

# Terms of Reference for Creative Agency

The Ministry of Economic Development seeks to employ the services of a creative agency that would provide the services listed in the scope of services defined below.

The successful party will execute the tasks assigned on a retainer basis for a period of 12 months. Applicants are required to propose a monthly retainer fee for the services and provide a rate sheet for services that are not covered under the monthly retainer fee. The rate sheet must cover all the services listed in Annex 1 Part 2.

## Scope of Services

The services included in the scope of this contract, under the monthly retainer fee would be as below.

1. Planning and Strategy

Development of marketing and communication strategies for events, campaigns and key initiatives. Strategic/creative input and direction for content, publications, campaigns and events.

2. Creative Design

Development of designs/materials (in English or Dhivehi, as required) as follows:

Service	Max requirement per month
Gifs for social media	4
Social media posts	20

3. Content Writing

Professional copywriting and content development for the websites of the Ministry and websites of offices under the Ministry. Maximum 10 articles in total per month in English or Dhivehi, as required.

Any services not carried out in a particular month will be carried forward to the next month but not exceeding five times of the monthly allocation.

**The scope of the contract would also include specific services that are not covered above, under the monthly retainer fee. These services are listed in Annex 1 Part 2.** These services shall be billed monthly as per the Rate Sheet, according to service utilisation.

## Duration of Service

The duration of this assignment shall be 12 months.

The selected party is expected to provide sustained commitment to the work assigned within this duration.

## Qualification of Applicants

Applications are expected from suitably qualified firms satisfying the following requirement.

- a. Experience in creative design, event planning and execution, developing and implementation of marketing/communication strategies and production of marketing materials and video productions.
- b. The Agency must demonstrate successful experience in event management.
- c. The Agency must be a registered entity in the Maldives and operational for a minimum of 5 (five) years.
- d. The Agency must be a registered SME at the Ministry of Economic Development.

## Proposal Evaluation and Criteria

The applicants are required to submit two separate proposals, i.e. Technical Proposal and Financial Proposal in two separate sealed envelopes.

Evaluation of the proposals will be done in three stages.

### Stage 1: Technical Proposal Evaluation

The criteria for evaluation of the Technical Proposal are as follows:

Criteria		Marks Allocation
1.	Expertise of Firm / Organization	65
	<ul style="list-style-type: none"><li>• Portfolio showcasing previous work of similar assignments</li><li>• Reference letters pertaining to similar completed/ongoing assignments undertaken by the firm (Firm must submit minimum 5 reference letters)</li></ul>	
2.	Experience of Team	35
	<ul style="list-style-type: none"><li>• CV's, reference letters and portfolios of individual team members of the firm who will work on this assignment, showcasing personal work experience in similar lines of work. Team shall be comprised of:<ol style="list-style-type: none"><li>1. Team Leader</li><li>2. Event Manager</li><li>3. Photographer</li><li>4. Videographer</li><li>5. Designer</li><li>6. Editor</li><li>7. Copywriter</li></ol></li></ul>	
Total Technical Score		100

Applicants need to achieve a minimum of 70 out of 100 in order to pass the Technical Evaluation. Proposals achieving a mark below this threshold will be rejected and Stage 2 of the evaluation will not be undertaken for such proposals.

Proposals submitted by an agency that has not been operational for a minimum of 5 (five) years will also be rejected.

### **Stage 2: Financial Proposal Evaluation**

The format for the Financial Proposal is provided in Annex 1. Bidders must follow the format provided.

The Financial Proposals will be opened and evaluated only for the applicants that pass Stage 1. The Stage 2 evaluation will be based on the sum of the Monthly Retainer Fee and the total of the Rate Sheet in Annex 1 Part 2 (for services not covered under the Monthly Retainer Fee).

Proposal Price = Monthly Retainer Fee + Rate Sheet Total

The formula for determining the Financial Score is the following:

Financial Score =  $100 \times P_m / P$

In the above formula, “P<sub>m</sub>” is the lowest Proposal Price and “P” the Proposal Price of the proposal under consideration.

### **Stage 3: Final Score**

Final score for each bid will be calculated as follows:

Final Score =  $(0.75 \times \text{Technical Score}) + (0.25 \times \text{Financial Score})$

The bidder with the highest Final Score will be the preferred bidder.

## **Documents to be submitted**

All Applicants are required to submit the following documents. Any proposal submitted with incomplete documents will be disqualified immediately.

- I. Technical Proposal:
  - a. A list of personnel that would be responsible for execution of the work stated above with their CVs. The team shall be comprised of the following:
    1. Team Leader
    2. Event Manager
    3. Photographer
    4. Videographer
    5. Designer
    6. Editor
    7. Copywriter
  - b. Portfolios and reference letters of individual team members showcasing personal work, experience and quality of work undertaken in similar lines of work during the past five years.
  - c. Minimum five reference letters pertaining to similar successfully completed or ongoing assignments undertaken by the firm during the last 5 years.
  - d. Portfolio of work successfully executed by the firm during the last five years.
  - e. SME Registration from the Ministry of Economic Development.
  - f. Other mandatory documents (Business Registration, Audit Reports of past 5 years)
- II. Financial proposal (as per the format in Appendix 1).

## **Submission of Documents**

All Applicants are required to submit two separate proposals on the date of submission of proposals.

- a) The Technical Proposal shall be placed in a sealed envelope clearly marked “Technical Proposal” followed by the procurement reference number and the name of the assignment. Similarly,
- b) The Financial Proposal shall be placed in a sealed envelope clearly marked “Financial Proposal” followed by the procurement reference number and the name of the assignment.

# Annex 1: Format for Financial Proposal

All figures to be provided in Maldivian Rufiya

## 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)
<b>Copy Writing and Content Development</b>	
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)	
<b>Creative Design (designs and layouts for print/digital materials as follows)</b>	
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)	
<b>Videography and production (including video, audio, narration, subtitles, editing etc.)</b>	
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)	
Infomercial 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)	
<b>Event Services:</b>	
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.	
Sound and lighting rates are separate.	
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)	
<b>Sound and lighting for events</b>	
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)	
<b>Event Photography and Videography</b>	
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)	
<b>LED screen rental per day (indoor and outdoor)</b>	
3x6 meter	
3x9 meter	
3x15 meter	
<b>Sticker and canvas printing and installation</b>	
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)	
<b>Rate Sheet Total</b>	

Notes:

1. The services in the above rate sheet will be billed monthly, at the rates indicated above, according to service utilisation.
2. Venue hire and catering are not included in the scope of the contract.
3. Client will bear cost for transport, food, accommodation and logistics (including transportation of equipments) for jobs outside Male' and Hulhumale'.

### Part 3: Proposal Price

	Amount (MVR)
Monthly Retainer Fee	
Rate Sheet Total	
Proposal Price	

Note:

Proposal Price = Monthly Retainer Fee + Rate Sheet Total