**TERMS OF REFERENCE**

**PRODUCTION AND BROADCAST OF TWO RADIO SPOTS**

**1. Introduction**

Center for Communication Programs Pakistan is working with Johns Hopkins Center for Communication Programs, Mercy Corps and Rural Support Programmes Network to implement the Health Communication Component (HCC) of USAID’s-Maternal and Child Health (MCH) Program. Health communication plays a pivotal role in brining social change and improving healthier behaviors for reducing maternal and child mortality in the country. This TOR is for the production and broadcast of two radio spots under the HCC for the Population Welfare Department and the Health Department of Government of Sindh.

**2. Health Communication Component**

The HCC is part of USAID’s MCH Program. The MCH Program is operating primarily in the rural areas of Sindh. The HCC is a five-year project for reducing maternal and infant mortality by using a package of social and behavior change communication interventions. Center for Communication Programs Pakistan (henceforth, Center), 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, which 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.

The HCC, in its first phase, is aiming at addressing the most immediate and basic needs for improving mother and child health. This includes, among others, increasing intention to practice particular behaviors among key audiences, and uptake of reproductive services.

**3. objectives OF THE ASSIGNMENT**

This TOR, as mentioned above, is on the production and broadcast of two radio spots. The two spots will introduce the central theme of ‘bright star’ to the targeted communities. While both the spots will have distinct behavioral objectives, mentioned in the table below, they shall be connected together under the overarching theme of “Bright Stars working together for a Brighter Future”. The spots should be developed in a manner that they are both “educational” as well as “inspirational”.

The central theme shall be incorporated to inspire ownership of local communities and promote individuals’ roles in improving maternal and child health (see attached creative brief on the concept of ‘bright star’ for further details). The objectives and the primary audience of the radio spots is as follows:

|  |  |  |
| --- | --- | --- |
| **Serial** | **Objectives** | **Audience** |
| 1 | Recognition of lady health workers as a reliable and trusted source for information on maternal and child health, family planning, and provision of contraceptives to improve the health of mothers and their babies. | Married women of reproductive age |
| 2 | To increase contraceptive usage by focusing on couples who want to do birth spacing (unmet need). These couples should know that there are multiple methods of family planning (contraceptive choices) available to them for birth spacing. They should also know whom to talk to about family planning, and where to access family planning methods (contraceptives). | Married women of reproductive age (and their husbands) |

*Note: See attached creative briefs for more detail.*

**4. scope OF THE ASSIGNMENT**

Scope of this assignment is divided into two components, one is the production of two radio spots and the second pertains to broadcasting the same. Potential bidders can submit technical and financial proposals for either the components or both. Interested parties can also submit their bids as part of a consortium to leverage each other’s strengths.

**5. PROPOSAL SUBMISSION:**

*Interested parties are requested to download “proposal cover sheet”, also provided in* ***Annex I****, along with prescribed media airing plan from the following link and must use the same while submitting proposal.*

[*http://ccp-pakistan.org.pk/procurement-notices/*](http://ccp-pakistan.org.pk/procurement-notices/)

Interested parties must submit their financial and technical proposals in separate sealed envelopes clearly marked “Financial” and “Technical” in one packet either through post or by-hand by 5:00 pm, October 15, 2015 to:

Address: Finance Section

Center for Communication Programs Pakistan

House 89-B, Street 59, F-10/3

Islamabad

* Technical proposals must contain prescribed proposal cover sheet, understanding of the assignment, at least three concepts on each radio spot, options for voiceover artists (both Urdu and Sindhi), pre-test plan, showreel and profile of the proposed creative director and agency profile.
* Financial proposals must quote costs for production and broadcast separately from each other. If proposal is submitted for both the components, the bidder must use the prescribed media-airing plan, to quote the price for airing of commercials for both the plans, namely 15-days and 30-days.

It is not necessary that the interested party (or a consortium of parties), submitting the proposal for both production and of radio spots, be awarded both the production and broadcast contracts. Both components will be evaluated distinctly for their technical strength and value for money.

**6. TIMELINES**

The total duration of the assignment is three weeks followed by either 15 days or 30 days of broadcast. Interrelated activities for this assignment along with expected duration is provided in the following table:

|  |  |  |
| --- | --- | --- |
| **Stage** | **Description** | **Duration** |
| 1 | Refining concepts, outlines, scripts submitted both in Urdu and English languages for approval and production; | Week 1 |
| 2 | Deciding on product details i.e. voiceovers, background music, sound effects etc. for approval and production; | Week 2 |
| 3 | Pre-testing rough cuts of the radio spots with the intended audiences for message reception, understanding and acceptance; | Week 3 |
| 4 | Production of radio spots | Week 3 |
| 5 | Broadcast of Radio Spots (week 3 onwards) |  |

**7. SPECIFICATION**

Production: Interested parties should give their best quotations for production, pretesting and broadcast of radio spots on the basis of the following specifications:

* Duration - 45-60 Seconds with 20-30 Seconds of Adaptation
* Voices – Please propose both celebrity/known and non-celebrity/not known yet professional voices that can connect to the people of rural Sindh. Separate costs should be quoted for both
* Characters – Depending on the final concept, however, 2-3 main characters with clear characterization for the radio audience
* Post production with music, sound effects, voiceover and brand narrations
* Director – More than one director can be quoted for the production of radio spots, provided samples of each are provided
* Language – In Sindhi, and Urdu

You are also required to refer to the attached creative briefs for further details.

Both radio spots should have equal amount of airing planned according to the Media Airing Template available to be downloaded from:

[*http://ccp-pakistan.org.pk/procurement-notices/*](http://ccp-pakistan.org.pk/procurement-notices/)

Half of the airing budget must be allocated to the full version while the remaining to its adaptation.

Prescreening Criteria:

Prescreening includes submission of complete proposals as per the guidelines, accreditation by Pakistan Broadcasting Association and a good track record. In addition, firms should that have handled large portfolios of similar nature in recent past.

**8. PAYMENT TERMS**

*For this purpose, interested parties are requested to submit a prescreening questionnaire along with their technical and financial proposals provided as* ***Annex II*** *and also available to be downloaded from:*

[*http://ccp-pakistan.org.pk/procurement-notices/*](http://ccp-pakistan.org.pk/procurement-notices/)

Payments shall be made on the basis of submitted invoices within 30 working days as per the following payment plan:

|  |  |  |
| --- | --- | --- |
| **#** | **Deliverable** | **Payment** |
| Production | | |
| 1 | Approved scripts [in Urdu and English]; | 10% |
| 2 | Pre-test report on message reception, understanding & acceptance [English]; | 40% |
| 3 | Radio spots produced and ready for broadcast (DV/DV-CAM/MiniDV). | 50% |
| Broadcast | | |
| 4 | Submission of airing certificates as per the broadcast plan | 100% |

**9. SUPPORT**

Center shall provide the following support during the course of this assignment:

* Technical backstopping on refining messages, scripting and concepts of TVCs
* Sharing a detailed Creative Brief for refining concepts

It is the responsibility of the interested party to arrange for all logistics and provision of administrative, security and technical support other than the ones mentioned above.

**10. DUTY STATION**

The interested party may be based anywhere in Pakistan but would work in close coordination with Component Offices in Islamabad and Karachi; travel to field may also be required for consultation with government counterparts.

**11. QUALIFICATIONS OR SPECIALIZED KNOWLEDGE/EXPERIENCE REQUIRED**

The Agency must have:

* Extensive experience, at least ten years or more, of working in the domain of mass media production, specially in the genre of radio commercials;
* Proven track-record of developing mass media products on multiple issues;
* Proven experience of designing and executing mass media products on social issues, preferably on mother and child health;
* Deep understanding and familiarity with issues of mother and child health;
* Familiarity with overall diversity, cultural norms, preferences, traditions and dialects of different regions in Pakistan, especially rural Sindh;
* Mobility and willingness to accept assignments at short notice; and
* Resources to develop high quality and aurally appealing communication materials in Sindhi and Urdu languages.

**ANNEX I: PROPOSAL COVER SHEET**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Legal Name of Organization | Name:  Website: | | | |
| Legal Name of other organization(s) if submitted as consortium | Name:  Website: | | | |
| Name and contact information of Focal Person | Name:  Address:  Telephone:  Cell:  Email: | | | |
| Registration Status | Operational since: |  | Registration under: |  |
| Proposal submitted for: | Production ☐ Production & Broadcast ☐ ☐ | | | |
| Technical Proposal Include: | Note on understanding ☐  Radio landscape in Sindh particularly rural Sindh ☐  Radio production and broadcast strategy outlining the challenges of the campaign and the tactics to mitigate it ☐  Three concepts for both radio commercials ☐  Profile and profile of proposed director(s) ☐  Agency profile ☐  3 Sample radio spots produced by your firm ☐  Credentials/Profiles of the creative team ☐  Credentials/Profiles of the media team ☐  Options for voice overs ☐  Pretest plan ☐ | | | |
| Financial Proposal include: | Production:  Breakup of production cost ☐  Options for at least 2 and at most 5 directors ☐  Costs for different voiceover artists ☐  Prescribed media broadcast plan used ☐  Costs provided for both the plans ☐  Costs provided for all radio channels and slots ☐ | | | |
| Name and Signature |  | | | |

**ANNEX II: PRE-SCREENING QUESTIONNAIRE**

**CREATIVE CONCEPT AND PRODUCTIONS**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 1. Experience in mass media production | 1.1: Years of Experience in Productions & Creative Services, registration date:  1.2: Turnover of radio spots in a year (In numbers):  1.3: Nationwide Offices (Mention Cities):  1.4: Nationwide Strength, number of staff in:   |  |  | | --- | --- | | * Creative, |  | | * Account Management, |  | | * Electronic Productions |  | | |
| 2. Awards and recognition | Creative Awards won:   |  |  |  | | --- | --- | --- | |  | Name of the Award | Name of the Campaign/Product that won the Award | | 1 |  |  | | 2 |  |  | | 3 |  |  | | 4 |  |  | | 5 |  |  | | 6 |  |  | | |
| 3. Top 3 radio spots produced on social subjects this year | |  |  |  |  | | --- | --- | --- | --- | |  | Name of the spot | Client | Subject/Issue | | 1 |  |  |  | | 2 |  |  |  | | 3 |  |  |  | |  |  |  |  | |  |  |  |  | | |
| 4. Experience in media planning and broadcast of radio | 4.1: Years of experience in media planning and broadcast :  4.2: Annual turnover of media buying in a year (In number):  4.3: Nationwide strength, staff in 2   |  |  | | --- | --- | | * Media planning & broadcast |  | | * Account management |  | | |
| 5. Software in use for media planning particularly for calculating GRPs | |  |  | | --- | --- | | Name of the software | Benefit of the software | |  |  | |  |  | |  |  | |  |  | | |
| 6. Suspension by PBA in the last three years | No ☐  Yes ☐ | Provide history of suspension, approved by PBA. |
| 7. Accreditations | APNS ☐  PBA ☐  PAA ☐  PID ☐  Any other, please mention | |
| Name and Signature |  | |