



UNICEF THAILAND COUNTRY OFFICE

Requesting Section: **Private Sector Fundraising Division (PSFR) - Thailand Country Office**

Terms of Reference -Media Management for UNICEF DRTV

1. Background

Direct Response Television (DRTV) is one of the most successful fundraising techniques being used by UNICEF and other INGOs in many countries including Thailand. In 2020, following the success of other UNICEF offices and with guidance from UNICEF India, UNICEF Thailand launched DRTV in August 2020 with the main objective to test and to learn how the Thai market reacts to DRTV.

DRTV 2020 was designed to acquire new recurring monthly donors (Pledge donors) for UNICEF using 90, and 60 seconds advertisements. TVC was broadcasted, and promoted through mass media channels such as TV, whereby a donor made an initial onetime SMS donation followed by receiving an outbound telephone call offering the pledge opportunity and supported by online channels.

After the first five months of DRTV in 2020 - under the unusual circumstances of COVID-19 pandemic and protests in Thailand - the result of PSMS was quite promising. Income from SMS was approximately 6 million Baht which already covered 60% of media cost. In addition, UNICEF Thailand could acquire approx. 700 new pledge donors.

As part of the fundraising strategic plan to diversify pledge donation portfolio, UNICEF Thailand has planned to continue testing DRTV channel to gather more learning and understanding to be able to expand DRTV as one of a sustainable fundraising channel going forward.

2. Objectives, Purpose & Expected Results

UNICEF is seeking a contractor who can provide high efficiently Media Management services; strategic planning, buying and execution, and control for the DRTV campaign for 5 months period: April-August 2021. The main objective of this campaign is to acquire new pledge donors, and to ensure that the media strategy has been designed to best reach our core target group with the lowest cost per acquisition.

3. Description of Assignments

- Provide effective media strategy and plan for DRTV campaign which is designed to deliver statistically valid results for all agreed testing and is continually optimized to deliver new donors against target KPIs (Cost per Response, and Cost per Acquisition), making sure that media plans of DRTV is coordinated with other channels, especially where video ads related to the main campaign on TV will be running in collaboration with digital team involved in project.
- To provide data of media buying for DRTV campaigns for other NGO's to understand competition media buying pattern (which NGOs are spending money in DRTV; what is the level of investment, and which TV stations are they spending).
- In addition, to provide
 - a) Weekly reports on the performance of time slots for all TV channels the creative is on air
 - b) Weekly reports on the response of the various creatives.
 - c) Weekly reports on the TRP of the various channels where the creatives are aired

- To ensure that all identified media are purchased as per the plan, creative is delivered on time and report whether each purchased spot is aired. For any unaired spots, ensure refunds or additional spots at equal to or greater value. The agency to take inputs from UNICEF of TV channel performance of ROI/ Conversion. This information to be provided on spot level Use the relevant information in optimizing media plan to reduce CPR and CPA.
- To provide monthly TV station viewership details along with the affinity of TV stations to UNICEF's target audience
- Broadcast the approved creative spots with different channels and at different time slots (including primetime) in the mutually agreed targeted geographies and targeted media plan.
- Able to overview the performance of the campaign with flexibility in immediate adjustment weekly of the media plan to improve the performance.
- Continual to work with UNICEF to optimization of the media plan to deliver new donor targets.
- Provide 'by phase', and 'end of the campaign' reporting complete with campaign insights and recommendations. The evaluation shall be detailed into:
 - Performance weekdays day wise, weekday's vs weekend performance
 - Performance by time of day (early morning, daytime, fringe, prime to late ...)
 - Performance by genre of TV station
 - Performance by creative
- Provide a Project manager to co-create the strategy and manage the DRTV campaign with UNICEF Thailand.

Remarks:

- UNICEF will provide necessary materials such as contents, videos, photos, etc. as required.
- UNICEF reserves right to adjust scope of work assignments as deemed appropriate from time to time.

4. Deliverables

- Satisfactory completion of work assignments: Media strategy and plan, execution, and control.
- Full campaign analysis and recommendation: report(s) and analysis on the outcome of the campaign with practical recommendation.

5. Estimated Duration of Contract

The contract will be established for an initial period of 8 months (March to October 2021).

6. Reporting requirement

- Weekly update through conference call to discuss the performance of the campaign and action plan for the following weeks (details see also section 3 of this TOR).
- Monthly report demonstrating the progress and performance of the project (call meeting).
- Post campaign report with lesson learned and recommendation (call meeting)

7. Qualification Requirements – mandatory

- The Contractor and any sub-contracted institution under the lead contractor must be legally permitted to operate and have a license (if required by law) to carry out the required tasks.
- The Contractor or sub-contractor must be established for more than 2 years and has direct experience in the required tasks.

8. Evaluation process and methods

The evaluation panel will first review each response for compliance with the requirements of this TOR. Failure to comply with any of the terms and conditions contained in this TOR, including provision of all required information, may result in a response or proposal being disqualified from further consideration.

Each valid proposal will be assessed by an evaluation panel first on its technical merits and subsequently on its price. For this RFQS, the weight allocated to the technical proposal is 70 % (i.e. 70 out of 100 points). To be further considered for the financial evaluation a minimum score of 49 points is required. Only proposals with a score of 49 or more points in the technical evaluation will be financially evaluated (i.e. the financial proposal will be opened). For further details and the distribution of points kindly refer to table 1 below.

The weight allocated to the financial proposal is 30 % as per the following: the maximum number of 30 points will be allotted to the lowest technically compliant proposal. All other price proposals will receive points in inverse proportion to the lowest price. Commercial proposals should be submitted on an all-inclusive basis for providing the contracted deliverables as described in the TOR.

The proposal(s) obtaining the overall highest score after adding the scores for the technical and financial proposals is the proposal that offers best value for money and will be recommended for award of the contract.

Table 1 - EVALUATION CRITERIA: Media Management

CATEGORY	MAX. POINTS
1. OVERALL RESPONSE <ul style="list-style-type: none"> • Understanding of, and responsiveness to, the requirements • Understanding of scope, objectives and completeness of response • Overall concord between UNICEF requirements and the proposal • To provide Thailand media landscape with focus on TV. It should include TV penetration (urban / rural), TV station mix by genre, TRP's & viewership numbers with generic profile of viewers. 	20
2. PROPOSED TEAM and ORGANISATIONAL CAPACITY <ul style="list-style-type: none"> • Credential of the company • Highlight the samples of works with similar scope of assignments like DRTV project (DRTV for fundraising purpose is an advantage) or successful marketing campaign emphasizing on TV media and result that drives sale volume with proven track of success, if there is any. • Capacity to adjust media strategy and media plan on a weekly basis. • Able to provide report with consultancy service on a weekly basis. • Team profile that provide details of experience, that related to televised project or target driven success. Team member should cover area of responsibility. 	10 10 10 10 10
TOTAL MARKS FOR TECHNICAL COMPONENT (min. passing score = 49 points)	70
3. FINANCIAL PROPOSAL - PRICE <ul style="list-style-type: none"> • Full marks are allocated to the lowest priced proposal. • The financial scores of the other proposals will be in inverse proportion to the lowest price. 	30
TOTAL MARKS	100

9. Administrative issues

- Bidders are requested to provide a technical proposal in **Annex C** – Technical response form.
- Bidders are requested to provide a detailed cost proposal in **Annex D** – Financial response form.
- The bidder is requested to provide an all-inclusive cost in the financial proposal. The bidder is reminded to factor in all cost implications for the required service/assignment.
- No travel is foreseen under this assignment.

10. Payment Schedule

- The payment schedule must be based on completed deliverables and should be included in the financial proposal. To be reviewed and agreed with UNICEF.
- Payment terms 30 days net upon receipt of agreed invoice.

11. Penalty Clause

All UNICEF database is the property of UNICEF. The Contractor agrees that:

- the Contractor will review risks and security implementations frequently.
 - the Contractor will not disclose any UNICEF's information, detail of feedback, review, and analysis to a third party.
 - the Contractor will not use the database for any other purpose other than stated in the Agreement/Contract.
 - the Contractor must return or destroy (as directed by UNICEF) all UNICEF's Confidential Information (including all copies of and material representing such Confidential Information) to UNICEF immediately upon demand or upon termination of this Agreement.
-