaign Management

- i) To make recommendations regarding the most appropriate social media platform for SWEEP marketing (for now we have assumed Facebook but are open to alternative suggestions).
- ii) To design and create a professional (Facebook) accounts for each of the five SWEEP enterprises.
- iii) To design and execute a follower-growth strategy, working with WSUP to amplify profile exposure using campaign materials and shares from other industry partners, such as local water utilities or city corporations.
- iv) To provide community management services for each (Facebook) account, posting content supplied under Service Deliverable 1 above, and responding to organic likes and comments.
- v) To recommend, build and execute a paid (Facebook) campaign, within the 6-month period, including use of sponsored posts using content supplied under Service Deliverable 1.
 - a. Campaign management to include all set-up, working with WSUP to define audience targeting and being responsible for daily bid management as required.
- vi) To provide **monthly** performance reports for all paid and organic social media activity.
- vii) To design and deliver an end-of-campaign handover session, and supplementary guidance notes, to local SWEEP enterprises, providing an introduction to Facebook and an overview of the campaign. This will be attended by WSUP staff who will repeat the session for enterprises in other cities. This task is designed to allow SWEEP enterprises to maintain a minimum level of organic activity after the duration of the project.

Service Deliverable 3 – TV & Radio Campaign Management

- i) To identify appropriate TV channels & local radio stations and work with WSUP to document these within an updated marketing plan and broadcast schedule.
- ii) To work with media owners (e.g. TV and radio station managers) to negotiate media rates and monitor adherence to the pre-agreed broadcast schedule.
- iii) To work with media owners to better understand the size and profile of their listenership/viewership to support our overall campaign reach and segmentation reports.
- iv) To provide a final performance report detailing the final broadcast schedule and estimated message reach.

Budget

The maximum estimated cost for this contract, including all three service deliverables listed above is BDT 1446000 (Fourteen Lac Forty-Six Thousand taka only). This budget must allow for the consultants' time and services only, but includes all taxes, expenses and VAT.

A separate maximum budget of BDT 1400000 (Fourteen Lac taka only) has been ring-fenced for media costs paid directly to the media owners (e.g. Facebook, radio and TV stations). The consultant should factor this budget limit into any recommendations and be aware that WSUP will pay the media owners directly upon receipt of invoices. We do not expect to pay the consultant any additional commission or management fee from this budget. Any printing required under the Content Creation deliverable will also be managed separately.

Consultant Profile

WSUP is open to receiving bids from media, marketing and communication agencies or individuals. However, WSUP require a single lead through which all contracts, negotiation and invoicing should be managed. Bidders are invited to submit proposals for all three services deliverables (i.e. content creation, social media campaign management and radio/TV campaign management) or specific, individual service deliverables. **You must make clear which service area(s) you are bidding for and provide a clear break-down of costs for each.** A consultant bidding for all three service deliverables should demonstrate strong experience in multi-media management, especially social media platforms such as Facebook, as well as design and delivery of audio, video and design assets. The successful consultant/team will be able to demonstrate the following:

- i) Strong design skills and a creative approach to producing audio and video materials.
- ii) Experience managing successful multi- media campaigns with relevant performance reporting.
- iii) Clear recommendations for how to effectively measure the reach and impact of radio and TV commercial campaigns.
- iv) Clear recommendations for how to set-up, manage and measure the reach and performance of social campaigns, including building social media presence from nothing.
- v) Experience delivering frequent and comprehensive social media campaign performance reports.
- vi) Experience negotiating media purchases and managing media owners such as local FM radio stations and TV channels.
- vii) Confidence working with small start-up enterprises, including training business owners in basic social media skills to ensure ongoing management of accounts set up for the purposes of this campaign.

Proposal Submission

ALL individual consultants/agencies are requested to apply for the assignment with following documents -

- A workplan & proposed timeframe (2 pages maximum)
- CV of the individual consultant/portfolio of the interested firms
- Separate financial proposals for each service deliverable being bid for.
- Proposal must be submitted no later than 1700 hours (Dhaka) of 28 September 2020

Individual consultants/agencies applying for **service deliverable 1** – Content Creation should also include -

- Creative portfolios and/or examples of previous work to demonstrate creative and design skills

Individual consultants/agencies applying for **service deliverable 2** – Social Media Campaign Management should also include –

- Written proposal referencing similar work (e.g. social media campaigns launched and managed including performance metrics or an example reporting template).

Individual consultants/agencies applying for **service deliverable 3** – TV & Radio Campaign Management should also include:

- Written proposal referencing similar work (e.g. TV and radio campaigns managed, including performance metrics or an example reporting template or methodology for determining reach/impact).

Evaluation criteria will be as follows:

Criteria	Weight
Adherence to requirements for bid and demonstration of clear understanding of the purpose and objectives of this assignment.	30
Quality and appropriateness of team as evidenced by the organization/individual profile and CVs	15
Quality of creative work or previous campaign management experience evidenced in portfolio/case study references	30
Breadth of skill	10
Value for money	15

Operations & Management

The whole proposed assignment will be managed by WSUP senior management particularly responsible person for sanitation unit. So that consultant will report to Mr. Habibur Rahman, Led-Sanitation; WSUP. Besides, Consultant will work closely with the respect Project Manager of SWEEP Replication, Hygiene Specialist, M&E Coordinator- WSUP during contract period as well.

Mode of Payment and Closer of Assignment

- The consultant will receive 40% of contract amount as per organisational financial policy in soon after the signing of contract for the proposed assignment and tasks.
- Considering any payment received, consultant should produce required invoice(s).
- Rest 60% (includes monthly instalment) upon submission of monthly reports and final works/mentioned deliverable items
- The consultant should submit his/her closer report to WSUP management and then assignment will be declared as end. VAT & Tax will be deducted at source during ant payment to Consultant.

Property of the proposed Assignment/Tasks

The property of the assignment/tasks performed by the consultant will be owned by only WSUP. The consultant could not use or explore the deliverable items/draft or final product mentioned in the above in outside of WSUP interventions without proper written consent or permission given by WSUP head of delegation.

Value for Money

WSUP reserves the right to negotiate the scope and pricing to best ensure that the services required meets value for money standards and will be delivered within the available budget. WSUP will respond to clarification queries of any sort prior to bid submission where WSUP considers that the response to a query should (for reasons of fairness) be shared with all potential bidders who have expressed prior interest, we will do so by emailing all bidders who have already contacted us to express an interest in bidding.

Consultants may wish to propose different approaches that will deliver the required benefits for WSUP whilst remaining within the budget available.