

TERMS OF REFERENCE

Creative Agency

TOR for consultancy: Design and Printing of Invest Maldives Magazine 2020

Announcement Reference: (IUL)101-AF/1/2020/53

Background

Invest Maldives is the government's investment promotion agency housed within the Ministry of Economic Development, entrusted with promoting foreign investments to the country. It is the first point of reference for all investors in the Maldives; paving the way for speedy commercial operations by providing assistance in every stage of the investment process, from establishment to operations.

The "Invest Maldives" magazine is an important publication produced by the Ministry of Economic Development with the aim of promoting Maldives as an attractive investment destination. The magazine provides valuable information to investors regarding potential areas of investment and includes insights from existing stakeholders. The magazine is also an important supplement to investment expos, roadshows and other promotional events by line Ministries.

As such, the Ministry now seeks to appoint an experienced creative agency that will help prepare the Invest Maldives Magazine for 2020 to assist achieve the following objective highlighted below.

Objective

The purpose of this consultancy is to develop the 2020 edition of the Invest Maldives magazine which is aimed at promoting the Maldives for potential investments. The magazine features coverage on key strategic investment projects of the government and investment opportunities available for prospective investors from the global investment community. The main goal is to develop a magazine with the best content and design to inspire our investor base.

Scope of Services

- With the overall guidance and direction from MED, the consultancy is required to design and produce a magazine that is both attractive and informative to international investors and the like.
- Work with the Ministry on preparation of a schedule and content plan for the magazine.
- Creative services to conceptualize and develop design layout for magazine (printing and publishing) that is of high quality. Design should include format, styles, layout including typesetting, styling, colour, placement of photo, logos, etc.
- Develop and write content and text including but not limited to articles, testimonials, interviews, statements and success stories with guidance from the Ministry of Economic Development. Relevant experts and personalities may be identified and interviewed for development of suitable content
- Photography - Ensure production of quality and relevant photo to visually support content of the magazine highlighting and showcasing Maldives as a premier for attractive returns on investment.
- Editing - Professional editorial services as per the Ministry's requirement. Unlimited revision sessions of correction must be provided for.
- Communicate and coordinate with the Ministry of Economic Development, the progress and update of magazine production on an agreed basis until publication.
- Perfect binding and finishing - 3 sample designs of cover page must be provided.
- Any other services relevant to the magazine.

Expected Deliverables

The Consultancy/Agency will provide the following outputs:

- Creative execution
 - a) Upon approval of creative concept, magazine development shall commence immediately.
 - b) Propose content plan involving infographics, layout, high quality pictures and written materials, subject to approval from the Ministry.
- 3 sample designs of cover page
- Compilation and preparation of ads to be included, approved by the Ministry.
- Assemble and provide draft copy of magazine for approval.
- Provide PDF version of the magazine including print ready version (with bleed), and source editable files.
- Printing and publishing of magazine – 1000 copies in total.

Intellectual Property

The Consultant firm/agency must acknowledge and agree that all work carried out under or pursuant to this TOR, including all write-ups, documentation, photographs, etc., produced or developed in connection with this TOR (Works), will, to the extent permitted by law, be a “work made for hire”, and will remain the exclusive property of the Ministry, and the Ministry shall retain all right, title, and interest, including all intellectual property rights, in and to the Works. At the completion and acceptance of the deliverables of the Works, the Consultant shall waive all moral rights relating to the Works. The Consultant shall further agree to indemnify the Ministry from any claim, suit or proceeding brought against it based on intellectual property rights infringement claim in or with respect to the Works.

Specifications

| | |
|--------------|--|
| Colour | Full colour (double side) |
| Size | A4, 207mm x 279mm |
| No. of pages | 40 - 50 |
| Inner pages | 100 / 130 gsm matt art paper |
| Cover page | 260 gsm with matt lamination (non-glossy, non-greasy finish with silky matt varnish) |
| Finishing | Perfect bound |
| Quantity | 1000 |

Duration

The deadline is 15th June 2020.

Required proof of qualification and competencies

- The agency must be a full-service advertising/creative agency, with resources for insight gathering, advertising and creative production of print materials (from conceptualization to final production) and publishing.
- Demonstrated previous experience of similar assignments.
- Key personnel with proven experience
(Team should include: Director, Photographer, Designer, Editor and Copywriter)
- Able to meet required deadlines

Documents to submit

1. Profile of the firm.
2. Copy of the company registration and GST certificates.
3. CV's of individuals/ team.

4. Portfolio, showcasing previous work – pictures of previous work and awards of similar projects shall be provided with reference letters.
5. Proposed concept plan and timeline
6. Financial proposal (in MVR, inclusive of GST) – with clear breakdown of financial proposal inclusive of printing charges.

Evaluation Criteria

Submissions will be evaluated in consideration of the Evaluation criteria as stated below.

| Criteria | Score |
|--|-------|
| <ul style="list-style-type: none"> • Expertise of firm/organization - Portfolio showcasing previous work of similar assignments Required to submit reference letters | 25 |
| <ul style="list-style-type: none"> • Expertise of team/individuals - CV's of team/individuals including Director/Team Leader, Photographer, Designer, Editor and Copywriter. Additional marks will be allocated for members with relevant qualification/education. - Team members will also be given points based on personal work experience supported by letters or portfolio. | 25 |
| <ul style="list-style-type: none"> • Proposed concept plan - A concept plan for the magazine with work plan/timeline of delivery | 30 |
| <ul style="list-style-type: none"> • Financial proposal - Clear financial breakdown of proposed fee including printing charges (in MVR including GST) | 20 |

Terms of Payment

- i. Upon completion and submission of approved print ready and soft copy version of magazine – 30%
- ii. Upon delivery of 1000 magazine copies – 70%

Submission of proposals

An information session to interested parties will be held on 10th March 2020. Bidders with an intent to submit a proposal must attend the information session for clarifications regarding this Terms of Reference.

Proposals shall be addressed as below, with the title, date and time of submission, in a sealed envelope to:

Procurement Unit**Ministry of Economic Development****Boduthakurufaanu Magu**

Last date and time for proposal submission is 18th March 2020. The Ministry of Economic Development reserves the right to reject incomplete proposals. Late proposals will not be entertained.