



**REQUEST FOR PROPOSAL (RFP)**

<b>A. RFP no. and Date:</b>	022/2016 – August 3, 2016
<b>B. Subject:</b>	<b>Integrated Media Services Contract</b>
<b>C. Issuing Office/Section:</b>	USAID RDMA, Executive Office 25 <sup>th</sup> Fl, Athenee Tower 63 Wireless Road, Bangkok 10330, Thailand
<b>D. Closing date for receipt of questions:</b>	August 9, 2016 – (5pm, Bangkok Time)
<b>Closing date for receipt of proposals:</b>	August 18, 2016 – (5pm, Bangkok Time)
<b>E. Type of Award:</b>	Fixed Price – Purchase Order
<b>F. Basis for Award:</b>	Soliciting competition, evaluation of proposals or offers, award and documentation (FAR Part 13.106)

**Description of Requirements**

The United States government, represented by the U.S. Agency for International Development (USAID), invites qualified companies/individuals to submit cost proposal of the services specified below. This is to support the operation of USAID/RDMA, Bangkok Thailand.

Proposal submission and questions regarding this Request for Proposal (RFP) shall be ONLY via email to [spoomtong@usaid.gov](mailto:spoomtong@usaid.gov) by the time/date specified above.

The award of a contract hereunder is subject to the availability of funds. Issuance of this RFP does not constitute an award or commitment on the part of the U.S. Government, nor does it commit the U.S. Government to pay for costs incurred in the preparation and submission of a proposal. **Please be advised that all interested parties are required to be registered in Dun and Bradstreet and are subject to SAM registration before an award can be made.** Information on obtaining the Data Universal Numbering System (DUNS), can be found at this website: <http://fedgov.dnb.com/webform>. Offerors are also required to register their business on the U.S. Government’s System for Award Management (SAM) at [www.sam.gov](http://www.sam.gov). Information on this process for foreign vendors is available [here](#). Prospective offerors are encouraged to register in SAM prior to the submittal of quotations.

**STATEMENT OF WORK**  
**Integrated Media Services Contract**  
**Development Outreach and Communications (DOC) team**  
**during the period October 1, 2016 to December 31, 2017**

**Background**

The U.S. Agency for International Development Regional Development Mission for Asia (USAID RDMA) supports cross-border development initiatives across South and Southeast Asia in such areas as the environment, anti-human and animal trafficking, human rights, health and civil society, women's empowerment and youth job skills. With activities stretching out over 20 countries, USAID RDMA is in need of effective and flexible approaches to communicating messages about development and highlighting its impact. The Development Outreach and Communications (DOC) team, therefore, seeks cutting-edge media support through media professionals who can help the Mission reach its key audiences with proven tactics and innovation that will bolster RDMA's thought leadership.

This Statement of Work is in support of USAID RDMA's Mission Communications Objective, which states: Empower partners and jointly enhance outreach and communications collaboration throughout Southeast and South Asia to increase awareness among youth and civil society audiences of USAID's development impact across borders.

In particular, this Statement of Work will enhance USAID RDMA's efforts under Intermediate Result 1: Increase production of quality news and information products that resonate and reach target audiences. This flexible approach will allow the RDMA DOC team to select up to four main messaging campaigns targeted at youth and civil society to incorporate a range of appropriate communications approaches and channels to reach these key audiences with the messages.

**Statement of Work**

This order is for an integrated media contract for communications services to the USAID/RDMA DOC team. Contact persons for procuring this service are Montakan Tanchaisawat and Wiraporn Srisuwanwattana, USAID/PDO/DOC.

**Timeline**

USAID RDMA plans to carry out four major messaging campaigns between October 2016 and December 2017.

**Location of work**

The integrated media firm will be present for meetings at the RDMA office to discuss the ideas for messaging campaigns, but otherwise will work from their own offices and studios.

**Deliverables**

The consultant is required to provide integrated media services for the DOC team, in particular, proposing, developing and executing dynamic and engaging media, event and social media

approaches and tools for USAID RDMA for the following campaigns. Exact timing for each campaign will be determined by RDMA priorities and availability of the contractor.

1. **YOUTH JOB SKILLS:** Street/industry-smart graduates filling jobs for Asian development (outreach event/s)
2. **HEALTH: Infectious Diseases:** Promoting health gains through youth/civil society networks (e.g., HIV, tuberculosis, malaria)
3. **SOCIAL JUSTICE:** Stopping trafficking: human and wildlife
4. **CLEANER ENERGY:** Getting even greener -- A contest for clean/green technology tapping into possible corporate sponsorship and science, technology, innovation and partnerships (STIP)

We anticipate the following illustrative deliverables under this award, based on inputs from the offeror for the best opportunities to reach our audiences with these messaging campaigns. In consultation with USAID, the contractor can negotiate the best approach to carrying out the campaigns; not all of the following must be incorporated in campaigns for the four proposed themes listed above. USAID is open to additional approaches and activities as well:

1. Two or three short videos that have the potential to go viral or a mini-TEDx talk or similar youth outreach event;
2. Social media campaigns, including infographics and possible youth contest(s);
3. Campaign materials that can be rolled out by USAID in roadshows with visiting staff and/or bilateral Mission staff.

### **Engagement with USAID and Partners**

The contractor will meet with DOC team members and, as appropriate, USAID's development partners every month to 1) discuss the scope and development progress of campaigns; 2) provide DOC team members with regular updates; 3) receive feedback from the DOC team members; 4) finalize the work; and 5) monitor and evaluate the outreach impact.

### **Qualifications**

1. At least five years of working experience in integrated media and graphic design, either full-time or part-time, for large and well-established corporations.
2. Excellent skills in graphic/infographic design; must provide a portfolio of products to demonstrate graphic design ability.
3. Excellent track record in video production, event and social media campaign management; must provide a portfolio of products to demonstrate these abilities.
4. Good communication skills in Thai and English.

**Selection Criteria:**

- A. Price quote (40%)
- B. Past Performance (60%)

The USAID Contracting Officer will select the successful contractor using a Best Value Approach, both technical and price factors included. The Contracting Officer, at the Government's discretion, may enter into negotiations with one or more offeror to discuss improvements in the proposal and cost deduction. Upon successful negotiation with the vendor, a purchase order will be issued, and a lump sum payment made upon acceptance of all deliverables and within 30 days of receipt of invoice.