

Scope of Work (SoW) for Communication Company

Background

Democracy International (DI) is implementing the USAID-funded Protection, Inclusion and Empowerment (PIE) activity, which aims to support disadvantaged and marginalized populations in Armenia through needed legal-regulatory framework changes, improved services, and intensified cooperation between the government and non-governmental actors to address the needs of vulnerable populations. It will do so through five interrelated components: 1.) Inclusion, protection and empowerment policy and legislative reform, 2.) Improved inclusion, protection, empowerment services for vulnerable and marginalized groups, 3.) Enhanced protection and inclusion of those affected by instability and violent hostilities/conflict, 4.) Outreach, communications, research regarding social sector policy and services, and 5.) Adaptive social protection to address the impacts of global or domestic crises. As part of this Activity, DI is supporting the Government of Armenia in strengthening its capacity to effectively conduct public outreach and communication regarding policy and legislative reforms; address research gaps on women, security, and gender; and access social protection services including strategic communication and outreach to vulnerable groups.

The Government of Armenia's *2023-2027 Comprehensive Program for the Social Inclusion of People with Disabilities* envisages activities aimed at combating stereotypes and discriminatory attitudes towards persons with disabilities, as well as raising awareness of their rights. From June to September 2024, DI will support the Government of Armenia's implementation of an awareness-raising campaign on the rights of persons with disabilities. The campaign will highlight recent reforms affecting persons with disabilities, the work of the Unified Social Service, available services, and access to them. The campaign's messaging will target persons with disabilities, service providers, as well as the broader society.

The Government of Armenia is also implementing its *2023-2025 Counter Trafficking in Person (C-TIP) National Action Plan*. The National Action Plan attaches great importance to the public awareness of forms of human trafficking, their dangers, and ways to avoid them. Specifically, the Plan includes awareness raising campaigns and public events aimed at changing the socio-cultural environment and perceptions of the broad strata of the Armenian population regarding TIP. From June to September 2024, DI will support the Government of Armenia's implementation of a nationwide C-TIP campaign to highlight legal changes, the National Action Plan activities, consequences for TIP perpetrators, services for victims, and how to report TIP suspects. The campaign's messaging will target children, youth, women, and displaced people at risk of TIP.

To perform these activities, DI is hiring a communication company to implement both the persons with disabilities and C-TIP awareness raising campaign.

Scope and Expected Outputs

Rights of Persons with Disabilities Campaign

The selected vendor will be responsible for the following:

Producing eight (8) public service announcements (PSAs) (live-action video or animation, 7 PSAs with a duration of 1.00-1.5 minutes each, and 1 PSA with a duration of 2 minutes)

1. Development of scripts for public service announcements (PSAs) based on the topics and concepts provided by DI.
2. Development of storyboards for the **animated PSAs**.
3. Development of animated videos (1:00 to 1.50 minutes long) after DI's final approval of the storyboards.
4. Filming at locations selected in cooperation with the DI designated staff, using professional video camera(s) and microphone(s) for **live-action videos**.
5. Editing of live-action videos (1:00 to 1.50 minutes long) with supervision and in consultation with DI.
6. Adding voice over (narrator - Armenian language audio, to be provided by the vendor with DI approval).
7. Development of appropriate graphics (opening and closing sequence, titles, subtitles, signatures).
8. Ensuring the accessibility of the PSAs (requirements - added subtitles, voice over and sign language translation).
9. Addressing all DI's comments and making the required changes within the timeframe agreed with DI.
10. Exporting final versions of the PSAs in formats optimized for a) web distribution and b) TV broadcast and delivering to DI on external memory medium or via file transfer service.

Developing visuals design -

1. Developing designs of visuals for 15 image posts on social media
2. Developing designs for 3 types of information leaflets (A4 format)
3. Developing designs for 3 types of information posters (A2 format)
4. Developing designs for 3 types of guides (5 pages each, A 5 format)

Printing of information materials

1. Printing 3 types of information leaflets (A4 format) – quantity to be determined by DI
2. Printing 3 types of information posters (A2 format) - quantity to be determined by DI
3. Printing 3 types of guides (5 pages each, A 5 format) - quantity to be determined by DI

Boosting DI's posts on social media

1. Boosting of DI's eight PSA videos on the Ministry of Labor and Social Affairs' (MLSA) Facebook, Messenger, and YouTube social media pages for each video to reach the following targets within one week:

- a. Facebook and Messenger:
 - i. estimated reach – 90 000
 - ii. estimated Through play - 11,000
 - b. YouTube:
 - i. estimated impressions 22,000
 - ii. estimated views 18,000
2. Boosting of DI’s 15 image posts on Facebook and Messenger, for each post to reach the following targets within one week.
- a. Facebook and Messenger:
 - i. estimated reach 50,000
3. Submission of analytical reports including viewership and engagement statistics on each PSA video and 15 image posts.

Engagement of social media influencers

1. Identifying a shortlist of 4-5 social media influencers and engaging two social media influencers, selected by DI: one with a track record of producing content advocating for the rights of persons with disabilities, and the other with a broader scope of covered topics including advocacy for social issues and a large following—minimum of 50,000 followers. The first influencer will produce 5 reels, 2 of them in cooperation with the second one, to expand the reach of the content produced.

Deliverables

- **Seven (7) PSAs** (duration: 1.00 – 1.5 minutes each).
- **One (1) PSA** (duration: 2.00 minutes).
- Visual designs for **15 image posts** on social media
- Design for **three (3) types of information leaflets** (A4 format)
- Design for **three (3) types of information posters** (A2 format)
- Design for **three (3) types of guides** - (5 pages each, A5 format)
- **Three (3) types of information leaflets** (A4 format) – printed in a quantity provided by DI
- **Three (3) types of information posters** (A2 format) – printed in a quantity provided by DI
- **Three (3) types of guides** (5 pages each, A5 format) – printed in a quantity provided by DI
- **PSA Boosts** on MLSA’s Facebook, Messenger and YouTube social media pages with the following targets met:
 - Facebook and Messenger
 - estimated reach for seven days – 90,000
 - estimated through play for seven days - 11,000
 - YouTube
 - estimated impressions for seven days - 22,000
 - estimated views for seven days - 18,000 by a to be determined date provided by DI

- **Boost for 15 image posts** with the following targets met:
 - estimated reach for each post boosted for seven days - 50,000
- **Analytical reports** including viewership and engagement statistics for the eight PSA videos and 15 image posts - by a to be determined date provided by DI
- **5 reels** produced by social media influencers
- **Analytical reports** including viewership and engagement statistics for the **5 reels produced by social media influencers**

C-TIP Campaign

The selected vendor will be responsible for the following:

Producing five (5) PSAs (live-action video or animation, duration – 1.00-1.5 minutes)

1. Development of scripts for PSAs based on the topics and concepts provided by DI.
2. Development of storyboards for the **animated PSAs**.
3. Development of animated videos (1:00 to 1.50 minutes long) after DI's final approval of the storyboards.
4. Filming at locations selected in cooperation with the DI designated staff, using professional video camera(s) and microphone(s) for **live-action videos**.
5. Editing of live-action videos (1:00 to 1.50 minutes long) with supervision and in consultation with DI designated staff.
6. Adding voice over (narrator - Armenian language audio, to be provided by the vendor with DI approval).
7. Development of appropriate graphics (opening and closing sequence, titles, subtitles, signatures).
8. Ensuring the accessibility of the PSAs (requirements - added subtitles, voice over and sign language translation).
9. Addressing all DI's comments and making the required changes within the timeframe agreed with DI Communication and Outreach Specialist.
1. Exporting final versions of the PSAs in formats optimized for a) web distribution and b) TV broadcast and delivering to DI on external memory medium or via file transfer service.

Developing visuals design

1. Developing designs of visuals for 20 image posts on social media
2. Developing designs for 3 information leaflets
3. Developing designs for 3 A2 information posters
4. Developing designs for 3 banners for outdoor advertising (1.20 x 2.22 scroll panels)

Printing of information materials

1. Printing 3 types of A4 information leaflets - a to be determined quantity provided by DI
2. Printing 3 types of A2 information posters - a to be determined quantity provided by DI

Boosting DI's posts on social media

1. Boosting of DI's five PSA videos on the Ministry of Labor and Social Affairs' (MLSA) Facebook, Messenger, and YouTube social media pages for each video to reach the following targets within one week:
 - a. Facebook and Messenger:
 - i. estimated reach – 90 000
 - ii. estimated Through play - 11,000
 - b. YouTube:
 - i. estimated impressions 22,000
 - ii. estimated views 18,000
2. Boosting DI's 20 image posts on Facebook and Messenger, for each post to reach the following targets within one week.
 - a. Facebook and Messenger:
 - i. estimated reach 50,000
3. Submission of analytical reports including viewership and engagement statistics on each PSA video and 20 image posts.

Deliverables

- **Five (5) PSAs** (duration: 1.00 – 1.5 minutes).
- Designs of visuals for **20 image posts** on social media
- Design for **three (3) information leaflets**
- Design for **three (3) A2 information posters**
- Design for **three (3) banners for outdoor advertising** (1.20 x 2.22 scroll panels)
- **Three (3) types of A4 information leaflets** - printed in a quantity provided by DI
- **Three (3) types of A2 information posters** - printed in a quantity provided by DI
- **PSA Boosts** on MLSA's Facebook, Messenger and YouTube social media pages with the following targets met:
 - Facebook and Messenger
 - estimated reach for seven days – 90 000
 - estimated through play for seven days - 11,000
 - YouTube
 - estimated impressions for seven days - 22,000
 - estimated views for seven days - 18,000 by a to be determined date provided by DI
- **Boost for 20 image posts** with the following targets met:
 - estimated reach for each post boosted for seven days - 50,000
- **Analytical reports** including viewership and engagement statistics for the five PSA videos and 20 image posts - by a to be determined date provided by DI

All activities should be completed within six months of signing the contract.

How to Apply

The submitted offer must include:

- Brief information about the company, its background, resources, and relevant experience (in English, one page max)
- Proposed implementation timeline
- Information on the proposed team for the project, including their CVs
- A list of past clients, preferably for projects of a similar scope
- Links to at least three examples of past video production projects, preferably of a similar size and scope.
- A single point of contact – include name, title, phone number, and e-mail address.
- Confirmation that your bid will remain valid for six months
- Proposed budget, including fees for professional services and expenses, as well as production timeframes using the table provided below:

Ծառայություն/Service	Մեկ միավորի արժեք/Price per unit	Պատրաստման ժամկետ/Development time frame
1. Սոցիալական գովազդի պատրաստում (1.00 - 1.5 րոպե տևողությամբ անիմացիա) Public service announcement production (1.00 - 1.5-minute-long animation)		
2. Սոցիալական գովազդի պատրաստում (1.00 - 1.5 րոպե տևողությամբ տեսանկարահանած հոլովակ) PSA/Video production (1.00 - 1.5-minute-long live-action video clip)		
3. Սոցիալական գովազդի պատրաստում (2.00 րոպե տևողությամբ անիմացիա) Public service announcement production (2.00-minute-long animation)		
4. Սոցիալական մեդիա մենեջերի ծառայության արժեքը Facebook և YouTube հարթակներում վիդեո և ֆոտո հրապարակումների առաջխաղացման (13 վիդեո և 35 ֆոտո հրապարակում՝ վերևի բաժնում նշված չափանիշների համաձայն) և կարծիքի		

<p>առաջատարների հետ համագործակցության հաստատման համար</p> <p>Social media management service fee for setting up paid promotion of videos and image posts on Facebook, and YouTube (13 videos and 35 image posts, reaching the targets indicated in the Deliverables section) and establishing collaboration with social media influencers.</p>		
<p>4. Հաշմանդամություն ունեցող անձանց իրավունքների մասին բարձրաձայնող կարծիքի առաջատարի կողմից պատրաստված ռիլի արժեք</p> <p>Price for a reel produced by a social media influencer with a track record of producing content advocating for the rights of persons with disabilities.</p>		
<p>5. Մեծ լսարան (առնվազն 50 000 հետևորդ) և սոցիալական հարցեր բարձրաձայնող կարծիքի առաջատարի պատրաստած ռիլի արժեք</p> <p>Price for a reel produced by a social media influencer with a broad scope of covered topics including advocacy for social issues and a large following</p>		
<p>6. Սոցիալական մեդիայում հրապարակումների համար վիզուալների դիզայն</p> <p>Design of visuals for social media posts</p>		
<p>7. Բուկլետների դիզայն (A4 ձևաչափի)</p> <p>Design of information leaflets (A4 format)</p>		

<p>8. Տեղեկատվական պաստառների դիզայն (A2 ձևաչափի)</p> <p>Design of information posters (A2 format)</p>		
<p>9. Տեղեկատվական ուղեցույցների դիզայն (5-ական էջից բաղկացած, A5 ձևաչափի)</p> <p>Design of guides (5 pages each, A5 format)</p>		
<p>10. Արտաքին գովազդի համար բաններների դիզայն (1.20 x 2.22 սքրոլերներ)</p> <p>Design of banners for outdoor advertising (1.20 x 2.22 scroll panels)</p>		
<p>11. Բուկլետների տպագրություն (A4 ձևաչափի)</p> <p>Printing of information leaflets (A4 format)</p>		
<p>12. Տեղեկատվական պաստառների տպագրություն (A2 ձևաչափի)</p> <p>Printing of information posters (A2 format)</p>		
<p>13. Տեղեկատվական ուղեցույցների տպագրություն (5-ական էջից բաղկացած, A5 ձևաչափի)</p> <p>Printing of information guides (5 pages each, A5 format)</p>		

Interested companies should email their applications to Gohar Martirosyan, Communication and Outreach Specialist at press.Armenia@democracyinternational.com with the subject line “**Communication company**”. DI will only consider applications submitted by COB May 31, 2024.

Evaluation Criteria

The contract will be based upon best value (a combination of qualifications and rates), with submissions evaluated in accordance with the following criteria:

- Time effectiveness (20%)



- Firm's Knowledge and Experience (25%)
- Qualification and Expertise of Key Staff (25%)
- Cost (30%)

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