



Maldives Marketing and Public Relations Corporations
Republic of Maldives

Information Sheet

To Hire a creative agency for 1 year

29th August 2021

Section 1 - Instruction to Tenderers	
1.	General
1.1	Announcement Number: (IUL)MMPRC-PRO/MMPRC/2021/33
1.2	Announcement Date: 29 th August 2021
1.3	Project: To Hire a creative agency for 1 year
2.	Procedure of Tendering
2.1	<p>Eligible Tenderers:</p> <p>A Tenderer may be a sole proprietor, private entity, or government-owned entity or any combination of them in the form of a joint venture, under an existing agreement, or with the intent to constitute a legally enforceable joint venture</p>
2.2	<p>Amendments to Tender Documents:</p> <p>(a) At any time prior to the deadline for submission of Tenders, the MMPRC may amend the Tendering Document by issuing addenda.</p> <p>(b) Any addendum issued shall be part of the Tendering Document and shall be communicated in writing to all who have obtained the Tendering Document from MMPRC</p> <p>(c) To give prospective Tenderers reasonable time in which to take an addendum into account in preparing their Tenders, the Employer may, at its discretion, extend the deadline for the submission of Tenders</p>
2.3	Registration of Tenderers: Thursday, 2nd September 2021 before 1500hrs
2.4	Pre-bid meeting / Info Session: Not Applicable
2.5	Clarifications of Bidding document, project, scope of works: Sunday, 05 th September 2021 before 1500 hrs. (local time)
2.5	<p>Submission of Tenders:</p> <p>Venue: Maldives Marketing & Public Relations Corporation, 2nd Floor, H. Zonaria, Male'</p> <p>Date: Monday, 06th September 2021</p> <p>Time: 1000 hrs.</p>
3.	Preparation of Tenders
3.1	Cost of Tendering:

	The Tenderer shall bear all costs associated with the preparation and submission of its Tender, and MMPRC shall in no case be responsible or liable for those costs, regardless of the conduct or outcome of the tendering process.
3.2	<p>Language of Tender:</p> <p>The Tender, as well as all correspondence and documents relating to the Tender exchanged by the Tenderer and MMPRC, shall be written in English or Dhivehi Language. Supporting documents and printed literature that are part of the Tender may be in another language provided they are accompanied by an accurate translation of the relevant passages in English or Dhivehi, in which case, for purposes of interpretation of the Tender, such translation shall govern.</p>
3.3	<p>Documents Comprising the Tender:</p> <ul style="list-style-type: none"> (a) Quotation (b) Copy of registration Certificate of Sole proprietorship / Partnership / Company / Corporative Society (c) Profile of the Tenderer (d) Copy of GST Registration Certificate (e) Tax Clearance Certificate issued by MIRA (f) Other documents, if required
3.4	<p>Period of Validity of Tender:</p> <ul style="list-style-type: none"> (a) Tenders shall remain valid for 90 calendar days after the Tender submission deadline date prescribed by MMPRC. A Tender valid for a shorter period shall be rejected by MMPRC as nonresponsive. (b) In exceptional circumstances, prior to the expiration of the Tender validity period, MMPRC may request Tenderers to extend the period of validity of their Tenders. The request and the responses shall be made in writing.
3.5	Tender Security (If required): Not Applicable
3.6	<p>Format of Signing of Tender:</p> <p>The Tenderer shall prepare one original of the documents comprising the Tender as described in Clause 3.3, and clearly mark it “Original”. Alternative Tenders, if permitted in accordance with clause 3.8, shall be</p>

	clearly marked “Alternative”.
3.7	GST The prices shall be quoted inclusive of GST
3.8	Alternative Tenders: It is permitted to submit Alternative Tenders.
3.9	Incomplete Tender: Any tender that does not include all information and documents stated in clause 3.3 shall be considered as Incomplete Tender.
3.9	Conflict of Interest: A Tenderer shall not have a conflict of interest. All Tenderers found to have a conflict of interest shall be disqualified. A Tenderer may be considered to have a conflict of interest with one or more parties in this tendering process, if: (a) they have a controlling partner in common; or (b) they receive or have received any direct or indirect subsidy from any of them; or (c) they have the same legal representative for purposes of this Tender; or (d) they have a relationship with each other, directly or through common third parties, that puts them in a position to have access to information about or influence on the Tender of another Tenderer, or influence the decisions of the Employer regarding this tendering process; or (e) a Tenderer participates in more than one Tender in this tendering process. Participation by a Tenderer in more than one Tender will result in the disqualification of all Tenders in which the party is involved. However, this does not limit the inclusion of the same subcontractor in more than one Tender; or (f) a Tenderer or any of its affiliates participated as a consultant in the preparation of the design or technical specifications of the contract that is the subject of the Tender; or (g) a Tenderer, or any of its affiliates has been hired (or is proposed to be hired) by MMPRC.
3.11	Authorization: The original and the Alternative Tender shall be signed by a person duly

	authorized to sign on behalf of the Tenderer. This authorization shall consist of a written confirmation and shall be attached to the Tender. The name and position held by each person signing the authorization must be typed or printed below the signature.
4.	Submission and Opening of Tenders
4.1	Sealing of Tenders:
4.2	<p>Deadline for Submission of Tenders:</p> <p>(a) Tenders must be received by MMPRC at the address and no later than the date and time clause 2.6 of this document.</p> <p>(b) MMPRC may, at its discretion, extend the deadline for the submission of Tenders by amending the Tendering Document, in which case all rights and obligations of the MMPRC and Tenderers previously subject to the deadline shall thereafter be subject to the deadline as extended.</p>
4.3	<p>Late Tender:</p> <p>MMPRC shall not consider any Tender that arrives after the deadline for submission of Tenders, in accordance with clause 4.2. Any Tender received by MMPRC after the deadline for submission of Tenders shall be declared late, rejected, and returned unopened to the Tenderer.</p>
4.4	<p>Submission Documents:</p> <ul style="list-style-type: none"> • Cover letter expressing interest. This letter should include the contract price. • Company Profile along with Business Registration Certificate should be submitted. And for individuals, Portfolio and National ID Card Copy should be submitted. • Team portfolio of people who will work on the project • Reference letters and proof of previous projects undertaken
5.	Evaluation
5.1	The tender evaluations will be carried out as per the evaluation criteria stated under Section 2 of this document. No other evaluation criteria or methodologies shall be permitted.
6.	Tender Security and Performance Guaranty (Not applicable)
7.	Advance Payment - applicable as per procedure Advance Payment Guaranty (Not applicable)

8	Penalty & Contract Termination	
8.1	<p>Penalty: MMPRC shall have the right to withhold any payment of the Contract Price, if the Selected party fails to deliver any Works in accordance with the terms of the Agreement.</p>	
8.2	<p>Contract Termination: If the Selected Party fails to carry out any obligation under the Agreement, MMPRC may by notice require the Contractor to make good the failure and to remedy it within a specified reasonable time.</p>	
Section 2 - Evaluation Criteria		
Area	Details	Marks
Retainer Fee	Marks will be awarded on Pro rata basis	25
Profile	The company profile, registration certificate, tax registration certificate and tax clearance from MIRA should be submitted. Marks will be awarded based on the relativeness of the work to be carried out by the party and the documents submitted	10
References	Minimum 3 reference letters of similar projects undertaken. This reference letter should include the name of the project along with the contact details for reference. Samples of videos and other related works of the references provided should be submitted along with the proposal. Marks will be awarded based on the quality of the works submitted as proof and the relatedness of the works submitted as per MMPRC requirements. Also based on the adequate knowledge and experience to carry out the works.	10
Case Studies	Past work and the experiences of the work carried out similar to what MMPRC requires in	25

	this bid document, uniqueness, success stories, some tools used etc. Also, a portfolio of the recent works carried out.	
Strength of the Team	The profile including the assigned tasks of the team members should be submitted. Marks will be given based on the diversity of skills, roles and expertise of the team.	20
Methodology	Methodology, or creative frameworks the bidder had worked with other companies with similar work undertaken. Creative frameworks the bidder proposed to work with MMPRC and the <i>delivery periods</i> . The successful bidder will be required to submit the final artwork as per the Scope of Work within agreed times of assigning the work from MMPRC. The final artwork will have to be finalized in consultation with MMPRC.	10
	TOTAL	100

Section 3 - Scope of Work

1.	MMPRC is looking to hire a creative agency for 1 year. The selected party is required to work with MMPRC and deliver creatives (digitally, including Av contents) and designs that are needed to carry out its marketing activities worldwide. MMPRC wishes to outsource this creative component in order to maximize its creative and effective marketing activities at this difficult time. These works include but are not limited to: of each video should be submitted no later than 2 days of request from MMPRC	
2.	Description	Estimated Numbers
	Thematic design of all corporate stationery for the contract period	
	Design of presentation templates	2 sets (opening slides, templates for various types of content presentation - numbers, pictorial

		etc.)
	Design of visual materials for various events, including backdrops, banners, and other visuals installed at event sites.	Once monthly
	Digital designs for online media advertising will include digital posts, digital banners, for social media channels and productions for other digital media.	5 sets per month A set consists of same design resized for various channels
	Design and development of print ads including outdoor print and digital billboards, print ads for magazines, online publications	3 X monthly
	Digital and print backdrops for online conferences and meetings	1 set X monthly
	Template design for newsletter	Once
	Concept, design and layouts for flyers & brochures 1 - 2 pages	1 X monthly
	Designing of promotional merchandise (Key tags, calendars, pens, bags, stickers and other corporate and promotional items)	Annually
3.	All work performed under this agreement will be property of MMPRC and MMPRC will have the right to use this on digital and print mediums	
4.	The final artwork submitted to MMPRC should be in the format that is required and agreed by MMPRC	
5.	Photos and videos from MMPRC library will be shared with the winning party. And these should be solely used for the purpose mentioned under this Scope and should maintain confidentiality at all times.	
6.	Use of some video footage and still photos owned by the successful bidder will be an added advantage. However, the bidder should ensure that the photocopy right is obtained of the photos and videos used. MMPRC should	

	not be held liable should an issue arise due to copyright issue.
7.	All designs must adhere to corporate guidelines, which will be provided by MMPRC.
8.	The delivery time will be informed once the task is assigned to avoid any delays
9.	All templates used are to be original and should not be anything which is already in use.
10.	Based on the performance and delivery of the service the contract can be extended on the same conditions and price agreed with the winning party for an additional year.