

## **TOR for procurement of PR, Promotion and Communication (PRPC) Agency**

### **Rationale –**

BIDA regularly develops and produces various PR, Promotional and Communication (PRPC) materials like, but not limited to, advertisements, press releases, newspaper supplements, banners, festoons, drop-down banners, road-side banners, standing cut-outs, leaflets, brochures, newsletters, sector profiles, handbooks, promotional items, calendars, notebooks, diaries, seasonal greeting cards, annual reports and stationeries. BIDA also hosts and organizes seminars, workshops, trainings, webinars in home and abroad to promote investment in Bangladesh where various customized printed materials and AV documentaries are developed and used. Moreover, BIDA manages and maintains a dynamic and interactive website and social media accounts on LinkedIn, Facebook, Twitter and YouTube, where numerous types of PRPC materials are used, uploaded and boosted. Again, to make these materials effective for the targeted stakeholders, these need to be interpreted in commonly used language other than Bengali and English. Therefore, the ever-increasing demand for customized PRPC materials (printed, electronic and AV) for BIDA's PR, promotion and communication activities requires available and dedicated man-power with adequate skills and knowledge in this regard.

Moreover, regular and on-time development and production of these PRPC materials is also crucial for effective promotion and marketing. BIDA intends to develop and produce (i) 4 quarterly issues of newsletters and 12 issues of monthly e-newsletters; (ii) annual edition of the Investment Handbook, BIDA brochure, Bangladesh brochure, and FAQ booklet; (iii) regular (preferably half-yearly) updated version of the sector profiles in printed and AV form; and (iv) translated version of all PRPC materials as and when required.

The Marketing and Communication Wing of BIDA, currently, lacks and dedicated man-power with adequate skills and knowledge on graphic designing; ideation, typography; content development; translation and interpretation; photography and videography; and social media management. This in-turn results in delayed and irregular development and production of the PRPC materials. Furthermore, BIDA has to undergo a time consuming and expensive process of procurement each time for each PRPC material development and production. This resulted in demand for service procurement on the skills, knowledge and expertise mentioned earlier.

### **Sponsoring wing –**

Marketing and Communication Wing, BIDA

### **Period –**

July 2022 to June 2025 i.e. 3 years

## **Scope of work –**

BIDA is seeking the following services –

1. Graphic designing (both 2D and 3D);
2. Printing;
3. Photography and videography;
4. Content development;
5. Translation and interpretation; and
6. Website and Social Media management.

Detailed description of services to be provided are mentioned below:

**1. Graphic designing (both 2D and 3D) services** – To meet the continuous demand for graphic designing, typography and ideation to develop and produce different PRPC materials like, but not limited to, advertisements, press releases, newspaper supplements, banners, festoons, drop-down banners, road-side banners, standing cut-outs, leaflets, brochures, newsletters, sector profiles, handbooks, promotional items, calendars, notebooks, diaries, seasonal greeting cards, annual reports and stationeries – the agency shall –

*a)* **Engage a full time dedicated graphic design expert** (both in 2D and 3D) who will be stationed in the M&C Wing, BIDA. He/ She will work in the M&C Wing at least 8 hours/day, 5 days/week during govt. working days. He/ She may have to work more than 8 hours per/day or 5 days/week in case of urgent and emergency cases (in which case He/ She will be paid by hours). He/ She must have at least 5 years of real-time experience on graphic designing, ideation, typography, photo-editing with professional level skills and knowledge on ADOBE graphic suites (especially Photoshop, Illustrator, InDesign). The expert should have his/her dedicated suitable laptop/desktop PC equipped with necessary software (photo editors, 2D and 3D graphic designers etc.), hardware (color printer, memory devices – both mobile and fixed, scanners etc.) provided by the agency. BIDA will not provide the expert with any sort of software, hardware and related equipment. The agency should provide necessary costs for the engagement of the graphic design expert including (i) his/her necessary remuneration, perks, bonus, travel costs etc. (as defined by the agency); (ii) computer printing (both 4 color and single color) of drafts and final contents; and (iii) software, hardware and equipment required to perform his/her job. The expert will provide the M&C Wing, BIDA with necessary graphic design services as per requirement and as and when basis for developing various kinds of printable and electronic PRPC materials.

*b)* **Engage other (one or more depending on demand from BIDA) graphic design expert(s) in both in 2D and 3D formats who will be stationed in the agency.** They will be providing

graphic designing services as per requirement and as and when basis for developing various kinds of printable and electronic PRPC materials. must have at least 5 years of real-time experience on graphic designing, ideation, typography, photo-editing with professional level skills and knowledge on ADOBE graphic suites (especially Photoshop, Illustrator, InDesign). The experts should have their dedicated suitable laptop/desktop PC equipped with necessary software (photo editors, 2D and 3D graphic designers etc.), hardware (color printer, memory devices – both mobile and fixed, scanners etc.) provided by the agency. BIDA will not provide the experts with any sort of software, hardware and related equipment. The agency should provide necessary costs for the engagement of the graphic design experts including (i) their necessary remuneration, perks, bonus, travel costs etc. (as defined by the agency); (ii) computer printing (both 4 color and single color) of drafts and final contents; and (iii) software, hardware and equipment required to perform their job and (iv) and procurement access to necessary stock images and other copyrighted contents.

- 2. Printing services** – To meet the continuous demand for different printed PRPC materials the agency shall organize and coordinate among its content developer and the team, graphic designer and the team, photographer, translator and interpreter appointed/engaged in this project and also with the BIDA's concern officials to (i) develop and produce the manuscript; (ii) ensure proofreading, necessary modifications and corrections; (iii) develop and produce machine proof document; and (iv) get formal approval from BIDA's appropriate authority in order to print the following –
- a) Four issues of quarterly Newsletters i.e. 12 in total: Each issue –
    - i) will be of 8.5" X 11" size, four color, pin binding, 2 formas (16 pages including front cover and back cover), 150gsm art paper; and 1,000 copies; and
    - ii) published quarterly – (a) January -March issue by 4<sup>th</sup> week of April; (b) April-June issue by 4<sup>th</sup> week of July; (c) July-September issue by 4<sup>th</sup> week of October; and (d) October-November issue by 4<sup>th</sup> week of January.
  - b) Twelve issues of monthly e-Newsletters i.e. 36 in total: each issue –
    - i) will be of 8.5" X 11" size, four color, 2 formas (16 pages including front cover and back cover); and
    - ii) published monthly by 4<sup>th</sup> week of every month.
  - c) One Edition of the Investment Handbook per year i.e. 03 in total: The edition –
    - i) will be of 8.5" X 11" size, four color, glue and stich binding, 28 formas (224 pages excluding front cover and back cover), inner page 120gsm art paper; cover page 300gsm board with matt and spot lamination and 4 color foil print; and 3,000 copies; and
    - ii) published by the 4<sup>th</sup> week of September.
  - d) One Edition BIDA brochure per year i.e. 03 in total: The edition –

- i) will be of 4.5" X 9" size when folded, four-fold with matt and spot lamination and 4 color foil print 250 gsm art board; and 3,000 copies; and
  - ii) published by the 4<sup>th</sup> week of September.
- e) One Edition Bangladesh brochure per year i.e. 03 in total: The edition –
- i) will be of 4.5" X 9" size when folded, four-fold with matt and spot lamination and 4 color foil print 250 gsm art board; and 3,000 copies; and
  - ii) published by the 4<sup>th</sup> week of September.
- f) Four issues of Press releases per year i.e. 12 in total: Each issue –
- i) will be of 8.5" X 11" size, four color, pin binding, 3/4 pages, 100gsm paper; and 100 copies; and
  - ii) published quarterly – (a) January-March issue by 3<sup>rd</sup> week of April; (b) April-June issue by 3<sup>rd</sup> week of July; (c) July-September issue by 3<sup>rd</sup> week of October; and (d) October-November issue by 3<sup>rd</sup> week of January.
- g) 10 Sector profiles (as per BIDA's requirement) annually i.e. 30 in total: each profile –
- i) will be of 8.5" X 11" size, four color, foil printing, four fold, 100gsm paper; and 1000 copies; and
  - ii) published by the 4<sup>th</sup> week of October.
- h) 09 seasonal greeting cards (as per BIDA's requirement) annually i.e. 27 in total: the greeting cards will be published on the occasion of Gregorian New Year, Bengali New Year, Eid-ul-Fitr, Eid-ul-Adha, International Mother Language Day (21 February) Independence Day (26 March), National Mourning Day (15 August), BIDA's anniversary (01 September) and the Victory Day (16 December), each card will be of 5.5" X 8.5" size, one fold with matt and spot lamination and 4 color foil print 250 gsm art board; and 1,000 copies (minimum)
- i) 01 annual desk calendar (as per BIDA's requirement) annually i.e. 03 in total: each desk calendar will of –
- i) 5" X 8.75" of size, 26 page with matt and spot lamination and 4 color foil print 300 gsm art board; 28 Ounce pasting Board, 120gsm art paper Pasting, foreign Wi-Row Binding (8.75") and 1,500 copies (minimum)
  - ii) published by the 3<sup>rd</sup> week of December.
- j) One Edition of the FAQ (Frequently Asked Questions) Booklet per year i.e. 03 in total: The edition –
- i) will be of 8.5" X 11" size, four color, pin binding, 28 pages (excluding front cover and back cover), inner page 120gsm art paper; cover page 300gsm board with matt and spot lamination and 4 color foil print; and 3,000 copies; and
  - ii) published by the 4<sup>th</sup> week of October.

**3. Photography and videography services** – To meet the continuous demand for different printable, electronic and audio-visual PRPC materials the agency shall –

- a) Engage a full time dedicated photography expert** to do (a) event photography; (b) project photography; (c) photography for websites, sector profiles, brochures, booklets, diaries, notebooks, seasonal cards etc.; and (d) biopics. He/ She will be stationed in the M&C Wing, BIDA and work at least 8 hours/day, 5 days/week during govt. working days. He/ She may have to work more than 8 hours per/day or 5 days/week in case of urgent and emergency cases (in which case He/ She will be paid by hours). And for the purposes of various photography He/ She must be willing to travel at his/her own arrangements, expenses and responsibilities as per requirement and as and when basis. He/ She have at least 5 years of real-time experience on photography, ideation, photo-editing with professional level skills and knowledge on ADOBE graphic suites (especially Photoshop and Illustrator). The expert should have his/her dedicated suitable and professional digital camera (DSLR or similar), laptop/desktop PC equipped with necessary software (photo editors, 2d and 3d graphic designers etc.), hardware (color printer, memory devices – both mobile and fixed, scanners etc.) provided by the agency. BIDA will not provide the expert with any sort of software, hardware and related equipment. The agency has to provide necessary costs for the engagement of the photography expert including (i) his/her necessary remuneration, perks, bonus, travel costs etc. (as defined by the agency); (ii) computer printing (both 4 color and single color) of drafts and final contents; and (iii) software, hardware and equipment required to perform his/her job.
- b) Engage a dedicated videography team** consisting of experts on (a) filming and shooting; (b) scriptwriting; (c) editing; (d) sound mixing; (e) 2D and 3D animation; (f) ideating and creative thinking; and (g) direction in order to create and develop various PRPC digital AV materials. The team must be willing to travel at its own arrangements, expenses and responsibilities as per requirement and as and when basis. Each member of the team should have at least 5 years of real-time experience on their individual responsibilities and expertise. The Team should have its dedicated suitable and professional videography equipment and tools equipped with necessary software, hardware provided by the agency. They will be providing BIDA with screenplay preparation, scripting, video editing, masking, English subtitle & typography, typography synchronization with background music, compositing, Info graphic, color grading, and digitization and output. The Team must come up with creative storylines based on the various promotional and regulatory activities of BIDA and the Team must have the capacity to coordinate within BIDA. BIDA will not provide the Team with any sort of software, hardware and related equipment. The agency has to provide necessary costs for the engagement of the Team including (i) their necessary remuneration, perks, bonus, travel costs etc. (as defined by the agency); (ii) equipment operating expenses; and (iii) software, hardware and equipment required to perform their job. The team should produce the following AV outputs within the contract period:

- i) 10 Sector profiles (as per BIDA's requirement) annually i.e. 30 in total – each of 60 – 90 seconds length; full HD, 16:9 ratios; combination of 2D/3D animation, infographics, archive and raw footage; background sound and voice over; and broadcast quality;
- ii) 01 BIDA profile annually i.e. 03 in total – 180 seconds length; full HD, 16:9 ratios; combination of 2D/3D animation, infographics, archive and raw footage; background sound and voice over; and broadcast quality; and
- iii) 01 Invest in Bangladesh AV annually i.e. 03 in total – 180 seconds length; full HD, 16:9 ratios; combination of 2D/3D animation, infographics, archive and raw footage; background sound and voice over; and broadcast quality.
- iv) 03 BIDA One Stop Service promotion (as per BIDA's requirement)-- 60 – 90 seconds length; full HD, 16:9 ratios; combination of 2D/3D animation, infographics, archive and raw footage; background sound and voice over; and broadcast quality;
- v) 03 BIDA business climate initiatives/policy advocacy promotion (as per BIDA's requirement) -- 60 – 90 seconds length; full HD, 16:9 ratios; combination of 2D/3D animation, infographics, archive and raw footage; background sound and voice over; and broadcast quality;
- vi) Regular event coverage (as per BIDA's requirement): 60 – 90 seconds length; full HD, 16:9 ratios; combination of 2D/3D animation, infographics, archive and raw footage; background sound and voice over; and broadcast quality;
- vii) Special interviews/success story promotion (as per BIDA's requirement): 60 – 90 seconds length; full HD, 16:9 ratios; combination of 2D/3D animation, infographics, archive and raw footage; background sound and voice over; and broadcast quality;

**4. Content development services** – To meet the continuous demand for different printable, electronic and audio-visual PRPC materials the agency shall –

- a) **Engage a full time dedicated content development expert** who will be stationed in the M&C Wing, BIDA to use his/ her creativity and strategic planning to write and edit quality stories/article/write-ups to make PRPC materials for BIDA. He/ She should possess skills of adaptability, research, originality, search engine optimization (SEO), time management, communication, editing and knowledge on social media. He/ She must have at least 5 years of real-time experience on content writing, graphic designing, ideation, typography, photo-editing with professional level skills and knowledge on MS Word, MS Excel and MS PowerPoint. The consultant must also have strong copywriting, reporting and coordination skills. He/she must also understand the sensitivity/confidentiality of the work carried out by the Government. He/ She will work in the M&C Wing at least 8 hours/day, 5 days/week during govt. working days. He/ She may have to work more than 8 hours per/day or 5 days/week in case of urgent and emergency cases (in which case He/ She will be paid by hours). The expert will provide the M&C Wing, BIDA with necessary contents for, but not limited to, press releases,

newspaper supplements, newsletters, e-newsletters, brochures, sector profiles, seasonal cards, social media posts, website contents, various reports, and advertisements as per requirement and as and when basis He/ She has to work being directly engaged with the graphic designers, photography and videography experts. The expert should have his/her dedicated suitable laptop/desktop PC equipped with necessary software, hardware (color printer, memory devices – both mobile and fixed, scanners etc.) provided by the agency. BIDA will not provide the expert with any sort of software, hardware and related equipment. The agency should provide necessary costs for the engagement of the content development expert including (i) his/her necessary remuneration, perks, bonus, travel costs etc. (as defined by the agency); (ii) computer printing (both 4 color and single color) of drafts and final contents; and (iii) software, hardware and equipment required to perform his/her job.

- b) **Engage (one or more depending on demand from BIDA) content development expert(s)** to develop contents for various PRPC materials. Each team member should possess skills of adaptability, research, originality, search engine optimization (SEO), time management, communication, editing and knowledge on social media. They must have, individually, at least 5 years of real-time experience on content writing, graphic designing, ideation, typography, photo-editing with professional level skills and knowledge on MS Word, MS Excel and MS PowerPoint. They will provide additional supports to the **content development expert** stationed in BIDA. The Team should have its dedicated suitable and professional laptop/desktop PC equipped with necessary software, hardware (color printer, memory devices – both mobile and fixed, scanners etc.) provided by the agency. BIDA will not provide the expert with any sort of software, hardware and related equipment. The agency should provide necessary costs for the engagement of the content development expert including (i) his/her necessary remuneration, perks, bonus, travel costs etc. (as defined by the agency); (ii) computer printing (both 4 color and single color) of drafts and final contents; and (iii) software, hardware and equipment required to perform his/her job.
- c) The agency shall organize and coordinate among its content developer and the team along with other experts on graphic designing, photography, videography appointed/engaged in this project and also with the BIDA's concern officials to (i) develop and produce the manuscript; (ii) ensure proofreading, necessary modifications and corrections; and (iii) get formal approval from BIDA's appropriate authority in order to should produce contents and or scripts of the following outputs within the contract period –
- i) 04 issues of quarterly Newsletters i.e. 12 in total;
  - ii) 12 issues of monthly e-Newsletters i.e. 36 in total;
  - iii) 01 Edition of the Investment Handbook per year i.e. 03 in total;

- iv) 01 Edition BIDA brochure per year i.e. 03 in total;
- v) 04 issues of Press releases per year i.e. 12 in total;
- vi) 10 Sector profiles (as per BIDA's requirement) annually i.e. 30 in total;
- iii) 09 seasonal greeting cards (as per BIDA's requirement) annually i.e. 27 in total;
- iv) 01 annual desk calendar (as per BIDA's requirement) annually i.e. 03 in total;
- v) 01 Edition of the FAQ (Frequently Asked Questions) Booklet per year i.e. 03 in total
- viii) 10 Sector profiles AV (as per BIDA's requirement) annually i.e. 30 in total;
- ix) 01 BIDA profile AV annually i.e. 03 in total;
- x) 01 Invest in Bangladesh AV annually i.e. 03 in total;
- xi) 10 posts per month for the BIDA's Facebook account i.e. 360 posts in total;
- xii) 10 posts per month for the BIDA's LinkedIn account i.e. 360 posts in total;
- xiii) 10 posts per month for the BIDA's Twitter account i.e. 360 posts in total;
- xiv) 10 posts per month for the BIDA's YouTube account i.e. 360 posts in total;
- xv) Updated and edited contents for different menus and items of the BIDA's website annually;

**5. Website and Social Media management** – To meet the continuous demand for management of BIDA's social media accounts on Facebook, Twitter, YouTube and LinkedIn and its website the agency shall –

- a) **Engage a full time dedicated social media manager** who will be stationed in the M&C Wing, BIDA to use his/ her creativity and strategic planning to manage BIDA's social media accounts on Facebook, Instagram, YouTube and LinkedIn and its website. He/ She should possess strong skills of copywriting, graphic designing, public relations, customer/ community engagement, behavioral psychology, analytics and having the traits of curiosity, adaptability and business savviness. He/ She must have at least 5 years of real-time experience on social media management professional level skills and knowledge using various social media. The consultant must also have strong copywriting, reporting and coordination skills. He/ she must also understand the sensitivity/confidentiality of the work carried out by the Government. He/ She will work in the M&C Wing at least 8 hours/day, 5 days/week during govt. working days. He/ She may have to work more than 8 hours per/day or 5 days/week in case of urgent and emergency cases (in which case He/ She will be paid by hours). The expert will directly be managing BIDA's social media accounts and website (upload contents, boosting, responding to the queries etc.) as per requirement and as and when basis He/ She has to work being directly engaged with the content development expert, graphic designers, photography and videography experts. The expert should have his/her dedicated suitable laptop/desktop PC equipped with necessary software, hardware (color printer, memory devices – both mobile and fixed, scanners etc.) provided by the agency. He/ she must also be furnished with a phone useful for social media managers with which he/she will post content on BIDA's accounts and

answer to queries. He/ she may be required to take event photos and capture videos using the phone. He/she will be provided with paid scheduling package/software as per BIDA's requirement. BIDA will not provide the expert with any sort of software, hardware and related equipment. The agency should provide necessary costs for the engagement of the content development expert including (i) his/her necessary remuneration, perks, bonus, travel costs etc. (as defined by the agency); (ii) computer printing (both 4 color and single color) of drafts and final contents; and (iii) software, hardware and equipment required to perform his/her job. He/she should, at least, ensure,

- i) 10 posts per month for the BIDA's Facebook account i.e. 360 posts in total;
- ii) 10 posts per month for the BIDA's LinkedIn account i.e. 360 posts in total;
- iii) 10 posts per month for the BIDA's Twitter account i.e. 360 posts in total;
- iv) 10 posts per month for the BIDA's YouTube account i.e. 360 posts in total;
- v) Updated and edited contents for different menus and items of the BIDA's website annually;
- vi) 24/7 handling of social media queries (standardization of responses and sensitivity required)

- b) **Provide BIDA with social media targeted boosting services** at its own cost. The agency should have adequate expertise and knowledge to understand and identify appropriate target audience for each specific social media post (as suggested by BIDA). The agency will boost 10 posts per month to reach at least to 3,000 targeted accounts i.e. 360 boosting within the contract period. (The minimum cost for each ad may be fixed at US\$ 20, *it may however vary depending on the platform and requirement of BIDA*)
- c) **Provide BIDA with search engine optimization (SEO) services** in terms of, but not limited to, organic traffic, keyword ranking, SERP visibility, click-through rate (CTR), bounce rate, website authority over time, back links, page speed, lead generation, time spent of on page, and conversion rate at its own cost for BIDA's website and social media accounts and their contents.

- 6. Translation and interpretation services** – To meet the continuous demand for translation and interpretation of various printed, electronic and audio-visual PRPC materials of BIDA the agency should engage (one or more depending on demand from BIDA) **translation and interpretation expert(s)** to develop various PRPC materials in Chinese, Japanese, Korean, Spanish, French, and Arabic for BIDA. Each team member should possess skills of adaptability, research, originality, search engine optimization (SEO), time management, communication, editing and knowledge on social media. They must have, individually, at least 5 years of real-time experience on content writing, ideation, typography, and mostly translation and interpretation of English and Bengali document (print, electronic and AV) in any of the languages mentioned earlier with professional level skills and knowledge on MS Word and MS PowerPoint. They must have advanced language knowledge with professional

certification; writing skills; in-depth cultural knowledge; sound research skills; translation process and judgement; and finally computing and CAT skills. The Team should have its dedicated suitable and professional laptop/desktop PC equipped with necessary software, hardware (color printer, memory devices – both mobile and fixed, scanners etc.) provided by the agency. BIDA will not provide the expert with any sort of software, hardware and related equipment. The agency should provide necessary costs for the engagement of the content development expert including (i) his/her necessary remuneration, perks, bonus, travel costs etc. (as defined by the agency); (ii) computer printing (both 4 color and single color) of drafts and final contents; and (iii) software, hardware and equipment required to perform his/her job. The team should produce the following outputs (in pdf, ai form) within the contract period:

- a) 10 Sector profiles (as per BIDA's requirement) annually each translated in Chinese, Japanese, Korean, Spanish, French, and Arabic language i.e. (60 x 3 years) 180 in total;
- b) 01 BIDA profile annually translated in Chinese, Japanese, Korean, Spanish, French, and Arabic language i.e. (06 x 3 years) 18 in; and
- c) 01 Invest in Bangladesh profile annually translated in Chinese, Japanese, Korean, Spanish, French, and Arabic language i.e. (06 x 3 years) 18 in.

## **Eligibility criteria of the agency –**

### **General**

1. *Company Profile* – including name, logo and brand, registration info, information of the Executive Head, office address and studio location, HR structure and strength, financial capability, credibility evidences from major clients (not more than 10 evidences out of which at least 5 should of Govt. agencies), brief on experience (not more than 1500 words),
2. *Requirements* –
  - a. Proof of at least 10 years of experience of working as data driven PR and branding agency for reputed and large organization, preferably for Govt. and UN; The firm must have proven capacity in the area of country marketing with thorough understanding of political economy/ finance/ global marketing.
  - b. Must have completed at least 5 data-driven public relations projects as Prime Consulting Firm preferably in Govt. / donor agency within the last 5 years where the consulting firm was responsible for rendering the following key services:
    - Innovative Graphic designing (both 2D and 3D);
    - Sophisticated Digital and Electronic Printing service;
    - Commercial photography and videography;
    - Creative Content Development;
    - Professional PR Translation and Interpretation services; and
    - PR Centric Website and Social Media Management services.

- c. Experienced and skilled human resources in the area of event management, working as PR, promotion, communication and branding. The required workforce has to be dedicated only for the BIDA, if selected;
- d. Updated (not later than 2020) trade license, TIN certificate and VAT registration certificate;
- e. Proven and effective links and connections and negotiation skills with external stakeholders (government offices, UN agencies, media agencies and publishing houses etc.);
- f. Familiarity with the procurement and financial management procedure of GoB;
- g. Audit reports for the last two years; and
- h. Bank Solvency (at least of 1 crore) Certificate with last 1-year bank statement.

### **Specialized eligibilities**

1. *Videography & Photography* – the agency will ensure
  - a. all video material is filmed in 16:9 and in full HD format and sound is recorded with professional microphones and according to guidelines;
  - b. broadcast-quality footage shot using professional equipment;
  - c. consent from subjects of the films when appropriate, and signed consent for those who are to be featured in corporate communications
  - d. upload all photographs without exception following the Photographer's Guidelines exactly. This includes full metadata for all uploaded shots.
  - e. Have the arrangement for taking photographs by professional photographers if usage of context specific photographs required for the selected materials based on the contents;
2. *Design* –
  - a. List of resources in terms of equipment, press equipment, press room equipment, computers, software compatibilities, binding and compilation equipment etc.;
  - b. Three (3) different printed product samples.
  - c. Quality assurance policy is in place with return and cancellation policy provided, including free re-work in case of justifiable quality problems
3. *Social Media* –
  - a. The agency should have at least 5 years of experience in developing and producing PRPC materials using Facebook, LinkedIn, YouTube, Instagram targeting the awareness raising, social and behavioral change (knowledge and experience with financial service providers, especially digital financial services providers is considered a strong advantage);
  - b. Have the arrangement for accessing expert advice in areas of Digital Financial Services (e.g. consultant on stand-by, or a team member with such expertise); and
  - c. Have ability to advise on how to appeal to the target audiences, selecting appropriate messages, making messages effective and the like;
4. *Content development* –

- a. The agency should have at least 5 years of experience in developing contents for various types of PRPC materials.
- b. Have expertise and experts (content writers, analysts etc.) to do market research and sector analysis for macro/national level and international investment opportunities.

**Payment method (including IT and VAT) –**

Service payments (monthly): Remuneration of the dedicated experts stationed at BIDA + Overhead charges/ Service charges

Performance payments (monthly): Output production cost (at actual)