



USAID | PHILIPPINES

FROM THE AMERICAN PEOPLE

REQUEST FOR QUOTATIONS
SOL-72049223Q00003
Posting Date: June 9, 2023

USAID/Philippines is soliciting quotations from prospective vendors (both local/overseas) for Solomon Islands qualified to provide the following:

Content Creation and Marketing as per attached State of Work (SOW)

Vendor quotes should be valid for a period of at least 90 days and cover the stated period of performance. Vendors are requested to provide a separate line in their quote denoting shipping fee (FOB destination) if any.

All responsible sources may submit a response which, if timely received, shall be considered by the agency.

Deadline of submission of quotation is on June 23, 2023 (3:30 PM, Manila Time).
A Purchase Order (P.O.) will be awarded to the selected vendor.

Please email your Company Profile along with the required documents outlined in the SOW under Paragraph G to aobrado@usaid.gov and jdulfo@usaid.gov of the Executive Office/Procurement Services Division.

Note: USAID Philippines is a VAT exempt organization. Payment shall be made via electronic fund transfer (EFT) within 30 days from receipt of items ordered and copy the invoice. The Direct Deposit Sign Up form will be provided to the vendor upon award.

For all actions which are over \$25K, prospective vendors must be registered within the Central Contractor Registration (CCR) which is now under System for Award Management (SAM). Refer to this site for details on the registration process: <https://sam.gov/content/home> and https://www.workwithusaid.org/?utm_medium=email&utm_source=govdelivery

Cleared by: 
Contracting Officer

Date: JUN 05 2023

SCOPE OF WORK

USAID Messaging Campaign in Solomon Islands

Content Creation and Marketing

A. PURPOSE

The purpose of this assignment is to engage the services of a **professional digital advertising and marketing agency** through a short-term arrangement to support the design and implementation of a targeted awareness campaign and amplification through local networks.

B. BACKGROUND

About USAID

USAID is the world's premier international development agency and a catalytic actor driving development results. USAID's work advances U.S. national security and economic prosperity, demonstrates American generosity, and promotes a path to recipient self-reliance and resilience. A Pacific country, the United States — through USAID — partners with 12 Pacific Island nations to bolster their ability to lead their countries to stable, prosperous futures. We focus on strengthening disaster preparedness and environmental resilience, health, and democratic governance.

USAID support in Solomon Islands

Solomon Islands is an important United States partner in advancing a free and open Indo-Pacific region. Our relationship is based on mutual respect, shared history, and common values of strength through diversity, fairness, and freedom. USAID partners with Solomon Islands government, development partners, the private sector, academia, civil society, and others to have a greater development and humanitarian impact. USAID's work focuses on economic growth, strengthening disaster preparedness, climate change, gender equality, women's empowerment, health, and democratic governance.

ECONOMIC GROWTH AND TRADE

USAID works with partners at the national, provincial, and community levels to advance the Solomon Islands' economic competitiveness and inclusiveness with specific emphasis on the development of the agribusiness sector and improved natural resources governance. As of March 2023, USAID has supported more than 10 local communities in Solomon Islands to promote sustainable agribusiness and forestry, as well as entered into a USD \$1 million partnership agreement with Solomon Islands' largest cocoa buyer to promote farmer education, nursery development, family plantation renewal, and improvements to processing techniques.

DEMOCRACY AND GOVERNANCE

USAID reinforces the foundations of good governance in Solomon Islands by encouraging all citizens, including women, youth, and other marginalized groups, to participate in democratic processes through community-level training, analysis of challenges to participation, and support to local civil society organizations (CSOs). USAID supported over 20 youth activists in Solomon Islands to better understand democratic leadership, political process monitoring, and advocacy strategies, and provided funding for the activists to conduct political process monitoring activities in their communities.

DISASTER PREPAREDNESS AND RESPONSE

Intensifying natural disasters and rising sea levels threaten the food security, lives, and livelihoods of communities across Solomon Islands. USAID works at the regional level as well as with national and provincial governments, CSOs, and local communities in Solomon Islands to strengthen community resilience to the effects of climate change, natural disasters, and severe weather events. USAID also provides humanitarian assistance to save lives and reduce suffering among communities affected by disasters. Through USAID support, more than 2,500 Solomon Islanders in 20 at-risk communities are better prepared to respond in the event of a disaster with climate-smart agricultural practices and inclusive hazard risk reduction and disaster preparedness plans.

ENVIRONMENT, CLIMATE CHANGE, AND MARINE RESOURCES

USAID works with government partners and other stakeholders to draft and implement policies to achieve adaptation goals; access larger amounts of financing from international adaptation funds; and improve the skills and systems within each country to better manage and monitor adaptation projects. USAID also supports collaborative approaches to managing biologically diverse marine and coastal resources in Solomon Islands as part of international and regional programs. Through Climate Ready, USAID supported the mobilization of over USD \$31 million in climate financing from global funds that will benefit over 18,000 people in Solomon Islands.

HEALTH

USAID supports COVID-19 infection prevention and control, communications and community engagement; water, sanitation, and hygiene (WASH) activities; data collection and information systems strengthening; vaccination campaigns, health worker training; and cold chain and procurement of emergency equipment and supplies. In Solomon Islands, USAID partners have helped establish quarantine facilities, supported case tracking, and assisted with the repatriation of Solomon Islanders stranded overseas.

C. TASKS

To help increase awareness of the USAID's commitment in partnership with Solomon Islands to achieve Solomon Islands' development goals, USAID is seeking a firm to support the co-creation of a three month messaging campaign to:

1. Develop a better understanding of local perceptions of USAID and USAID assistance, as well as specific areas of work that resonate well with local audiences;
2. Increase the reach and resonance of fact-based messaging of USAID assistance, especially in those areas of work identified to hold local resonance through this research; and
3. Demonstrate whether a targeted messaging campaign can change perceptions of a target audience on identified issues.

The contractor's period of service shall not exceed 6 Months, depending on the needs of the Mission and the availability of the consultant beginning on or about July 10, 2023 and ending on or about December 20, 2023, unless terminated earlier or extended.

D. DELIVERABLES

PHASE ONE: Inception & Onboarding (10 days) – target: July 10-20

- Participate in an introductory meeting with USAID.
- Desk review of key USAID, U.S. Embassy, and Implementing Partner documents as well as open source information on the information environment in Solomon Islands.
- Participate in an introductory meeting with USAID and the research vendor to outline means of collaboration and co-creation of the messaging campaign.
- Co-developed work plan that outlines the proposed timeline and points of contact.

Deliverables: Co-developed work plan.

PHASE TWO: Pre-campaign research & strategy (30 days) – target: July 21 - August 20

- Participate in a meeting with USAID and the research vendor to discuss the baseline research methodology.
- Participate in a presentation on research findings, analysis, and recommendations on the campaign with the research vendor.
- In consultation with the research vendor and based on the outcomes of the baseline research, develop a campaign strategy that outlines key components such as timelines, audience, messages, channels, radio and social advertising approach and tools, setting organic and paid key performance indicators, etc. and mechanics of implementation including collaboration, reporting, and partnership.

- Develop a final campaign strategy based on USAID and research vendor feedback.

Deliverables: Initial PPT presentation and word document detailing the proposed campaign strategy; Final PPT presentation and word document detailing campaign strategy.

PHASE THREE: Campaign implementation & measurement (3 months) – target: August 21 - November 20

- Participate in a meeting with USAID and the marketing vendor to discuss the campaign validation methodology.
- Based on agreed upon campaign strategy, develop initial sample campaign content for radio and social media ads and social media organic content. This may include video, photo, audio, graphic, and other content.
- Presentation of sample campaign content to USAID and other stakeholders.
- Incorporate any changes to sample campaign content based on USAID feedback.
- Participate in a meeting with USAID and the marketing vendor to discuss the campaign validation methodology and any changes / adjustments that should be made.
- Based on research to validate the campaign content, develop full campaign content for radio and social media ads and social media organic content. This may include video, photo, audio, graphic, and other content.
- Schedule and share approved content each week across USAID and partner handles as well as radio channels. Launch and monitor advertising, provide real-time community management. Liaise with all paid content partners to receive updates reports on listenership and user feedback.
- In collaboration with the marketing vendor, develop bi-weekly performance monitoring reports throughout the course of the campaign on public reception, sentiments, and engagement with the target audience.

Deliverables: PPT presentation with initial sample campaign content; PPT presentation with sample campaign content incorporating USAID feedback; Drive with full campaign content; Six bi-weekly performance and monitoring reports (no more than 4 pages/10 slides per report) developed in collaboration with the research vendor.

PHASE FOUR: Campaign Evaluation (30 days) – target: November 21 - December 20

- Develop an outcome report detailing overall campaign performance, lessons learned and best practices from data gathered from social media and radio.
- Participate in a meeting with USAID and the research vendor to discuss the proposed final evaluation techniques.

- Support the research vendor as needed in the evaluation of overall campaign performance, changed perceptions as a result of the communications campaign, with lessons learned best practices, and recommendations for future campaigns. This report should use data gathered from independent research and evaluation.
- Support the research vendor to develop a final report incorporating USAID feedback on the initial report.
- Handover of all campaign assets and documentation, including reports, analytics, published and editable content supplemented by a detailed list of assets. Documentation to include detailed list of media buys and proof of receipts for paid media buys.
- Up to five presentations on the findings of the final report to key stakeholders as requested.

Deliverables: PPT presentation or word document on outcome report; Drive with all campaign assets and documentation; Detailed list of media buys and proof of receipts for paid media buys.

E. QUALIFICATIONS, SPECIALIZED KNOWLEDGE, & EXPERIENCE REQUIRED

- Proven track record in developing and implementing multi-stakeholder, evidence-based communication and digital campaigns in Solomon Islands.
- Demonstrated experience in the production and dissemination of pre-tested, innovative and strategic messages, visuals, and multimedia products in Solomon Islands.
- Expert level capabilities in social advertising across Meta and Twitter platforms.
- Local knowledge and expertise of Solomon Islands is critical. Teams led and staffed by Solomon Islanders is an advantage.
- Similar experience with UN, USAID, or civil society or non-profit partners is an advantage, especially in Solomon Islands.
- Ability to produce cutting edge creative ideas for communication, awareness and advocacy.
- Ability to produce materials in Pijin and English.

F. TECHNICAL PROPOSAL

Interested offerors must submit a technical proposal of no more than 15 pages total that includes:

- Cover Letter /Introduction - Should convey a basic understanding of the key deliverables and objectives and why the firm is interested in pursuing the project. Total number of pages in pdf not to exceed one page.
- Description of Organizational Capability and Past Performance - Should focus on how the statement of work relates to other work the firm has successfully performed and why

the firm should be selected. Where possible, should include examples of similar work conducted. Total number of pages in pdf not to exceed two pages.

- Technical Approach - The overall approach proposed by the company and any relevant options provided to ensure the best quality and most effective services and reflect best practices. The technical approach should outline how the vendor envisions working together with the research and MEL vendor hired to support this campaign. Total number of pages not to exceed 10 pages.
- Key personnel - The vendor shall propose a core team who will be responsible for carrying out this work, their areas of expertise and responsibility. Personnel should have experience and expertise in Solomon Islands. Total number of pages in pdf not to exceed two pages.

G. FINANCIAL PROPOSAL

The maximum possible budget for this work is \$30,000. This budget is inclusive of paid advertising for a minimum of one million paid impressions over the life of the campaign. Please provide a detailed, itemized budget that includes all projected expenses for labor costs and direct expenses (e.g., travel and transportation costs, equipment rental).

To accompany this itemized budget, please provide an accompanying brief narrative explaining your pricing assumptions, both for units and units prices, as well as the cost items included in your offer.

H. EVALUATION CRITERIA

| No. | Evaluation Criteria | Points |
|-----|---|--------|
| 1 | Technical Approach: Offeror must demonstrate understanding of the technical requirements and propose an approach/methodology which meets the scope of work. | 25 |
| 2 | Key Personnel: Offerors will be evaluated on the proposed key personnel assigned to this project. Include a summary of key personnel's respective roles and responsibilities, as well as experience and expertise in Solomon Islands. | 25 |
| 3 | Past Performance: Offerors will be evaluated on their previous experience as it pertains to the scope of this project and track record in conducting similar services/campaigns in Solomon Islands. | 25 |
| 4 | Cost Proposal: Offerors will be evaluated on the total cost of their proposal based on the work to be performed. | 25 |

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| | TOTAL | 100 |
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I. TERMS AND CONDITIONS

As an Agency of the United States Government, USAID/Papua New Guinea, Solomon Islands, and Vanuatu has an approved purchase order template to be used for the award. USAID/Papua New Guinea, Solomon Islands, and Vanuatu reserves the right to deny making an award to a vendor should they refuse to sign the approved template.

J. PAYMENT SCHEDULE, VAT EXEMPTION, AND DIRECT DEPOSIT

- 30% Completion of Phase 1
- 40% Completion of Phase 2
- 20% Completion of Phase 3
- 10% Completion of Phase 4

USAID/Philippines will process the above payment once the Contractor has submitted an accomplishment report and a letter requesting for payment, duly accepted and signed by the Program Resources Management (PRM) Office Director or his/her designee to signify that the required deliverable/s have been completed as described above. Payments shall be made through electronic fund transfer (EFT).

K. AUTHORITY TO MAKE COMMITMENTS

The contractor will have no independent authority to commit U.S. Government (USAID) funds.

L. COPYRIGHT

Pursuant to FAR 52.227-14 and AIDAR 752.227-14 Rights in Data-General, for all data first produced or specifically used by the Contractor in the overseas performance of this contract, the Contractor shall not release, reproduce, distribute, or publish such data without the written permission of the contracting officer. The Government also may require the contractor to assign copyright to the Government or another party as circumstances warrant or as specifically stated elsewhere in the contract.

M. IMPORTANT FAR CLAUSES TO BE INCLUDED UPON SUBMISSION OF QUOTE

FAR Representation at 52.204-24 Representation Regarding Certain Telecommunications and Video Surveillance Services or Equipment. FAR Clause 52.204-25 (August 2020) Prohibition on Contracting for Certain Telecommunications and Video Surveillance Services or Equipment.

N . SYSTEMS FOR AWARDS MANAGEMENT REGISTRATION

Prospective vendors must be registered within the Central Contractor Registration (CCR) which is now under System for Award Management (SAM). Refer to this site for details on the registration process: <https://sam.gov/content/home>