

Republic of the Philippines
Department of Health
NATIONAL NUTRITION COUNCIL

HIRING OF THE SERVICES OF A DIGITAL MARKETING GROUP FOR CONDUCT OF
DIGITAL CAMPAIGN ON THE FIRST 1000 DAYS

TERMS OF REFERENCE

I. BACKGROUND

The Early Childhood Care and Development in the First 1,000 Days (ECCD F1K) Program is a comprehensive package of interventions to achieve significant changes in key nutrition indicators and complete child development. The program aims to reduce child mortality and morbidity and ensure improved quality of the country's human resource base. One of its components is behavior change communication to promote positive behaviors along the First 1,000 Days.

Since 2017, the National Nutrition Council (NNC) has taken numerous initiatives in promoting key behaviors along the First 1,000 Days through the utilization of top communication channels such as television and radio, among others. However, along with mass media, digital platforms remain to be a reliable source of information among Filipinos. The Philippines is home to the world's heavy internet-users with 73 million active Filipino social media users¹ or 67% of the country's population. The top three social media sites in the Philippines are Facebook, YouTube, and Facebook Messenger. On average, Filipinos spend around 4 hours on social media daily. Due to the ease of information sharing and building connections across different places, social media becomes one of the fastest and most cost-effective platform to reach the desired audience.

The NNC currently conducts a Digital Campaign on the First 1,000 Days with a focus on Complementary Feeding. The campaign has reached to date almost 5 million unique Facebook users and successfully established a Facebook page with more than 100,000 followers and subscribers with increase in received conversations mostly about safe pregnancy, breastfeeding, and recipes for complementary feeding.

Considering the limited campaign period and increasing popularity of the Facebook page among mothers and caregivers of young children, the campaign needs to be sustained. Given the remarkable capacity for public engagement of digital media, NNC shall hire the services of a digital marketing group to conduct a digital campaign on the first 1,000

¹ Hootsuite & We Are Social (2019), "Digital 2019 Global Digital Overview," retrieved from <https://datareportal.com/reports/digital-2019-global-digital-overview>.

days. The group must have a track record of completing similar projects and have the qualified personnel, tools, and facilities to carry out the project.

II. OBJECTIVES

The project aims to hire the services of a digital marketing group to conduct a digital campaign on the first 1,000 days. Specifically, the project has the following objectives:

1. Develop engaging creative materials that includes a minimum of 12 videos; minimum of 80 digital posters/infographics and other creative materials
2. Increase awareness of the target audience on the key behaviors along the first 1,000 days measured by average number of engagements and number of people reached;
3. Increase size of social communities by generating an additional of 200,000 minimum number of followers and subscribers of the First 1000 Days PH page; and,
4. monitor client feedback through generation of queries and comments.

The following are the target key performance indicators (KPIs) of the campaign:

1. Reach: additional 200,000 minimum number of likes and fan base on the First 1,000 Days PH Facebook Page and minimum of 30 million paid impressions
2. Engagement: Minimum of 50,000 post engagements per month (clicks, reactions, comments, and shares)

III. TARGET GROUP

The target group for this campaign are Filipinos with access to social media with primary focus on pregnant women, lactating mothers and caregivers of children under five years old. Family members of the primary target group and health and nutrition workers will be the secondary target group. Paid impressions should be able to reach women of reproductive age.

IV. DURATION

The project will be implemented for six (6) months starting from the issuance of Notice to Proceed by NNC including one (1) month of preparation, four (4) months of implementation and one (1) month of post-implementation.

V. EXPECTED OUTPUTS

1. Work plan
2. Digital media communication plan to include communication strategy, production of online creative/campaign materials and conduct of marketing campaign using social media;
3. 10 videos (minimum of 15 minutes) uploaded within four months;
4. Minimum of 80 creative materials (including infographics, articles, short content videos) ;
5. Comprehensive social media analytics for every month; and
6. Project completion report and audited financial report.

VI. MECHANICS

1. The contractor shall develop a digital media communication plan that details the communication strategy for the campaign. The plan shall be guided by the Social and Behaviors Change Communication Plan for Breastfeeding and Complementary Feeding, Implementing Rules and Regulation (IRR) of the Republic Act 11148 or *Kalusugan at Nutrisyon ng Mag-Nanay Act*, and the previous First 1,000 Days campaign for continuity. The contractor shall be required to present the plan to the NNC Secretariat or key agencies as identified by NNC.
2. The campaign shall utilize different social media platforms. For this campaign, the First 1,000 Days PH Facebook Page will be the main campaign social media site. This shall be managed by the contractor with NNC as co-administrator. Videos shall feature desired behaviors along the first 1,000 days as well as health, nutrition and related services stipulated under the RA 11148. These pre-recorded episodes shall be uploaded in the Facebook page as well as in NNC's YouTube account. The episodes will be supported by infographics and other creative materials.
3. The contractor shall primarily manage the Facebook page. This includes conceptualization and execution of social media activities that will drive engagement, such as infographics, articles, short content videos, contests, raffles, etc.
4. The contractor shall recommend the strategy for the paid digital boosting to ensure the widest possible reach of the materials to target audience.

6. The contractor shall provide monthly analytics and based on the results, recommend appropriate strategies to increase audience reach and engagement.

VII. SCOPE OF WORK

1. **Contractor**
 - a. Submit a detailed work plan including project background, campaign strategy/approach, team composition, timeline, and budget within one week from issuance of Notice to Proceed;
 - b. Submit a digital media communication plan within two weeks from issuance of Notice to Proceed for approval of NNC;
 - c. Execute the approved communication plan within the budget contract;
 - d. Submit scripts or storyboards, drafts for approval of NNC with maximum of three (3) revisions;
 - e. Provide all the necessary equipment to carry out the plan;
 - f. Provide the personnel capable of carrying out the different stages of production from conceptualization, development, pre-production to post-production;
 - g. Submit a creative material production plan inclusive of concept and implementation schedule;
 - h. Develop a minimum of 80 creative materials based on the approved creative materials production plan, including but not limited to:
 - 1) Social media cards;
 - 2) Short content videos;
 - 3) Feature articles; and
 - 4) Infographics.
 - i. Coordinate closely with the focal person identified by NNC;
 - j. Submit monthly accomplishment report including social media analytics to determine performance of the campaign and other pertinent activities including recommendations;
 - k. In addition to the above, the contractor shall submit to NNC the following:
 - 1) Master copies of live feed episodes, and creative materials in external hard drive;
 - 2) Project completion report (with campaign report and recommendations) in hard and soft copy; and
 - 3) Audited financial report.
2. **National Nutrition Council**
 - a. Review and approve the work plan, digital media communication plan, draft storyboards, prototypes, and other outputs submitted by the contractor;

- b. Provide reference materials and/or technical assistance necessary in carrying out the requirements detailed in this project;
- c. Identify and invite guest resource persons;
- d. Assign a focal person from Nutrition Information and Education Division (NIED) who will coordinate the requirements of the contractor and serve as co-administrator of the Facebook page; and
- e. Review contractor's submission of the required outputs and process the corresponding payment.

VIII. TIMELINE OF ACTIVITIES

The contractor shall be guided by the timeline below:

Activities					
Month					
1	2	3	4	5	6
1. Preparation and approval of work plan	x				
2. Preparation and approval of digital media communication plan	x	x			
3. Production and pre-testing of creative materials	x	x	x		
4. Uploading of episodes and creative materials		x	x	x	
5. Submission of monthly reports and weekly comprehensive social media analytics			x	x	x
6. Preparation and submission of final deliverables (master copies of videos and creative materials in hard drive and project completion report and audited financial report)					x

IX.

PROJECT COST

The total project cost is Php8,041,000 inclusive of 15% expanded withholding tax and 5% final VAT chargeable against the NNC's ECCD F1K Program Funds, subject to usual government accounting and auditing rules and regulations. The breakdown of estimated expenses is as follows inclusive of government taxes:

Items of expenditure		Amount (Php)
1. Development of digital media communication plan		360,000
2. Digital brand planning, pillars, strategy, and tactics		240,000
3. Production cost for pre-recorded videos including research, production crew fees (with honorarium of resource persons), meals, recording, post-production, revisions, audio licenses, connectivity and equipment rental at Php138,000/videos x 12 videos		1,656,000

The NNC shall have exclusive ownership of the materials developed under this project and has the right to use it for its other campaigns.

XI. OWNERSHIP OF MATERIALS

Amount (Php)	Schedule of Payment
1,206,150	First payment (15%) – upon receipt of billing statement and approved work plan
4,020,500	Second payment (50%) - upon receipt of billing statement and approved digital media communication plan
2,010,250	Third payment (25%) – upon receipt of billing statement and Months 1-2 output, status report and comprehensive social media analytics
804,100	Fourth payment (10%) – upon receipt of billing statement. Months 3-4 output, social media analytics, master copies of videos and creative materials in external hard drive, compiled accomplishment reports, project completion report, and audited financial report.
8,041,000	TOTAL

The contractor shall be paid using the following payment schedule:

X. TERMS OF PAYMENT

Amount (Php)	Items of expenditure
144,000	4. Script writing for videos at Php12,000 x 12 episodes
768,000	5. Development of creative materials (includes professional fees of graphic artists and revisions) at Php9,600 for 80 materials
60,000	6. End of campaign report (includes analysis and reporting of pre-campaign and post-campaign data, performance analysis and achievement of KPIs)
12,000	7. Logistics (hard drive for master copies of videos and creative materials) at 6,000 x 2 pieces
960,000	8. Community management (including fees for social media manager and submission of monthly analytics and insights report for Php240,000 x 4 months)
2,880,000	9. Social media advertising at Php720,000/month x 4 months
100,000	10. Incidental expenses
861,000	11. Management fee
8,041,000	TOTAL

XII. PENALTY

Failure on the part of the contractor to comply with these requirements shall be cause for imposition of penalty of 1/10 of 1% of the total project cost that will be deducted from the final payment for each day of delay after the end of the project duration or the contract's termination as provided by existing government accounting and auditing rules and regulations.

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