

## **MALDIVES PENSION ADMINISTRATION OFFICE**

Male', Republic of Maldives



### **TERMS OF REFERENCE:**

#### **APPOINTMENT OF ADVERTISING AGENT FOR THE PRODUCTION OF ADVERTISEMENTS AND OTHER MARKETING COLLATERAL TO PROMOTE THE MALDIVES RETIREMENT PENSION SCHEME (MRPS)**

##### **Background:**

Maldives Pension Administration Office (MPAO), an independent organization established under the Maldives Pension Act, which was ratified on 13 May 2009. It is an independent organization mandated with the planning, development, implementation and administration of two pension plans.

##### **Objectives:**

The Advertising Agency will support implementation of the MPAO communication and outreach strategies to inform Maldives residents and other stakeholders of the programs and their objectives, as well as strengthen the populace's understanding and support of the pension plans.

##### **Scope of Work:**

1. Develop / produce, coordinate and deliver communication, outreach and advocacy instruments and materials for pension awareness-raising campaigns. Potential activities for this purpose may include development and airing of radio and television advertisements, designing brochures, and other promotional items, posters, cartoons, web videos as well as placement of stories in newspapers, magazines and other information sources.
2. Identification of channels and tools of communications with local media
3. Determine the focus of MPAO image building campaign and develop key messages and themes
4. To devise pre-and post publicity plan for specific occasions / events / policy decisions with layout of the actual expenditure

5. Prepare a continuing campaign for educating the appropriate segments of the targeted groups
6. The firm must be able to interact with all type of national media channels in all areas of interest.
7. Remove / counter the misconceptions about MPAO

**Expected Output:**

Outputs for the pension plan are expected to be flexible and are dependent on organization priorities. The following events and periods are considered to be especially crucial:

<p><b>October 2014</b></p> <ul style="list-style-type: none"><li>• 1 Radio Advertisement (30 seconds)</li><li>• 1 TV Advertisement (30 seconds)</li><li>• Layout and design of billboard with display arrangements for 2 months</li></ul>
<p><b>November 2014</b></p> <ul style="list-style-type: none"><li>• 1 Radio Advertisement (30 seconds)</li><li>• 1 TV Advertisement (30 seconds)</li></ul>
<p><b>December 2014</b></p> <ul style="list-style-type: none"><li>• 1 Radio Advertisement (30 seconds)</li><li>• 1 TV Advertisement (30 seconds)</li><li>• Layout and design of billboard with display arrangements for 2 months</li></ul>
<p><b>January 2015</b></p> <ul style="list-style-type: none"><li>• 1 Radio Advertisement (30 seconds)</li><li>• 1 TV Advertisement (30 seconds)</li></ul>

**Reporting Arrangements:**

The firm will be supervised by the MPAO Director Stakeholder Relations, who is the main point of contact at the MPAO

All products will be reviewed and approved, as appropriate, by the CEO, Director Stakeholder Relations, PR team of MPAO and the Board of Directors of MPAO

All material, graphics, and products prepared by the firm under the Contract shall belong to and remain the property of the Client.

**Format of the Technical Proposal:**

The Technical Proposal should contain the following information:

1. A brief profile and description of the Firm.
2. Lists of relevant work experience for the last 5 (five) years.

**Qualifications of the Firm:**

1. Key staff of the firm (Team Leader and Analytical Expert) should possess minimum Bachelor's Degree in the field of Public Relations / IT or other relevant field.
2. The Firm must have adequate size, structure, staffing, facilities and financial standing to provide comprehensive services related to development and execution of campaigns / events
3. Must possess at least 5 (five) years of successful experience related to the scope of work defined above, especially in the areas of production of advertisements and graphic design.
4. Experience in producing television and radio advertisements and public service announcements.
5. Proven expertise in the areas of public information, media and community outreach.
6. The firm would either have its own effective media buying capability or have linkages with local media buying agencies to ensure the best value for money.
7. The firm must have the requisite technical and professional expertise reflected in the qualifications and experience of the personnel who would be dedicated / available to the MPAO
8. Demonstrable ability to deliver to deadlines and in the face of challenging and logistical obstacles

**Duration of Services:**

The contract period will be for 5 (five) months. Payment for services, materials, production, and printing will be made separately, as needed. Payment for services will be linked to delivery of outputs which will be defined more precisely in the final Contract. All payments will be made in Maldivian Rufiyaa.

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