**Expression of Interest for Audio and Video Production of Song**

**Introduction**

This Expression of Interest is about the production of an Audio and Video Song on a social cause. The production process will follow two phases. The first phase will finalize the Audio production, followed by a second phase of Video Production of the same. This song is produced for the Health Communication Component (HCC), under a USAID-funded Maternal and Child Health (MCH) Program currently implemented in Sindh.

**Health Communication Component of the Maternal and Child Health Program**

The Health Communication Component (HCC) is a five-year initiative for improving mother and child health in the province of Sindh by using a package of social and behavior change communication interventions. The Health Communication Component, in its first phase, is aiming at addressing the most immediate and basic needs that include, among others, increasing intention to practice particular behaviors among key audiences, and uptake of reproductive services. The Health Communication Component is being implemented by Johns Hopkins Center for Communication Programs along with Center of Communication Programs Pakistan, Mercy Corps and Rural Support Programmes Network.

Center for Communication Programs Pakistan is providing support to Johns Hopkins Center for Communication Programs in the design and implementation of mass-media interventions. Center is a premier organization in Pakistan that specializes exclusively in development communications. Center leads with a solid experience in development and implementation of multi-media communication interventions with an integrated approach to effectively reach out to diverse set of audiences.

**Mass-Media Centerpiece Vehicles**

As part of the Health Communication Component, Center for Communication Programs Pakistan is tasked with production of multiple mass media products during the life of the component. This includes television Commercials, television talk shows, documentaries, television drama and a feature film. The scope of the current EOI is on the Theme Song.

**Theme Song**

All the components of the MCH program shall be working under a common overarching theme of “Bright Stars Working Together for a Brighter Future”. The resultant song will emotionally spell out the same theme through a melodious and powerful song. The detail Creative Brief for development of the Theme Song shall be sent to prequalified firms only.

**4) Submission Details:** Interested firms should submit their response according to the attached Excel Template and submit it through email to info@ccp-pakistan.org.pk , in one package.

**Deadline:** The deadline for submission is COB **June 07, 2015**

**Contact Information:** For any queries, send your email to ehtesham@ccp-pakistan.org.pk