

## **REQUEST FOR PROPOSALS**

### **Elections campaign: Graphics design agency**

Tabeer-Consolidating Democracy in Pakistan (CDIP) and its consortium partner the United Nations Development Programme (UNDP) are jointly supporting the Election Commission of Pakistan (ECP) in launching a nationwide multimedia communications and outreach campaign prior to the general elections.

#### **Scope of work**

CDIP seeks the services of a graphics design agency to deliver creative and high-impact visual materials for a voter mobilisation campaign ahead of the 2018 general elections. The design agency will be expected to develop and finalise all visual campaign products.

The products listed below are for indicative purposes.

- Key visual/campaign logo
- Print ads
- Billboards, streamers
- Banners, standees
- Posters, flyers
- Vehicle wraps/skins
- Fact sheets, voter guides
- Social media infographics and visual posts
- Digital ads (banners, pop-ups).

#### **Deliverables**

- Campaign design concept and key visual
- Finalised campaign products (ad designs for print, billboard, digital; vehicle skins, etc.).

#### **Timelines**

The campaign should be ready to launch on 11 July 2018. All materials should be finalised by 9 July 2018.

Individual campaign products may be launched at different times, depending on the campaign calendar and dissemination strategy.

#### **Working arrangements and reporting**

The graphics design agency will work under the direct supervision of the CDIP Senior Communications Specialist but may be required to consult or collaborate with the ECP, CDIP consortium partners, and other vendors or specialists engaged for this assignment.

## Submission of proposal

Design agencies interested in bidding for this contract must include in their proposal the following items:

- Design concept for campaign, including ideas for logo/key visual and sample messaging (see Annex A)
- Ideas for guerrilla advertising
- Portfolio in digital format (soft copy), which must contain examples of the following products:
  - Corporate branding
  - Print advertisement
  - Poster and/or billboard
  - Infographics, fact sheets
  - Vehicle skins (if available)
  - Guerrilla advertising (if available).
- Design costs and all additional fees/charges that may apply (see Annex B)
- Company profile, including list of past clients and type of projects undertaken.

Note: Incomplete submissions will not be considered.

## Criteria for selection

The proposals will be assessed according to the following criteria:

- Originality of concepts
- Sophistication of design
- Creative usage of media
- Diverse portfolio of completed design assignments
- Photography portfolio
- Technical capacity to produce design products in multiple languages (English, Urdu)
- Technical capacity to produce design products in multiple electronic formats
- Past experience in design projects for the development sector or government agencies
- Team composition and available resources
- Media production costs.

## Instructions for submitting proposals

Offerors shall submit a technical proposal and a cost proposal. Proposals may be submitted electronically at [tabeer\\_procurement@Tabeerpk.com](mailto:tabeer_procurement@Tabeerpk.com). The technical and cost proposals must be submitted as separate documents. The email subject line should read 'RFP for graphics design agency'. The technical proposal must not include any cost information.

Please note that the aforementioned email address cannot accept attachments larger than 20 MB. If your submissions are larger than this, please email (tested) Wetransfer links.

The deadline for submission is 3 p.m. on 20 June 2018 (Pakistan Standard Time).

Offerors may submit clarification questions to DAI Tabeer to [Mamoon\\_Rasheed@Tabeerpk.com](mailto:Mamoon_Rasheed@Tabeerpk.com).

## **About Tabeer-Consolidating Democracy in Pakistan (CDIP)**

CDIP is a donor-funded programme that aims to support democratic processes in Pakistan by strengthening the capacity of the country's institutions to be more effective, accountable and responsive to the needs of citizens. Our goal is to promote informed policy dialogue, political debate and public discourse, facilitating citizens to play a more active and informed role in decision-making, with particular attention to increasing the participation of women, young people, minorities and people with disabilities in electoral and political processes. We work closely with the Election Commission of Pakistan, the national and provincial assemblies, political parties, civil society organisations, and the media.

## **Annex A: Creative brief**

Tabeer-Consolidating Democracy in Pakistan (CDIP) and its consortium partner the United Nations Development Programme (UNDP) are jointly supporting the Election Commission of Pakistan (ECP) in developing and launching a nationwide multimedia communications campaign prior to the general elections.

### **The challenge**

According to official statistics, voter turnout over the last two general elections has been improving: 44% in 2008, compared to 54% in 2013. This is a positive trend but the figures show that nearly half of all eligible voters choose not to participate in the elections or are prevented from doing so.

There are many reasons for low voter turnout including attitudes and behaviour (apathy or cynicism, lack of understanding about the importance of every vote, women being prevented from voting) and logistics (distance to polling stations, lack of transport, the threat of violence). This campaign aims to motivate and mobilise all eligible voters (CNIC holders), with special focus on those who are often excluded from the process, including women, young people, transgender persons, religious minority communities and people with disabilities.

CDIP is collaborating with UNDP to launch this campaign. Responsibilities for the development of campaign components have been divided, with CDIP focusing on OOH, transit media and digital advertising. Materials developed for the campaign must be visually engaging, eye-catching, and able to immediately draw attention and motivate people to vote on election day.

A key aspect of the visuals is positivity: design ideas should portray the upcoming elections as more than just an opportunity to carry out a patriotic duty. Rather than having a preachy tone, campaign materials and key visuals should be upbeat and festive, portraying elections as an exciting event.

### **Purpose of the campaign**

To create a buzz about the upcoming general elections and motivate citizens to vote.

### **Audiences**

- Every Pakistani citizen aged 18 years and above
- Excluded groups (women, young people, transgender persons, religious minority communities and people with disabilities).

### **Campaign components**

#### Paid media

- Out-of-home (OOH), transit media
- Digital (banner ads)

### Corporate sponsorship

- Telcos, MNCs
- Tech companies, startups
- Banks (ATMs)

### Government partnerships

- State Bank of Pakistan
- Pakistan Electronic Media Regulatory Authority (PEMRA)
- Transport authorities (airports, railways, highways)
- Utility companies (electricity, gas).

### Social media

- Facebook, Twitter, Instagram, YouTube

## **Key messages**

Campaign messages will focus on the following themes:

- Voter mobilisation: create a 'buzz' about the elections and motivate citizens to vote
- The importance of voting, the role of voters in ensuring good government: explain to citizens why they must vote

Positive and galvanising messages would be better than showing the negative side and then linking the transformation with elections. In other words, the messaging should be hard-hitting but not negative.

Agencies should also be able to demonstrate creative use of digital media. For example, usually a JPEG of a print ad is adapted to a web banner size and considered 'digital'. Web can have room for GIFs that can animate the same ad into something that tells the story better.

The campaign may use guerrilla advertising, so creative, out-of-the-box concepts for use in both large cities and small towns should be part of the proposal.

## Annex B: Media production costs

Please provide the design costs for the media products listed below. Your bid will not be considered without this information.

Should your bid be successful, no additional fees or charges other than those specified in the table below will be taken into consideration at the time of signing the contract.

No.	Item	Cost per item (PKR)
1.	Campaign key visual/logo	
2.	Print ad	
3.	Billboard	
4.	Streamer	
5.	Flyer	
6.	Poster	
7.	Vehicle skin wrap (full, 4 sides)	
8.	Vehicle windscreen sticker (back)	
9.	Social media infographic	
10.	Social media visual post	
11.	Digital banner ad/pop-up	
12.	Fact sheet (A4, double sided)	
13.	Standee	
14.	Bunting	
15.	Photography (per photo used)	
16.	Photography (fee per day)	
	Other costs and fees	
	(Include here any other costs and fees that may apply)	

### NOTE:

Cost should be inclusive of all applicable taxes. It is important to note that general sales tax (GST) on the provision of goods and services is to be included in a separate line. DAI will deduct the withholding tax as per applicable rules and laws of Pakistan. The subcontractor is responsible for all applicable taxes and fees as prescribed under the applicable laws for income, compensation, permits, licenses and other taxes and fees due as required. If the vendor is GST registered, they must submit rates with GST and raise a GST invoice. If the company or products are tax exempt, please attach relevant FBR documents. Please share your company's NTN or GST number.