

Terms of Reference

Appointment of a Creative Agency on Retainer Basis for Invest Maldives

1. Background:

Invest Maldives, under the Ministry of Economic Development, Transport and Trade (the “Ministry”), is responsible for promoting the Maldives as an attractive destination for foreign investment and supporting the Government’s efforts to facilitate, attract and retain investments across the Maldivian economy.

As part of its mandate, Invest Maldives undertakes a range of investment promotion and investor outreach activities, including promotion and awareness building initiatives, social media engagement as well as rolling out of local and international investor-focused events. These services require design services, event services as well as content development in creative and engaging ways.

Given the dynamic nature of investment promotion activities, Invest Maldives intends to engage an experienced and qualified creative agency on a retainer basis for a period of twelve (12) months.

The appointed agency will provide creative and related services as and when required by Invest Maldives during the contract period. The engagement is intended to provide Invest Maldives with access to a reliable pool of creative expertise while ensuring consistency in the visual identity, quality and messaging promotion activities.

2. Scope of Services:

The scope of services included in this contract under the monthly retainer fee are:

2.1 Creative Production

Development of creative concepts, marketing and communication strategies, and media plans for events, campaigns, key initiatives and promotional activities. Provision of creative input and direction for content, publications, campaigns, events and other communication materials.

2.2 Creative Design

Development and production of marketing, branding and promotional materials across various formats, including print, digital, video, social media, GIFs and other electronic media. This includes design, layout and adaptation of materials, as well as other ad-hoc creative requirements of Invest Maldives.

2.3 Additional Services

The scope of the contract also includes specific services not covered under the monthly retainer fee, as detailed in Annex 1.

The Bidder shall submit, as part of its Bid, a rate card setting out the proposed rates for various additional services that may be required by the Ministry during the term of the engagement, including, but not limited to, event management, sourcing and coordination of third-party services, production and logistical support, and other related services.

The rates submitted in the rate card shall not be used for the purpose of evaluating the Bid. Following the selection of the successful Bidder in accordance with the evaluation criteria set out in Section 21, the Ministry and the successful Bidder may, in good faith, negotiate the rates set out in the rate card with a view to achieving mutually agreed and commercially reasonable rates.

Any rates mutually agreed pursuant to such negotiations shall be incorporated into the final contract and shall apply to the relevant additional services provided during the term of the engagement.

For the avoidance of doubt, any such negotiations shall take place only after the selection of the successful Bidder and shall not extend to or affect the monthly retainer fee submitted by the Bidder. The monthly retainer fee shall be evaluated in accordance with the evaluation criteria set out in this ToR, shall remain as quoted in the Bid, and shall be incorporated into the final contract.

3. Retainer Services

The successful agency shall provide a defined set of services under a fixed monthly retainer fee. The monthly retainer is expected to cover routine and recurring creative support required by Invest Maldives during the contract period. The bidder shall clearly identify the list of services included within the proposed monthly retainer at an itemized level.

4. Deliverables and Service Requirements

The selected firm shall deliver all services to the satisfaction of Invest Maldives and the Ministry. The firm shall:

- Maintain the capacity and availability to respond to requests under the retainer;
- Incorporate feedback and make necessary revisions as required;
- Effectively plan, priorities and manage assigned tasks;
- Deliver outputs within agreed timelines;
- Be capable of providing services at short notice, where required; and
- Be available to provide services at short notice and expedite delivery for urgent assignments, as requested by Invest Maldives.
- The agency should ensure that all deliverables are professionally produced, technically accurate, visually consistent and suitable for official Government use

5. Target Audiences

Creative outputs may be targeted towards international and domestic investors, institutional investors, high-net-worth individuals, multinational companies, development finance institutions, international business communities, strategic partners, government stakeholders, international media and the general public, as relevant. The Agency shall tailor its approach to the specific communication needs and expectations of each target audience.

6. Duration of the Assignment

The duration of this consultancy is for a period of twelve (12) months from the date of commencement specified in the contract.

7. Agency Responsibilities

The successful agency shall:

- Deliver services professionally and within agreed timelines;
- Assign suitably qualified personnel to the engagement;
- Maintain regular communication with Invest Maldives;
- Respond promptly to requests and feedback;
- Maintain confidentiality of information received from Invest Maldives;
- Ensure that all creative outputs are original and do not infringe third-party intellectual property rights;
- Obtain appropriate licenses for any third-party assets used in deliverables;
- Maintain appropriate records of project files and deliverables; and
- Comply with all applicable laws, regulations and Government requirements.



12.2 Financial Proposal (20%)

- Financial proposal includes the monthly retainer fee proposed by interested bidders.

20. Payment Terms

The monthly retainer shall be paid monthly upon submission of a valid invoice and satisfactory confirmation of services provided. Additional services outside the retainer shall be invoiced based on the approved rate sheet and only following prior approval by Invest Maldives. Payments shall be made in accordance with the payment terms specified in the final contract.

21. Evaluation Criteria

The Proposals will be evaluated based on the evaluation criteria below. Only those proposals with the minimum submissions outlined above will be considered for evaluation.

Criteria	Weight
Expertise of the Firm/Organization	20%
Relevant agency experience and track record	20%
Quality of portfolio and previous work	20%
Qualifications and experience of proposed team	20%
Monthly Retainer Fee	20%
Total	100%



ANNEX 1

Part 1: Monthly retainer fee

	Amount (MVR)
Monthly Retainer Fee	

Part 2: Rate sheet for services not covered under the Monthly Retainer Fee

	Rate (MVR)
Copy Writing and Content Development	
Publications 1 - 10 pages (rate per page)	
Publications 11 - 30 pages (rate per page)	
Publications 31 - 100 pages (rate per page)	
Publications with more than 100 pages (rate per page)	
Video script for videos up to 2 mins (rate per script)	
Video script for videos up to 5 mins (rate per script)	
Video script for videos up to 10 mins (rate per script)	
Video script for videos up to 20 mins (rate per script)	
Creative Design (designs and layouts for print/digital materials as follows)	
Publications 1 - 10 pages (rate per page)	
Publications 11 - 30 pages (rate per page)	
Publications 31 - 100 pages (rate per page)	
Publications with more than 100 pages (rate per page)	
Poster/Placard (rate per poster/placard design)	
Banner (rate per banner design)	
Billboard/Canvas (rate per billboard/canvas design)	
Videography and production (including video, audio, narration, subtitles, editing etc.)	
Video documentary up to 5 mins (rate per video)	
Video documentary up to 10 mins (rate per video)	
Video documentary up to 20 mins (rate per video)	
Informercial up to 5 mins (rate per video)	
Video production from existing footage up to 5 mins (rate per video)	
Video advertisement up to 30 sec (rate per video)	
Video advertisement up to 60 sec (rate per video)	
Video advertisement up to 2 mins (rate per video)	
Video clips for social media with editing and animation included (rate per video clip)	
Event Services:	



Conceptualisation, detailed planning, coordination, management and execution of events. Creative design of materials required for events should also be covered, including invitations, social media posts, banners, backdrop, general branding inclusive of necessary graphics, animation, templates etc.	
Category 1 press briefing – indoor (up to 20 pax)	
Category 2 media event – indoor (21 - 50 pax)	
Category 2 media event – outdoor (21 - 50 pax)	
Category 3 event – indoor (51 – 100 pax)	
Category 3 event – outdoor (51 – 100 pax)	
Category 4 event – indoor (101 – 300 pax)	
Category 4 event – outdoor (101 – 300 pax)	
Category 5 event – indoor (301 – 1000 pax)	
Category 5 event – outdoor (301 – 1000 pax)	
Sound and lighting for events	
Category 1 press briefing – indoor (up to 20 pax)	
Category 2 media event – indoor (21 - 50 pax)	
Category 2 media event – outdoor (21 - 50 pax)	
Category 3 event – indoor (51 – 100 pax)	
Category 3 event – outdoor (51 – 100 pax)	
Category 4 event – indoor (101 – 300 pax)	
Category 4 event – outdoor (101 – 300 pax)	
Category 5 event – indoor (301 – 1000 pax)	
Category 5 event – outdoor (301 – 1000 pax)	
Event Photography and Videography	
Photography for events, upto 2 hrs (rate per hour)	
Photography for events, upto 4 hrs (rate per hour)	
Photography for events, more than 4 hours (rate per hour)	
Videography for events, upto 2 hrs (rate per hour)	
Videography for events, upto 4 hrs (rate per hour)	
Videography for events, more than 4 hours (rate per hour)	
LED screen rental per day (indoor and outdoor)	
3x6 meter	
3x9 meter	
3x15 meter	
Sticker and canvas printing and installation	
Canvas printing per sq.ft (min 20 sq.ft)	
Sticker printing per sq.ft (min 10 sq.ft)	
Backdrop installation with frame per sq.ft (min 16 sq.ft)	
Rate Sheet Total	

