



TERMS OF REFERENCE

PROFESSIONAL SERVICE CONTRACT (FIRM)

(RFP_XXX_2023)

Ref#: RPS_XXX_2023

Name of service:	Digital marketing campaign for Government Super App Dissemination		
Project:	Portfolio Development – Supporting Digital Government Transformation in Laos		
Reporting to:	Digitalization Consultant		
Duty Station:	Vientiane	Travel Required:	No
Duration of Service:	5 months	Contract Type:	Professional Service Contract (Firm)
Submission Deadline:	26 March 2023		
Start Date:	4 April 2023	End Date:	31 Aug 2023
Women, Persons with disabilities, persons from ethnic groups and people from other diverse groups are encouraged to apply			

I. BACKGROUND & PROJECT DESCRIPTION

Nations across Southeast Asia are facing unprecedented challenges to ensure the health, safety and security of their citizens post COVID-19 crisis. The Governments of these nations have realized the importance of digital transformation for smooth and effective delivery of public services. The Lao PDR has embarked on a strategy to accelerate digital transformation focusing on key priorities, such as infrastructure readiness, the development of supporting technology, nurturing digital talent and literacy, and improving regulations on digital ecosystem. In addition to the above, cabinet members of Lao PDR recently approved the five-year digital economic development plan (2021- 2025), which will involve using digital technology to drive economic growth, enhance the effectiveness and efficiency of state administration, and strengthen the management of private enterprises.

UNDP and The Ministry of Technology and Communications (MTC) of Lao PDR have entered into a partnership to strengthen and support Lao PDR's digital transformation acceleration agenda. Under this partnership, Digital Maturity Assessment was conducted to assess the current stage of digital readiness of the Government of Lao PDR, identify key gaps in the digital ecosystem across the country, and potential pilot projects. The next phase of the agenda includes the development of a five-year roadmap for implementation of digital government transformation strategy.

Presently Lao PDR's government institutional structure, administrative values, government resource operation, and public e-service provision are fragmented in nature. Major factors such as lack of proper communication and coordination among ministries/provinces, limited awareness regarding the availability of e-services among the public, absence of a centralized platform for delivery of public e-services and shortage of digital skilled workforce has hindered the planning and implementation of digital Government.

The Lao PDR Government has taken some initiatives to achieve the digital transformation agenda that includes establishment of 49 one-door services centres (ODSCs), ODSC app, and LaoKYC app. The LaoKYC App presently allows Lao residents to submit personal details, such as name, address and location, register phone number, upload green vaccine cards, scan QR code for contact tracing, follow news, and obtain information on Covid-19. The ODSC mobile app pilot was launched in Xaysetha District which can only perform document tracking. The realization of one stop shop app for public e-services is at an infant stage across the country. MTC, with support from UNDP, intends to leverage the existing LaoKYC app and develop a Gov Super App that is expected to provide significant benefits to citizens, businesses and public authorities.

The Gov Super App is an one stop shop app for some e-services and information offered by different public authorities which will be the prototype that can be upscaled later to include more e-services. The Super App helps reduce citizens' time and effort by minimizing the number of physical visitations to different public agencies for accessing a particular public service. The app offers information and public services in a well-structured and in a user-focused manner to address the requirements of the citizens and businesses considering gender dimensions.

II. OBJECTIVE

The objective of this assignment is aiming to disseminate information about the Super App to wider audience via digital marketing channel with the aim of more than 100,000 users and 10,000 daily active users within Laos PDR registered to the application during the campaign.

III. SCOPE OF WORK

The selected firm will be responsible for organizing the digital marketing campaign, producing digital artworks products:

1. **Digital Marketing**
 - Digital marketing plan to promote the Super App
 - Manage relevant social media accounts and pay for post boosting during the campaign period.
 - Recruit and manage Key Opinion Leaders (KOLs) to post and promote the campaign.
 - Coordinate and work with local news agencies for article posts and .
2. **Collaterals (The asset is in bilingual Lao and English, designing not printing, including but not limited to)**
 - At least 5 pieces of articles for the newspaper
 - At least 1 full introduction video about the app
 - At least 5 short videos about the app functions
 - At least 3 pieces of artwork
 - Insta stories, FB stories, Insta Reels, TikTok posts, FB posts
 - Final audience-engaging report

IV. DELIVERABLES & IMPLEMENTATION TIMELINE

No.	Deliverable	Target due date	Payment Terms
1	Approval of marketing plan and timeline	15 th April 2023	20%

2	Approval of social media collaterals and social media posts	22 nd April 2023	40%
3	Approval of user's engagement and campaign final report	30 th July 2023	40%

Enter expected places of travel, if applicable.

V. PROVISION OF MONITORING & PROGRESS CONTROL

The firm shall report to the Digitalization Consultant on the deliverables of their work regarding a work-plan, deadlines and verification of activities. Payments will be made upon submission of relevant deliverables through certification of payment form and acceptance and confirmation by the supervisor. The firm will report to the UNDP Digitalization Consultant against the deliverable progress for administrative purposes, and regular check-ins will be organized.

VI. ADMINISTRATIVE SUPPORT & REFERENCE DOCUMENTS

UNDP will provide support to the selected candidate to liaise and coordinate with relevant stakeholders and partners to be able to deliver on the expectations of this consultancy.

Administrative Support

The firm is responsible for providing their own laptop computers, mobile phones, reliable internet connection, and other devices required to conduct the survey and complete this assignment. The firm will be given access to relevant information for execution of the tasks under this assignment.

- The Firm will be given all the necessary materials and rights in terms of access to relevant content and information necessary for the execution of the duties.
- Copyright for all written, edited, and designed material rests with UNDP Laos PDR.
- The firm will coordinate directly with the stakeholders to ensure that the outputs and outcomes are achieved within the specified period.

The firm does not need to sit in the UNDP Office and can work off - site to deliver the job

VII. DEGREE OF EXPERTISE OF FIRMS

Years' Experience	<ul style="list-style-type: none"> • Minimum 7-10 years' experience and competence in planning and executing marketing strategy and campaigns reaching large audiences within Lao PDR context.
Relevant Technical Experience of Firm	<ul style="list-style-type: none"> • The firm is officially registered organization • The firm is proactiveness, out of box thinking and prompt TOT are the top-most criteria. • The firm should have extensive experience in creating out-of-the-box content for different categories of target audiences and engaging them. • The firm should have experience with working with large organizations - Corporate /Government, and UN agencies is preferred. • The firm should have experience in running ad promotions on social media platforms. (Specializing in Facebook, Instagram, and TikTok) • The firm should have a proven track record of designing social medias collaterals, especially government and international NGOs.

	<ul style="list-style-type: none"> • Proven experience of successful digital marketing campaigns for clients
Relevant Technical Experience of Team Leader and Team Members	<ul style="list-style-type: none"> • Must have a team of experienced one Project Manager as team leader and two team members experience in digital marketing campaign
Other Desired Skills/Experience	<ul style="list-style-type: none"> • Click or tap here to enter text.

VIII. MINIMUM QUALIFICATIONS OF THE FIRM

UNDP wishes to contract a consulting firm/service provider who can bring in their expertise and knowledge for digital marketing and user behavior in Laos. The consulting firm may be an international firm or a local firm (registered business entity in Lao PDR).

- The firm should have demonstrated previous minimum 7-10 years' experience and competence in planning and executing marketing strategy and campaigns reaching large audiences within Lao PDR context.
- The firm is proactiveness, out of box thinking and prompt TOT are the top-most criteria.
- The firm should have extensive experience in creating out-of-the-box content for different categories of target audiences and engaging them.
- The firm should have experience with working with large organizations - Corporate /Government, and UN agencies is preferred.
- The firm should have experience in running ad promotions on social media platforms. (Specializing in Facebook, Instagram, and TikTok)
- The firm should have a proven track record of designing social medias collaterals, especially government and international NGOs.
- Proven experience of successful digital marketing campaigns for clients.

Important Note:

The firm shall propose a team comprising of at minimum one team leader, one technical expert, plus any additional support staff the consultancy deems necessary to deliver the assignment. As noted above, the consulting firm/service provider is encouraged to utilize local staff, where appropriate.

1. Team Leader

Duties and responsibilities: The Team Leader shall plan and conduct the campaign. S/he shall be the main representative of the service provider firm that will coordinate and communicate with the team UNDP team.

Education: A Master's degree in Digital Marketing, Media, Communications, Journalism and Social Science, or other relevant education. Or a bachelor's degree with two more years of experience.

Work Experience : At least 5 (five) years of experience in project management and digital marketing campaign, social media management, focusing on information dissemination and audience engagement.

Language: Proficiency in English and Lao is required

2. Team members

Duties and responsibilities: The team member should be the one who coordinates the production of artworks, press release and other tasks.

Education: At least a bachelor's degree in Digital Marketing, Media, Communications, Journalism and Social Science, or other relevant education

Work Experience: 2. At least 2 (two) years of experience in the creative industry, digital marketing campaigns, and social media management, focusing on information dissemination and audience engagement.

Language: Proficiency in English and Lao required.

IX. EVALUATION CRITERIA

1. Form A : Technical Proposal Submission Form
2. Form B : Bidder Information Form
3. Form E : Technical Proposal Format (with CVs of Key Personnel)
4. Form G : Financial Proposal (with protected password)

The following criteria shall serve as basis for evaluating offers:

Summary of Technical Proposal Evaluation Forms		Points Obtainable	Points Awarded
1.	Bidder's qualification, capacity, and experience	25	
2.	Proposed Methodology, Approach and Implementation Plan	25	
3.	Management Structure and Key Personnel	20	
	Total	70	

Section 1. Bidder's qualification, capacity and experience		Points obtainable	Points Awarded
1.1	Reputation of Firm or Consultant	8	
1.2	Past experience in administering large scale survey projects, preferably victimisation surveys, at the national level in Lao PDR	7	
1.3	Experience in providing data collection services for International Organization, World Bank, UN agencies, or other Development partners	5	
1.4	Must have offices operating in key provinces: north, central and south of Laos	5	
Total Section 1		25	

Section 2. Proposed Methodology, Approach and Implementation Plan		Points obtainable	Points Awarded
2.1	Understanding of the requirement: Have the important aspects of the task been addressed in sufficient detail? Are the different components of the project adequately weighted relative to one another?	8	
2.2	Description of the Offeror's approach and methodology for meeting or exceeding the requirements of the Terms of Reference	6	
2.3	Assessment of the implementation plan proposed including whether the activities are properly sequenced and if these are logical and realistic	8	
2.4	Quality assurance procedures and risk mitigation measures	3	
Total Section 2		25	

Section 3. Management Structure and Key Personnel			Points obtainable	Points Awarded
3.1	Composition and structure of the team proposed. Are the proposed roles of the management and the team of key personnel suitable for the provision of the necessary services?		10	
3.2	Qualifications of Team Leader		10	
	- General Experience	6		
	- Specific Experience relevant to the assignment	3		
	- Country experience	1		
Total Section 3			20	

Combined Scoring Method:

- Where the Technical Proposal will be weighted a maximum of 70% and combined with the price offer which will be weighted a maximum of 30%

Technical Evaluation of Proposals:


- All Technical Proposals comprising the information/documentation provided will be evaluated to ascertain the suitability of the bidders/firm to carry out the assignment. The bidders/Firms who obtain a minimum of 49 points of the full mark (70 points) will be considered technically compliant, and the "password" for opening their Financial Proposal will be asked. Then, their Financial Proposals will be evaluated thereafter.

Financial Evaluation of Proposals:

- The Financial Proposals of all bidders/firms who pass the technical evaluation will be scored. The maximum 30 points will be allotted to the lowest financial bid, and all other bids shall receive points in inverse proportion to the lowest fee e.g. $[30 \text{ Points}] \times [\text{USD lowest}] / [\text{USD other}] = \text{points for other proposer's fees}$. The contract shall be awarded to the applicant who receives the highest cumulative score.

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