

MASAR Association

Call for Tenders

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Date: April 1st, 2021

Call for Tenders for Designing and Implementing a Digital Media Campaign on the Parliamentary Elections in 2022

Masar is a Lebanese non- governmental organization that was founded in 2005 with the aim to contribute to national development processes and the advancement of society. Masar's mission is to promote citizens' participation towards a civic, inclusive, secular, democratic, and non- sectarian society through empowerment and advocacy, and by mobilization, training, evidence generation, enabling access to information, and lobbying for policy change. Masar works in Development with a focus on youth, and operates at the community and policy levels in parallel through 3 programs: The Community Youth Development (CYD) Program, the National Youth Policy (NYP) Program, and the "Human Rights for Palestinians in Lebanon" Program.

1. To enable you to submit an expression of interest to this call for tenders, please read the following attached documents carefully:
 - Instructions to Bidders Annex I
 - Financial Proposal Template Annex II
2. The expression of interest shall reach Masar association no later than April 15, 2021 at 5:00 p.m., Lebanon time by email on: submissions@masarlb.org. Quotes/ tenders received after the indicated deadline may be automatically disqualified.
3. Any questions relating to this Call for Expression shall be addressed in writing to communication@masarlb.org no later than April 10, 2021. Replies shall be posted or emailed to all those who expressed interest in applying.

Yours sincerely,

Kamal Shayya
Masar Association, Head of Office

A handwritten signature in black ink that reads 'Kamal-Shy'.



ANNEX I - INSTRUCTIONS TO BIDDERS

A. PURPOSE AND SCOPE OF WORK

The objective of this assignment is to recruit an advertising agency to design and execute a digital media campaign in the frame of the “Free and Fair Elections: Towards Genuine Citizens’ Participation and Representation” project being implemented with the support of ifa and the German Federal Foreign Office.

The campaign should transform the evidence generated in a research paper on Parliamentary Elections into friendly, informative, and educational communication material to be disseminated digitally via Masar’s social media platforms: Facebook, Twitter, Instagram.

The campaign consists of concept and content creation, implementation, digital marketing, and reporting on outreach. It is expected to have national coverage and generate traffic and high engagement.

The Contractor shall perform the following tasks:

1. Concept Creation

This includes the creation of the idea and identity for the campaign: title, logo, motto, color palette, hashtags, and branding that is appealing to the public opinion.

2. Content Creation/ Production

This includes the production of media material: info-graphs, “Did Youth Know?”, “Tip of the Day”, “Highlight of the Week”, testimonies by key public figures, leaflet, short informative video segments, advocacy videos, teasers. In addition to designing the research paper on Parliamentary Elections and the power point presentation.

The content creation should include:

- 30 infographics, promoting different messages based on the research paper.
- 10 video segments showcasing citizens explaining their views on how Parliamentary Elections should ensure proper citizens’ representation and participation.
- 4 teasers to trigger viewers’ attention towards the campaign on social media platforms.
- 20 engaging posts asking open questions to maximize citizens’ interaction on social media in the frame of the campaign.

3. Implementation and Digital marketing

This includes the implementation of the campaign based on a strategy to be developed by the implementing agency to ensure a national outreach and high engagement level. A detailed plan with qualitative and quantitative indicators should be put in place by the implementing agency. Boosting cost of various postings should also be clearly reflected in the plan.

Expected deliverables are:

Deliverable	Timetable
Concept creation: branding package for the campaign (logo, title, motto, color palette, hashtags...)	May 15, 2021
Digital marketing: developing a social media campaign strategy with qualitative and quantitative indicators and overall digital outreach+ boosting.	May 30, 2021
Designing the research paper on Parliamentary Elections and the power point presentation.	June 15, 2021
Content creation: <ul style="list-style-type: none"> ▪ 4 teasers ▪ 30 infographics ▪ 10 video segments ▪ 20 engaging posts 	May 15 - July 30, 2021
Launching the media campaign by Masar association in a public event	First week of August 2021
Implementation of the digital media campaign, including boosting various postings	August- October 2021
Submission of social media reports	November 7, 2021

B. CLARIFICATION OF SOLICITATION

A prospective applicant requiring any clarification on the Call for Tender may notify Ms. Rima Srour by sending an email to communication@masarlb.org by April 10, 2021 at the latest. Masar Association shall respond to any request for clarification by posting or emailing answers to all interested bidders.

C. PREPARATION AND SUBMISSION OF EXPRESSION OF INTEREST

A quote/ tender shall consist of two parts: the technical proposal and the financial proposal, to be submitted electronically signed and stamped.

The technical proposal shall clearly outline the methodology to be used. Additionally, the proposal shall indicate the eligibility of the applicant and shall annex: (a) the company profile and/ or qualifications of team members/ CV as relevant, and (b) a sample of similar work done previously.

The financial proposal shall indicate the unit prices and total price of the services/ tasks to be supplied. All fees shall be quoted in Fresh US Dollars (US\$) and shall be all-inclusive.

The quote prepared and all correspondence and documents relating to this Call for Tenders shall be written in English and have a validity of 90 days after the closing date of bid submission as specified by Masar Association. A proposal valid for a shorter period may be automatically rejected as non-responsive. Masar Association may solicit the applicant's consent for an extension of the period of validity under exceptional circumstances. Additionally, Masar Association reserves the right not to grant the bid to any bidder.



D. TENDER OPENING AND EVALUATION

1. Tender Opening and Evaluation

A two-stage procedure will be utilized in opening and evaluating the proposals, with evaluation of the technical proposal being completed prior to any financial proposal being opened and compared. The evaluation will be done by the Procurement Committee formed of the Executive Director, the Communication Officer, and the Accountant & Admin Officer.

The applicants' names and submitted documents shall be announced at the opening of quotes. Financial proposals shall be opened and reviewed after the technical evaluation has been completed and only for applicants who score 70% and above.

The evaluation will be done on April 20, 2021, and the winning applicant will be notified immediately.

2. Preliminary Examination of Tenders

Masar Association shall examine the tenders to determine whether they are complete, whether any computational errors have been made, and whether the proposals are generally in order.

Prior to the detailed evaluation, Masar Association will determine the substantial responsiveness of each tender to the Call in a preliminary examination. For purposes of these clauses, a substantially responsive tender is one that conforms to all the terms and conditions of the Call for Tenders without material deviations. Masar's determination of a tender's responsiveness is based on the contents of the bid itself without recourse to extrinsic evidence. A bid determined as not substantially responsive shall be rejected and may not subsequently be made responsive by the bidder by correction of the non-conformity.

Arithmetical errors shall be rectified on the following basis:

- (a) If there is a discrepancy between the unit price and the total price that is obtained by multiplying the unit price and quantity, the unit price shall prevail, and the total price shall be corrected.
- (b) If the Applicant does not accept the correction of errors, its proposal shall be rejected. If there is a discrepancy between words and figures, the amount in words shall prevail.

E. AWARD OF CONTRACT AND FINAL CONSIDERATIONS

1. Award of Contract

Masar Association shall award the contract to the applicant who obtains the highest score on both the Technical and Financial proposals combined as rated by the Procurement Committee.

2. Rejection of Bids and Annulments

Masar Association reserves the right to reject any bid if the applicant is on its blacklist or has previously failed to perform properly or complete on time in accordance with contracts or if the bidder from Masar's perspective is not in a position to perform the contract. A bid that is rejected by Masar may not be made responsive by the bidder by correction of the non-conformity.

Masar Association reserves the right to annul the solicitation process and reject all bids at any time prior to award of the contract without thereby incurring any liability to the affected bidder(s). The bidders waive all rights to appeal against the decision made by Masar Association.

3. Right to Vary Requirements at Time of Award

Masar Association reserves the right at the time of award of contract to vary the quantity of services/ tasks specified in the Call for Tender without any change in price or other terms and conditions.



4. Agreement Signature

Masar Association shall send the successful applicant the Agreement on April 23rd, 2021, which constitutes the Notification of Award. The successful applicant shall sign, date, and return the agreement to Masar Association within five calendar days of receipt. After receipt of the Agreement, the successful applicant shall deliver the services in accordance with the delivery schedule outlined in the bid.

5. Payment Provisions

Masar Association's policy is to pay for the performance of contractual services rendered or to effect payment upon the achievement of specific milestones described in the Agreement. Masar's policy is not to grant advance payments except in unusual situations where the potential contractual party, whether a private firm, NGO or other entity, specifies in the bid that there are special circumstances warranting an advance payment.



ANNEX II: FINANCIAL PROPOSAL TEMPLATE

Budget Breakdown:

#	Service: (including tasks' breakdown)	Unit Price/ Fee	Quantity	Total Price/ Fee USD
1				
2				
3				
4				
5				
6				
7				
8				
Sub-Total				
			VAT	
Grand Total				

Payment Terms:

[Specify full payment amount in text and numbers and any related terms]

Offer Validity:

[Specify offer validity]

[date, sign, and stamp]