

**fhi360**

## **The Science of Improving Lives**

### **Request for Proposals (RFP) Proposal Guidelines Media Consultant**

#### **A: Introduction**

FHI360 Uses TBCARE APA3 resources to support the Nigeria TB Program in community mobilization and sensitization to improve TB control and management Part of this activity includes Advocacy, Communication, Sensitization and Mobilization (ACSM) and this involves desk work for the development of relevant IEC materials, radio, and TV Jingles on TB, airing of TB messages

#### **Objective**

The purpose of this initiative is to increase awareness on TB in general and improve case detection at the community level

The strategy for implementing the initiative is a local media campaign utilizing TV, radio and print ads.

Consulting Companies will be evaluated on their approach to this project, in addition to their experience, budget and references.

The desired goals of the media campaign are to utilize the platform of TV, radio and print ads, by disseminating messages that address:

- TB care, control and management at the community level &
- TB/HIV related issues

Bids are welcome from qualified agencies that can demonstrate experience and expertise consistent with the priorities, deliverables, and qualifications detailed in this advert.

#### **B: Qualification Criteria (Skills, Abilities and Qualifications)**

The Consulting Company must demonstrate the following:

1. Provide a detailed company profile of your organization including CAC cert, and tax clearance for the past 3years.
2. Demonstrate Known Specialization of ACSM in Nigeria with evidence of executing similar contracts

3. Knowledge and effective use of graphic standards, design criteria, and the use of multi-media communication tools.
4. At least one reference for the organization (this must include name, designation, contact no and email address)
5. An ability to be flexible in approach to project development and implementation.
6. An ability to design and Implement projects in a cost efficient manner.
7. A demonstrated ability to meet internal and project deadlines, major milestones and overall project schedules.
8. A creative and innovative approach to the project
9. Schedule and timeline for completion of the project
10. Detailed cost breakdown for each activity
11. Payment terms (in milestone based on completion of each activity)

**C: Scope of Work/Deliverables**

FHI360 seeks the expertise of a media consultant in developing scope of work activities and deliverables that result in a creative and innovative multimedia campaign that is highly effective in reaching the Nigerian Populace. The contract is intended to commence once the appropriate individual or agency has been secured. This award will be based on an all-inclusive contract comprising costs related to consulting time, production of copy-ready/color proof ads/materials, and purchase of media/advertising spots. All plans and products are to be reviewed by the FHI360 prior to release.

The Consulting company awarded a contract under this RFQ will manage and monitor the project on an ongoing basis to ensure quality and timely work. Regular reports on the progress and outcomes of the project will be required.

**Scope of Work for Consulting Company**

The Scope of Work for the company is as follows:

- Adapt existing radio and TV Jingles on TB to nationally acceptable standard
- Airing of radio jingles in 5 States (Kano, Adamawa, Lagos, Cross River, Edo) with a national radio station (three times a week for 6 months)

- Televised broad cast of TB/HIV related messages in one public and one private TV network (three times a week for 6 months)
- Development of NTBLCP/FHI360 advocacy kits for TB related advocacy visits to state and national stakeholders
- Develop TB Control and management messages and Bulk SMS thorough one mobile network (80,000 messages @ 20,000 x 5 states)

### **Expected Deliverables**

- CD and DVD copies of radio jingles and TV messages
- Proof of secured airtime with TV and Radio Station
- Copy of advocacy Kit produced for TB
- Proof of payment and proof of TB messages sent out as bulk SMS in a mobile network

### **D: Proposal Narrative**

All Proposals must include a proposal narrative for this activity.

#### **Proposal Narrative – Required Format and Content**

Submissions should be in a 12-point font equivalent to Arial in size, double spaced, one-inch margins, and numbered pages. There is no page limit requirement, but submissions should be as brief as possible, while providing a clear picture of the applicant’s qualifications to conduct the work required.

Start each section of your Proposal with the bolded headings in the section below and in the order below. Carefully following this format will aid the readers in reviewing the merits of your Proposal.

#### **1. Proposed Media Campaign**

The narrative should be clear and succinct. The narrative should include, but is not limited to the following topics.

- **Focus of the Advocacy kits , TB related messages and Bulk SMS**
  - How will you focus the message for an effective campaign? Explain the rationale behind your decision.

- **Community Profile-Target Population**

- Who will be reached? Are they members of a specific culture or group, How many people will be reached?
- What geographic communities are to be impacted by the project based on the above scope of work?

- **Campaign Activities**

- Identify the types of media you will use; identify where and how frequently they will be run.
- Describe the finished products (e.g., video, print ads).

## **2. Applicant Capability**

Provide a brief description, which includes the following information-

- Qualifications to undertake the proposed project.
- What are the qualifications of the individual(s) and/or agency? Include resumes and references for each. What role will each play and what is the estimated percentage of time they will spend on the project?
- Examples of relevant prior accomplishments and current projects.

### **E: Deadline for Submission**

All applicants submitting a Proposal must submit their proposal to:

Associate Director, Procurement, Contracts & Grants

FHI 360, Plot 1073 JS Tarka Street Garki

Area 3

Abuja

All documents required by this RFQ must be received at the above-designated location not later than 5.00 PM, Monday 20<sup>th</sup> May 2013.

No facsimile (fax), e-mail documents or postmarked documents will be accepted.

Issuance of this RFP in no way constitutes a commitment by FHI360 to award a contract.

**Note:** All Submitted Proposals must be Valid for a Period of 90 days from the closing date indicated above.

FHI 360 is Value added tax (VAT) exempted, but charges withholding Tax (WHT) in compliance with relevant Nigerian tax laws.