

Terms of Reference		Quantity/Period
1.	Project:	- To Hire a marketing/creative Agency 3 Month
2.	Brand Information	- eTukuri local is an e-commerce platform that bridges the geographical gap between the islands and atolls in buying and selling of products and services. This platform provides an opportunity for Large, Small & Medium-sized Enterprises (SME) and individuals to showcase, market, sell and distribute their products within Maldives and across the borders, utilizing the vast postal network Maldives Post has to offer. - https://shop.etukuri.mv/
2.	Purpose :	- Develop an impactful strategy that will be effective for a long term period and can be able to adapt to the dynamic environment the brand operates. - Developing a marketing campaign to promote and create brand awareness for the e-commerce platform of Maldives Post Limited
3.	Objective of Developing a marketing campaign	- Increase customer Interaction / awareness - Develop and increase organic audience - Increase customer conversion /sales - Develop brand awareness and sale
4.	Scope of Work	The Creative agency is required to work with Maldives Post and deliver creatives (digitally, including AV contents) and designs that's needed to carry out an impactful Marketing campaign. Maldives post wish to outsource this creative component in order to maximize its creative and effective marketing activities These works include but are not limited to: 1.Development of an impactful and effective campaign to promote the brand and services 2.The selected party should conduct a brand audit <ul style="list-style-type: none"> - Analyze all platforms with brand presence - Cross compare with competitors and best practices - Derive analysis and recommendation 3. Develop and create alignment of the visuals
5.	Deliverable	- Campaign Strategy 1 time deliverable - Photography services 1 shoot per month - Video Production (30 Sec TVC) 1 time deliverable - Video production (1 min) 1 time deliverable - Monthly content schedule 3 months - Content creation with Copy writing 8-10 postings per month - Social media management guide 1 time deliverable - Consultation sessions 2 x per month - Media and publications management 3 Months