

**TERMS OF REFERENCE (TOR)**  
**COMMUNICATION AND MARKETING AGENCY RECRUITMENT TO**  
**RUN A DIGITAL CAMPAIGN FOR THE INTERNATIONAL PLANNED**  
**PARENTHOOD FEDERATION AFRICA REGION (IPPFAR)**

The International Planned Parenthood Federation Africa Region (IPPFAR) is one of the leading sexual and reproductive health (SRH) service delivery organization and sexual and reproductive rights advocacy voice in Africa through its Member Associations (MAs) in 40 countries.

More information on IPPFAR on our website: <https://africa.ippf.org/> and our [brochure](#).

This year, the [Maputo Protocol](#) will celebrate its 20<sup>th</sup> anniversary.

**The Protocol to the African Charter on Human and Peoples' Rights on the Rights of Women in Africa, better known as the Maputo Protocol, is an international human rights instrument established by the African Union that went into effect in 2005. It guarantees comprehensive rights to women including the right to take part in the political process, to social and political equality with men, improved autonomy in their reproductive health decisions, and an end to female genital mutilation.**

It was adopted by the African Union in Maputo, Mozambique, in 2003 in the form of a protocol to the African Charter on Human and Peoples' Rights (adopted in 1981, enacted in 1986).

IPPFAR invites bids from competent firms to submit their Expression of Interest for consultancy services to undertake the production of a digital communication campaign commemorating the 20<sup>th</sup> anniversary of the Maputo Protocol.

**The digital communication campaign will be developed to:**

- **Raise awareness** and sensitize target audiences (lay audience, adolescents and youths in sub-Saharan Africa) on the [Maputo Protocol](#) and its 20<sup>th</sup> anniversary marked in July 2023.
- **The campaign will break down this historic document** and explain to a lay audience what the Maputo Protocol is, its history, importance, progress made so far in Africa, and where we are lagging.
- **The language used for this campaign will be simple** and straightforward (no jargon unless necessary), relatable, understandable and accessible to a lay audience.
- **The messaging for this campaign will be both informative and fun and light when topics addressed allow for fun packaging.** Humour will be the medium used to convey most key messages.
- **The messengers for this campaign will be all female African influencers with solid social media following and supporters of women's rights and human rights.** These female influencers can be African based comedians possessing quick repartee and spontaneous funny one-liners, or "zingers".
- **Influencers will be requested to post the campaign content on their social media platforms (Reels and Stories), to mention and tag IPPF Africa Region in their content and encourage their followers to visit and follow our pages.**

- **The campaign will rely on influencer marketing to convey and amplify IPPFAR’s messages.**
- **The messages will always be human rights based and promote women’s rights, equality, equity and social justice.**
- **The campaign will give guidance on what audiences can do to support women’s rights and equality.**
- **The campaign will increase support to the work, mission and vision of IPPFAR.**
- **The campaign will increase IPPFAR’s visibility and number of followers on its social media.**

**References:**

Below are a few reference videos that illustrate the type of campaigning product we wish to produce.

**All campaign content will have an identical visual identity that will be modern, colorful, vibrant, and African inspired.**

- **Street interviews:**  
[Inside Amy Schumer | Street interviews](#)  
[Overheard in LA | Street interviews](#)
- **Regular interviews:**  
[Amy Goes Deep with a 106-Year-Old Woman](#)  
[Amy Goes Deep with Mr Manhattan](#)
- **Classic talking head influencer content**  
[IPPFAR | LE CONSENTEMENT ET LES RAPPORTS SEXUELS](#)  
[IPPFAR | Rating the types of Lesbian Sex I’ve had](#)  
[IPPFAR | Sexual traditions in Africa](#)

**In addition to influencer videos and reels/stories, static posts and GIFs will be developed to support the campaign through its roll out.**

**Timeline and deliverables:**

Exact timeline to be discussed with the agency. **The campaign will take place over 4 weeks, starting on the anniversary day of the Maputo Protocol on 11 July 2023.** The below is an approximate timeline. Note that not all campaign assets need to be ready prior to the campaign launch, but can be commissioned throughout the campaign and posted when relevant.

<p><b>Onboard creative agency</b></p>	<p><b>Week 5-9 June:</b> onboard creative agency, campaign strategy development, set up of KPIs to measure the success of the campaign.</p> <p>Agree on visual identity, campaign roll-out plan, and identifying influencers to contract.</p>
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<b>First iteration of design concepts</b>	<p><b>Mid to end June:</b> First iteration of design assets for campaign. Work on framing language, tone, and key messaging.</p> <p>First iteration of the campaign design concepts/assets based on insights and feedback from IPPFAR.</p>
<b>Campaign production</b>	<p><b>End of June:</b> Start campaign production (static posts / reels / videos / GiFs)</p>
<b>Campaign Launch</b>	<p><b>10 July:</b> Campaign launch with short teasers/static posts announcing the campaign.</p>
<b>Campaign rollout</b>	<p>From 10 July until 11 August</p>
<b>Reporting and Review</b>	<p><b>End of August:</b> Report writing/review of results</p>

## 5. Budget

- A ceiling of \$6,000 USD including VAT and Tax if applicable.
- Please include social media ad buying for maximum reach and views in your financial proposal.
- IPPFAR will deduct 5% withholding tax for local (Kenyan based firm/individuals) and 20% for non-Kenyan based firm/individual consultants before making payment.
- Payment terms to be agreed with the successful agency.

## 6. Agency requirements

**The contracted institution is required to have the following qualifications/experience:**

- Must have a minimum of 3-5 years established as a creative agency.
- Experience developing and implementing innovative, fun, bold and engaging campaigns and content for young people in Africa is compulsory.
- Proven expertise in content creation, social media and digital marketing, and awareness-raising campaign development and implementation, targeting African audiences.
- Minimum of 3 successfully implemented communication campaign projects mobilizing African youth around social or health causes.
- Proven ability in working/partnering with national/regional influencers, key Opinion Leaders, artists, human rights champions, women or youth-led organizations on digital activities that also revolve around social or health causes.
- Experience in social media monitoring and analysis, including reporting on quantitative and qualitative analytics.
- Female led agencies will be prioritised.
- Must adhere to IPPF's Code of Conduct and Safeguarding Policy

**Agency core skills**

- Ability to conceptualize, plan and execute innovative ideas.
- Responds positively to critical feedback and differing points of view.
- Sets priorities, produces quality outputs.
- Meets deadlines and manages time efficiently.
- Excellent organisation and communication skills.
- **Creativity:** All materials must be creatively done with the highest artistic and professional quality. The team must be willing to change designs based on feedback from IPPFAR. The team must be capable and experienced in understanding creative concepts when explained either directly or from group discussions brainstorming creative ideas.
- **Comprehension:** The materials should be clearly understandable by the target population.
- **Appropriateness:** All creative works must be appealing and respectful to the heterogeneous culture of the targeted countries, gender sensitive, and considerate of target groups with different backgrounds in different geographic settings. The materials should be appropriate for each intended audience in implied meanings, tones, format or style.
- **Persuasion:** The campaign materials are expected to be easily appreciated and retained by the main target audience.

**Application procedure**

Companies/firms are required to submit the following documents/information:

- A Letter of Interest, stating why you consider yourself/your firm suitable for the assignment.
- Detailed company profile (Maximum 5 pages) indicating the names of the company directors.
- Creative proposal indicating campaign strategy, draft model of visual identity, key deliverables, proposed influencers, expected outcomes.
- Three (3) examples of similar successful campaigns (minimum).

- Financial proposal indicating consultancy fee and a breakdown of expenses (unit price together with any other expenses) related to the assignment, including social media ad buying.
- Copies of audited accounts for the previous three years.
- Copy of valid Tax Compliance Certificate,
- Copy of current TIN (Tax Identification Number), and/or a TCC (Tax Compliance Certificate); For non-Kenya based firms, Copy of Certificate of Registration/Incorporation from Registrar of Companies
- Copy of Business permit (if applicable)

*NB:* IPPFAR will deduct 5% withholding tax for local (Kenyan based firm/individuals) and 20% for non-Kenyan based firm/individual consultants before making payment.

**Applications must reach IPPF Africa Regional Office through email address [ippfarbids@ippf.org](mailto:ippfarbids@ippf.org) latest by Friday 26 May 2023.**