

## **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 36 sub-Saharan countries.

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

In collaboration with the [Feminist Opportunities Now](#) (FON) program, IPPFAR invites bids from competent firms to submit their Expression of Interest for consultancy services to undertake the production of a digital communication campaign to mark the **16 Days of activism against gender-based violence (GBV) 2024**.

#### **Background:**

The 16 Days of Activism against Gender-Based Violence is an annual international campaign that starts on 25 November, International Day for the Elimination of Violence against Women, and runs until 10 December, Human Rights Day. This symbolic period highlights the urgent need for action to eradicate gender-based violence against women and girls in all their diversity.

Violence against women and girls (VAWG) persists as the most prevalent and pervasive human right violation worldwide, including in sub-Saharan Africa. In alignment with the global initiative to prevent VAWG, IPPFAR and FON are participating in the 16 days of activism global campaign, taking place from 25 November to 10 December.

This campaign will aim to raise awareness and showcase concrete examples, success stories, and feminist champions from communities and local African CSOs combatting VAWG and its underlying issues through support from the FON program and IPPFAR.

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

- **Raise awareness** and sensitize target audiences (lay audience, adolescents and youths in sub-Saharan Africa and the donor community) on the significance of the 16 Days of Activism against Gender-Based Violence and the initiatives that IPPFAR and FON are undertaking to address this issue.
- **The campaign will show concrete examples** of these initiatives through storytelling via social media videos and static social media posts of unique initiatives implemented by the FON program to counter GBV in sub-Saharan Africa.
- **The language used for this campaign will be simple** and straightforward (no jargon unless necessary), relatable, understandable and accessible to a lay audience. **English** and **French** will be the languages of this campaign.
- **The messaging for this campaign will be both informative, uplifting, and inspiring.** This will be achieved by highlighting the work done by African feminist CSOs to fight against GBV in their local context.

- **A key messenger for this campaign will be a male influencer**, who will be requested to post the campaign content on their social media platforms (Reels and Stories), to mention FON and tag IPPF Africa Region in their content and encourage their followers to visit and follow our pages.
- **The messages will always be human rights based and promote women's rights, equality, equity and social justice.**
- **The campaign will highlight FON's work through its partner CSOs and 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 and the FON program.
- **The campaign will increase IPPFAR's visibility** and number of followers on its social media through community building strategies.

#### **Deliverables:**

- IPPFAR and FON will share raw video footage and a database of photo content of 5 projects undertaken by FON CSOs in Kenya and Cote d'Ivoire. Based on this available content, the agency can produce short and long videos to be used on various platforms in English and French. The communication agency will be responsible for packaging this content into videos and static posts to be released as campaign materials (this content will be in English and French).
- The communication agency will be responsible for recruiting an influencer (preferably a male influencer from Cote d'Ivoire) according to available budget for collaborations on the campaign. The influencer should be vetted and should share the same values as IPPFAR and FON with regards to gender issues, bodily autonomy, LGBTIQ+ issues, abortion rights.
- The communication agency will be responsible to create a visual identity and branding for the campaign and a content strategy and roll out. All campaign content will have an identical visual identity that will be modern, colorful, vibrant, and African inspired.

#### **Possible topics and links to VAWG:**

- Female Genital Mutilation/Cutting (FGM/C)
- Physical abuse
- Sexual abuse
- Domestic abuse
- Emotional abuse
- Economic abuse
- Child marriage / forced marriage
- Femicide
- Online abuse
- Sex workers
- Human trafficking
- Women living with disabilities
- Women living in humanitarian contexts
- Refugees / migrants / internally displaced women
- Violence against trans women

**NOTE:** These topics can be addressed through static posts to complement the content created using FON resources.

**Timeline and deliverables:**

Exact timeline to be discussed with the agency. **The campaign will take place over 3 weeks, starting one week before 25 November with campaign teasers.** Below is an approximate timeline. Note that not all campaign assets need to be ready prior to the campaign launch but can be developed during the campaign rollout and posted when relevant.

<p><b>Onboard creative agency</b></p>	<p><b>Week 23-27 September:</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>
<p><b>First iteration of design concepts</b></p>	<p><b>Week 30 Sept – 4 Oct:</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>
<p><b>Campaign production</b></p>	<p><b>October:</b> Start campaign production (static posts / reels / videos / GIFs)</p>
<p><b>Campaign Launch</b></p>	<p><b>18 – 22 November:</b> Campaign launch with short teasers/static posts announcing the campaign.</p>

<b>Campaign rollout</b>	From 25 November to 10 December
<b>Reporting and Review</b>	<b>10 to 17 December:</b> Report writing/review of results/lessons learned and recommendations.

**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: 60% upon signing of the contract agreement and 40% upon delivery of all campaign assets and final report

**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, bold, creative, and **engaging** campaigns and content for an African audience is compulsory.
- Proven expertise in content creation, social media and digital marketing, and awareness-raising campaign development and implementation, targeting African audiences in **English** and **French**.
- Minimum of 3 successfully implemented communication campaign projects 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.
- 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/agencies 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 Monday 23 September 2024.**

**A briefing call with interested agencies will be organised to answer any questions related to this project on Wednesday 11 September at 11:30am Nairobi time. Please send an email to [communication@ippf.org](mailto:communication@ippf.org) if your agency would like to join the call.**