



## **ALIVE & THRIVE**

### **REQUEST FOR PROPOSALS (RFP)**

**Issued on:** June 6th 2016  
**Proposal due:** June 27<sup>th</sup> 2016 (5 pm Hanoi time)  
**For:** Materials design and development – mass media and print materials

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## **BACKGROUND**

Breast milk is crucial to child survival. It provides optimal nutrition by meeting infants' micronutrient, protein and energy needs. In cases where breastfeeding is not possible because the mother is unable to breastfeed, the next preferred feed is mother's own expressed breast milk. When mothers don't have sufficient volumes of breast milk, then donated human milk from a milk bank is the first substitute. Human milk banks are one way to provide safe human milk to infants who need it most.

Alive & Thrive Vietnam/ FHI 360 in partnership with PATH, the Ministry of Health (Maternal and Child Health Department) and the Da Nang Department of Health aims to establish the first Human Milk Bank (HMB) in Vietnam in the Da Nang Hospital for Women and Children (DNHWC) to ensure access to lifesaving human milk to save newborn lives and ensure healthy growth and development.

To influence current breastfeeding practice and generate demand and supply for the first Human Milk Bank in Da Nang, A&T is working on a creative, media and interpersonal communication campaign.

This Request for Proposals is to identify and contract with an agency or agencies that are able to provide guidance, produce, develop and/or execute a one-year creative communication campaign (8/2016 – 8/2017) to support A&T's and PATH's HMB work in Vietnam.

## **OBJECTIVES**

- To raise the awareness of the first HMB in Vietnam and Da Nang.
- To generate supply and demand for Human Milk Bank, including the incorporation of messages on the safety and quality of donor human milk.

The primary target audience for the material design and development has been identified as segments of the population who directly need to be informed or who need to change customary feeding practices of children. They are the mothers of children 0-12 months, pregnant women or mothers-to-be.

The secondary target audience comprise groups of people who can directly influence the knowledge,

attitudes, and behaviors of the primary target audience and have been identified as health care providers and caregivers of children (fathers, grandmothers).

The materials design and development will include:

- i. creative design, development and production of a provincial one-year mass media campaign using both traditional (TV, radio, loud speaker system, events, etc...) and new media channels
- ii. graphic design, development and production of collateral materials

## SCOPE OF WORK

We are looking for one-year partnership with an agency to coordinate the work from 2016 to 2017 for input and guidance on creative execution through-the-line<sup>1</sup> and media buy.

### I. Creative Design, Development and Production of a Provincial Mass Media Campaign

The Agency will be responsible for:

- Developing a creative platform for HMB
- Preparing materials for pretesting the creative platform
- Producing and developing a one-year campaign that promotes HMB messages and ensuring that the campaign is effective & efficient i.e. uses the best messaging channels and approaches to reach critical audiences that will result in improved demand and supply for HMB and breastfeeding. Both this campaign and the creative platform that has been developed by A&T for breastfeeding should have a consistent overall look and feel. In addition, the campaign will need to be creative as the budget is limited. Recommendations by the agency on how to ensure that the overall communication campaign is creative, effective, and memorable and breaks through the usual public health announcements clutter will be an important part of the scope.
- Ensuring that the overall campaign includes BF messages and serves to generate supply and demand for Human Milk Bank, including the incorporation of messages on the safety and quality of donor human milk.

As part of the one-year campaign A&T anticipates working with the agencies to produce the following list of products & materials. The list is indicative and may be adjusted once the final campaign platforms are finalized and also overtime:

- Write the script and develop storyboards for estimated one (1) to three (3) short video clips for TV and on-site broadcastings. The agency will develop concepts (to be pretested by independent agency), write and produce the scripts and the storyboards for the video clips, together with clear explanations of treatment for each clip. Concepts and final products will be reviewed, before final approval, by the technical team including Alive & Thrive Vietnam and its relevant partners, where necessary, and revised by the agency.
- Develop concepts (to be pretested by independent agency), write and produce three (3) scripts per year for use via the loudspeaker network.
- The agency will develop a series of articles communicating key campaign messages to be used on print/ online magazines to promote HMB.
- Develop online channels for HMB – either a website or a social media forum (FB page, etc). The agency will be in charge of content development and management to generate interest and traffic among target audiences to serve the ultimate target of generating demand and supply for

<sup>1</sup> “Through-the-line” implies a 360 degree approach. This includes above-the-line (TV, radio, print), below-the line (collateral), new media (internet, social networking, etc), events and events management, etc.

#### HMB.

- We anticipate having two to three creative media events per year. Spots promoting HMB will be broadcasted to achieve 70 percent regional coverage. At least one media burst per year will be timed to generate interest to promote World Breastfeeding Week, which will be a good chance to promote HMB. Additionally, Children Day/ Vaccination Day can be a good occasion to promote HMB. Supplementary programming<sup>2</sup> and print media will be used to keep interest in HMB alive during the remaining part of the year. Throughout the year, information can be accessed through a web site/ social media channel where women can post questions and dialogue with other mothers, creating virtual support groups. An integrated communication, advocacy, and production strategy will help give IYCF issues the visibility needed to enable change.
- Filming and production – pre- and post-production – and any further treatments that may be required for development (e.g. animation, simulation, etc).
- Revision based on pre-testing results: A&T will hire an additional, independent agency to pre-test the materials, and the agency will make agreed upon revisions based on pre-test results.
- Produce one (1) set of final master materials (Beta tapes, DAT, etc).
- Produce DVD copies (NTSC and PAL system compatible, where appropriate). The DVD will include English subtitles. The final quantity will be determined at a later stage.
- Prepare master copies for national and/or regional distribution to appropriate media outlets for national and/or regional coverage (media has not been bought and final quantity will be determined at a later stage)
- Participate in meetings with stakeholders to achieve agreement, where required
- Securing permissions and clearances, as needed

Note: All draft materials and products must be developed in Vietnamese with English translation for review. Final materials and products will be produced in Vietnamese with English subtitles/ scripts/ translation as appropriate. All materials and products should be sensitive to geographic and ethnic differences.

#### **Media strategy**

The agency will be responsible for developing a cost effective media strategy. The agency should indicate its capacity in media buy as part of the proposal.

#### **II. Graphic Design**

The Agency will be responsible for the design, layout and production of collateral materials as follow. This list is indicative and may be adjusted once the final campaign platforms are finalized. The list includes:

- one set of brochures (4-5 pages)
- one set of three (3) posters per year
- one (1) recognition card for mothers
- one set of six (6) leaflets e.g. referral cards, and invitation cards where required.

Print materials will be distributed within and outside the Da Nang Women and Children's Hospital (DNWCH), in district/ commune health centers and other government health facilities and programs as relevant.

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<sup>2</sup> To complement the main media bursts, there will be additional events and products developed to maintain interest in HMB through out the year.

- The agency will propose and produce a list of promotional items that can be used as incentives, recognition for human milk donors

The agency will also be responsible for working with the A&T team, PATH, and relevant partners to get creative input on the design, layout and production of collateral materials.

There will be several different audiences to use the materials – health workers at Da Nang Hospital for Women and Children’s Hospital (DNHWC); health workers at the other relevant health facilities; and the general population – specifically mothers-to-be and mothers, fathers, grandmothers and caregivers. The materials required may be in low-literacy format, and the agency should retain an illustrator for low-literacy needs. All illustrations required for this scope of work will be provided by the agency.

In order to evaluate your agency’s services and cost we are soliciting unit costs for the mentioned materials. This list represents examples of the types of materials that may be developed, and is an indicative list.

The delivery of print materials may have different deadlines throughout the one year campaigns which will be agreed upon in the scope of work.

Note again that A&T will hire an additional, independent agency to pre-test all print materials, and the agency will make agreed upon revisions based on pre-test results.

In addition to the two scopes of work above, the agency will be required to work with A&T to ensure brand uniformity across all communication platforms such as the website, events, etc.

As A&T is a multi-partner program, the agency will also be required to assist in building the capacity of program partners such as provincial IEC centers, on creative social marketing.

## **CAMPAIGN TIMELINE**

The creative concepts must be ready for pre-testing by 4<sup>th</sup> week of July 2016. The first set of final print materials should be ready by early August, 2016. The first set of final mass media materials should be ready for the launch of broadcasts, scheduled to begin by mid-August 2016. The selected offeror will revise and finalize all materials within a week after A&T provides results from pre-testing.

A&T will design and contract the impact monitoring of the Mass Media Campaign as part of the communication strategy.

### Tentative timeline

RFP posted:	6 – 27/6/2016
Proposal submission:	27/6/2016
Short listed candidates notification, if applicable:	5/7/2016
Presentations from shortlisted candidates, if applicable:	11-12/7/2016
Final selection made:	15/7/2016
Contract processing:	15 – 22/07/2016
Contract signed and anticipated start date:	25/7/2016
Pre-campaign preparation:	25/7/2016 – 14/8/2016

Campaign launched: launch)	15/8/2016 (when HMB is expected to launch)
Campaign intensive period:	15/8/2016 – 15/02/2017
Maintaining period:	15/3/2017 – 30/4/2017
Campaign finished and documentation/evaluation starts:	5/2017
All requested reports/documents submitted:	6/2017

**PERIOD OF PERFORMANCE:** 11 months from date of signing contract

## SUBMISSION REQUIREMENTS

In order to be considered, Proposals must include the following:

- I. Capability Statement – not to exceed three pages, indicating size of the agency, staff, past experience in producing health communication, work with donor organizations and/or the Government of Vietnam.
- II. Summary description of similar work – two pages, no photos or videos please. You may also include a website(s) for us to review that reflects your creative work.
- III. Creative approach: not to exceed five pages, indicating the approach the agency will utilize to develop the mass media campaign and/or collateral materials.
- IV. Cost proposal – cost for the creative design, production and development of the mass media campaign. Please provide a budget that reflects costs (including unit cost and number of units) for the development/production of the television spots and print materials, and a budget narrative that describes and justifies the cost assumptions for each category and line item in the budget spreadsheet. The budget should be broken down by labor costs (please identify personnel who will perform the work) and fringe benefit costs in accordance with the offeror's compensation policies, travel costs, supplies, any other direct costs necessary to perform a category of work, and indirect costs. Indirect costs must be clearly stated including the basis on which they will be applied, they are administrative expenses related to overall general operations and are shared among projects and/or functions. Examples include executive oversight, accounting, grants management, legal expenses, utilities, and facility maintenance. In so far as possible, identifiable (allocable) costs should be requested and justified in the proposal as direct costs, including those for dedicated ongoing project management, facilities and support. To the extent that indirect costs are applicable, they are subject to the following limits:
  - 0% for government agencies, other private foundations and for-profit organizations
  - up to 10% for U.S. universities and other academic institutions
  - up to 15% for non-U.S. academic institutions and all private voluntary and non-government organizations, regardless of location.

If the organization has lower indirect rates, the lower rates should be used. Please include VAT in the cost proposal as Alive & Thrive/ FHI 360 is not VAT exempt.

Offerors will submit with their proposals a proposed budget with sufficient detail to allow evaluation of elements of costs proposed. The cost proposal for this project with a detailed budget should not exceed **VND 890,000,000**. Cost effectiveness is considered critical.

Please find below the budget format for reference.

Budget Category		Unit cost	Quantity	Amount (VND)
<b>Salaries</b>				
<ul style="list-style-type: none"> <li>• Staff 1 – Title – Level of Effort</li> <li>• Staff 2 – Title – Level of Effort</li> <li>• Etc.</li> </ul>				
Total Salary Costs				
<b>Creative design, development and production of electronics product</b>				
<ul style="list-style-type: none"> <li>• TVC</li> <li>• Radio</li> <li>• Loudspeaker</li> </ul>				
Total electronics product costs				
<b>Graphic design and print production service</b>				
<ul style="list-style-type: none"> <li>• Graphic design <ul style="list-style-type: none"> <li>○ Poster</li> <li>○ Leaflet</li> <li>○ Brochure</li> </ul> </li> <li>• Print production service</li> </ul>				
Total Graphic Design and Print service Costs				
<b>Travel</b>				
<ul style="list-style-type: none"> <li>• Description/amount</li> </ul>				
Total Transportation Costs				
<b>Other Direct Costs</b>				
<ul style="list-style-type: none"> <li>• Materials production costs (description/amount)</li> <li>• Other campaign costs (description/amount)</li> </ul>				
Total Other Direct Costs				
Indirect Costs (if applicable)				
Fee (if applicable)				
VAT				
<b>Total Budget</b>				

- V. Staffing – Offeror should identify personnel who will be key in the successful execution of the requirements of this RFP, the percentage of time they will spend on activities, and include resume for those key personnel. Each resume should be maximum one page in length.
- VI. References – three client references worked with in the past two years, in the same capacity, and contact information (names, company or organization, phone number/email)
- VII. Timeline for production – keep in mind the approval process and the need to pre-test all materials before the start of final production. After every review and pretest, the agency may be required to make adjustments to the materials in line with pretest findings.

Examples of previous work should be kept brief. Please submit only examples of work that is directly relevant to the proposed assignment and is reflective of your creativity and approach. If Alive & Thrive/

FHI 360 requires additional examples or materials we will request it during the review process.

## CRITERIA FOR EVALUATION

**Bids will be evaluated and ranked by a committee on a best value basis according to the criteria below. Only offerors able to provide all of requirements listed above will be considered.**

Selection shall be based on the following weighted categories:

1	Capacity & Experience: The offeror's previous experience with similar assignments, to include relevant past projects, clients and references	25 points
2	Quality & Creativity	30 points
3	Cost & budget: Cost effectiveness of the budget	20 points
4	Timeline	15 points
5	Personnel	10 points

*NOTE: FHI 360 will not compensate the company for its preparation of response to this RFP nor is the issuing of this RFP a guarantee that FHI 360 will award a contract.*

## CONTRACT MECHANISM

FHI anticipates issuing a firm fixed price purchase order. The purchase order will be issued to the responsive offer that is selected on a best value basis. Once an award is issued, it will include a schedule of fixed price payments based on completion of deliverables in the scope of work.

## INSTRUCTIONS AND DEADLINE

Responses to this RFP should be submitted by email to the Alive & Thrive/ FHI 360 head office to the attention of Vu Thi Thu Ha ([vha@fhi360.org](mailto:vha@fhi360.org)) and Nguyen My Ha ([nmyha@fhi360.org](mailto:nmyha@fhi360.org)) no later than **27 June, 2016, at 5 p.m. Hanoi (Vietnam) time**. Offers received after this date and time will not be accepted for consideration. Alive & Thrive / FHI 360 will acknowledge receipt of your proposal by email. Proposals must be submitted in electronic format using Microsoft Office compatible software.

Any questions or requests for clarification need to be submitted in writing to the email address [vha@fhi360.org](mailto:vha@fhi360.org) and [nmyha@fhi360.org](mailto:nmyha@fhi360.org) by **June 13, 2016 at 5 p.m. Hanoi (Vietnam) time; answers will be shared with all firms**. No telephone inquiries will be answered.

**Please include VAT in the cost proposal as FHI 360 is not VAT exempt.**

## WITHDRAWAL OF PROPOSALS

Proposals may be withdrawn by written notice, email or facsimile received at any time before award.

## FALSE STATEMENTS IN OFFER

Offerors must provide full, accurate and complete information as required by this solicitation and its attachments.

Proposals become property of FHI 360.

## **DISCLAIMERS AND FHI 360 PROTECTION CLAUSES**

- FHI 360 may cancel the solicitation and not make an award.
- FHI 360 may reject any or all responses received.
- Issuance of a solicitation does not constitute an award commitment by FHI 360.
- FHI 360 reserves the right to disqualify any offer based on offeror failure to follow solicitation instructions.
- FHI 360 will not compensate offers for response to solicitation.
- FHI 360 reserves the right to issue an award based on initial evaluation of offers without further discussion.
- FHI 360 may choose to award only part of the activities in the solicitation, or
- issue multiple awards based on the solicitation activities.
- FHI 360 may request from short-listed offerors a second or third round of either oral presentation or written response to a more specific and detailed scope of work that is based on a general scope of work in the original RFP.
- FHI 360 has the right to rescind an RFP, or rescind an award prior to the signing of a subcontract due to any unforeseen changes in the direction of FHI 360's client, be it funding or programmatic.
- FHI 360 reserves the right to waive minor proposal deficiencies that can be corrected prior to award determination to promote competition.
- FHI 360 will be contacting offerors to confirm contact person, address and that bid was submitted for this solicitation.

**END OF RFP**