Terms of reference for Selecting a firm for Branding Digital Bangladesh.

Background

12 December 2008, The Government of Bangladeshannounced 'VISION 2021'. One aspect of Vision 2021 is Digital Bangladesh, a pledge to use modern technology to impact every aspect of public and private life by 2021. One of the dynamic aspects of "The Invincible Spirit of Bangabandhu" was the direction towards change and prosper. By following his direction our Honorable Prime Minister Sheikh Hasina& our Honorable ICT Advisor SajeebWazedbring changes in our lives and for that we got a new digital Bangladesh.

Purpose of the Service

The dream that was promised to the nation more than a decade ago ICT policy 2009 helps realizing VISION 2021. To aware people about the transformation that has been already taken & we are living the digital life. To aware the people of Bangladesh about the digital services, digital lifestyle & overall the digital activities that has an impact on our system, administration & our daily life.

Areas included in the Scope of Services -

A. Audio-Visual Theme Song Development

B. Content Development for Social Media

C. Social Media Channel Management and Media Buying

A. Audio-Visual Theme Song Development:

The objective behind going into OVC or TVC productions resides in the simple fact that Visual contents are appealing and with a concept to hook the viewers in, it will be easy to spread awareness through relatability. The video will build up a story and give it an end, a complete rundown for the viewers to grasp with appealing motion-based content. The videos will be promoting all the sectors Bangladesh developed in and how through digitalization, Bangladesh is heavy benefitted. OVCs will be made for the large population who have access to the internet and social media platforms, and TVCs will be made for the mass, those who have access to Televisions.

The event firm selected through the tender process would be required to make an audio-visual theme song (duration is 3 mins) on the Digital Bangladesh programme. These activities would include (but not limited to) the list given below:

1. Develop content concept [Determine the visual language, mode of storytelling, branding, lyric, music, recording of the productions etc]

2. Pre-production for each content [research into the topic, develop script, filming, mark out shooting set/studio, devise shooting plan, arrange equipment, shooting facilities, get related permits, etc]

3. Production for each piece of audio-visual content [Shooting, interviewing, dubbing and subtitle etc]

4. Post-production [editing, development of CG, color correction, composition and integration of music, sound mastering, subtitles in English, etc following integration of BCC focal person's feedback after rough cut].

The selected firm will be required to ensure High Definition (HD) visuals, high quality GFX, proper lights, Sound and animation as per the demand of client. The topic, storyline, script, sound, music, GFX and technical aspects created and selected through consultation with client's authority maintaining international standard;

The selected firm/s will be required to obtain any copyright clearance for any content they wish to integrate into the production that have not been created by them. The client encourages to generate original stuffs.

<u>Extensive travel may be required to conduct shooting/filming in Dhaka and different parts of Bangladesh.</u>

The selected firm would be required to work in collaboration with the project personnel and communicate outcomes on completion of each stage of the production process highlighting how it was implemented, the timeline, the people involved, the target audience reached. All the productions would have to be shot in at least HD (High Definition) resolution and the successful firm/s will produce materials and provide the master copy in various format suggested by the client. It is also required to provide soft copies in formats specified by Bangladesh Computer Council.

B. Content Development for Social Media Channels:

One of the booming sectors for promotion is the digital marketing sector, where concepts are made to be interesting, thought provoking and is currently in a place of high involvement from the consumers as well. Consumers will be shown how the digital development aided in day to day life and will be introduced to some who will testify as well. Through digital promotion, the objective will be to create interesting and inspiring content that will have an impact, and promote the awareness that was intended through innovative concepts.

The selected agency needs to develop content as per the following requirement:

a) **Infographics design and development:** The firm will need to design and develop at least ten data driven storytelling with infographic to share various social media channels.

b) **Brand Communication Route** (Communication strategy Mood board: brand color, graphical element suggestion), Payoff line with design/mnemonic.

c) **Static Post for Digital Media:** The hired agency has to design creative posts with appropriate contentsfor Facebook, twitter, Instagram and maintaining international standard following the guideline provided by BCC. Other the post contents BCC needs GIF, Web Banner, Virtual Background and adaptation for different social media platforms. Other than these stuffs, the vendor may need to design e-invitation card, posters, cover photo, other designs, copy, caption, small write up as required.

d) **Social media creative -**Short animation/Dynamic (6 Seconds) based on above storyline and communication route.

Target / KPI (Per Month)

Static Post – 60 Static Post
Dynamic Post (6-15 sec animation) – 20 Dynamic post
Tutorial Animation Video- 10 Videos
Carousel Ads – 4 set
GDN Banner – 5 set (per set contain 10-12 sizes)
No branded static content – 50
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C. Management of Social Media Channels

Apart from social media channel management there are few major task to complete as well, such as Query Management of all the social media platform, Community Management in 50 + major popular facebook groups, & most importantly, WhatsApp inbound & outbound service to communicate our brand materials to our target audience.

QMT – 500000 query reply per month in facebook, youtube , twitter page

Community Management – 50 seeded posts in 50+ major group every week. Also need to apply moderators & minimum of 1000 seeder members activate in those major facebook groups.

SL	Item	Description	Unit of Delivery	Number	Remark
1	**Facebook Fan-page Management & Optimization**	a. Manage, create, and monitor day to day Facebook posts b. Ensure all the answers of public queries; c. Develop, design, and optimize ad copies for various campaigns h. Acquisition of Facebook real like through regular post, boost, promotion and engagement	Number (Facebook queries/ reach/Content)	Per month 5 lakh query management through social media inbox & post comments/ monthly reach needs to be 2 million/50 content in 1 month	
2	**Manage Youtube Channel**	a. Upload videos, Manage and monitor Project's Youtube channel b. Categorization of video contents c. Optimization of Youtube channel d. Share video contents and ensure virility through other online media e. Create at least ten thousand subscribers of youtube channel	Number of Subscriber	2000 in one month	

3	Manage Twitter	a. Maintain and Update twitter account b. Drive Campaign targeting the global IT Industry leaders; c. Acquire five thousand followers both from Bangladesh and abroad d. Create-Promote hash tags and ensure significant no of re-tweet and love.	Follower	one month	