**Terms of Reference**

**Development of a campaign brand identity related to mobile outreach events aiming to raise community awareness about NCDs and their prevention**

**Background:**

The Health for All Project in Albania (HAP) is funded by Swiss Agency for Development and Cooperation (SDC) of the Swiss Government and is being implemented by HAP Centre. Its overall goal is that the Albanian population benefit from better health due to improved Primary Health Care (PHC) services and health promotion activities.

HAP will support mobile community health promotion events in Diber and Fier Qark, to raise awareness of the causes of non-communicable disease (NCDs) and their prevention.

The aim of the mobile outreach event is:

* to raise awareness about the importance of healthy lifestyle and healthy habits
* to provide information on how to stay healthy and fit
* to provide information on non-communicable diseases
* to encourage adults to take onto healthier habits
* to encourage young people to take onto healthier habits
* to encourage self-care for a healthier self

The mobile outreach event method enables substantial groups of people to circulate around five interactive, thematic stations:

Introduction to NCD risk factors and the mobile outreach event

Dietary risks and prevention

Tobacco smoke exposure

Alcohol consumption

Inadequate physical activity

At each station, two **Thematic Facilitators**, one male and one female, **follow a script** and **use tools specifically developed by HAP** to work with waves of 10+/- people interactively for 15-20 minutes at each station.

**Objectives of this ToR:**

HAP is looking to contract a provider that will work with the project for the branding of the campaign and production of communication tools that will be used in the campaign. The provider that will be selected to work with HAP will be in charge of:

* creating the brand identity for the campaign
* design and produce its respective elements (roll-up banner, poster, leaflet, etc)
* creating a memorable slogan/name for the campaign (one that it’s easy to understand and suitable for the audiences)

**Target audience** for this activity include: The whole communities and families of rural and remote areas of Diber and Fier Qark. As primary target population the teenagers, young people and parents.

**Deliverables and contractual aspects**

For the implementation of the contract, the provider will work in close collaboration with and under the supervision of HAP Communication Officer and HAP Health Promotion Officer. They will assure that the provider will provide the deliverables as planned and in line with the contract.

The deliverables of the contract will be:

* Campaign brand identity
* Design and production of communication materials that will be used during the campaign in print and online media (list below)
* Slogans for the components of the campaign
* Design and production of promotional elements that will boost brand identity for the campaign.

**Profile of consultant**

The successful Consultant firm will have demonstrated experience of about **3 years** in the field of communication/advertising. The consultant should demonstrate to have the following capacities:

* Strong theoretical and practical background in graphic design, including the use of design software such as Adobe Design Premium, In-Design, CorelDraw, web design tools such as Dreamweaver and Flash, etc.
* Show a clear and mature style of design, demonstrating an understanding of the communication requirements of Health for All Project.
* Proven experience of graphic production from start to published/printed product with knowledge of printing processes (offset and digital) and colour management;
* Good understanding of new and evolving technologies and digital platforms;
* Knowledge of standard software packages, including MS Office– MS Access–MS Visio –Adobe Acrobat;
* Working experience with non-profit organizations is desirable.

 This application is not open for individuals.

**The applicants should provide the following:**

* 3 design proposal (for the brand identity and communication materials)
* CV of staff that would be dedicated to this project
* Letter of application;
* 3 References (name of company and contacts for their representative)
* Portfolio of work, or examples of the design work, if available;
* Completed fees/price list for the design and production service (of the items proposed)

**Please note that the information for the posters and leaflets will be made available in a briefing meeting only to those agencies that provide a letter or message of intent within 3 (three) days of the announcement. In the letter of intent, the agency should specify the two representatives, and their respective positions, that they will be sending at the briefing meeting.**

**Contract Type**

The HAP Centre will issue a Contract for the required deliverables.

**Provisional timetable**

|  |  |
| --- | --- |
| **Activity** | **Date** |
| Issue Tender Notice and Invitation to Tender  | 17/01/2018 |
| Expression of interest (Closing Date) | 21/01/2018 |
| Brief meeting in HAP office (estimation)  | 23/01/2018 |
| Deadline for submission of tender docs  | 06/02/2018 |
| Award Contract (estimation) | 13/02/2018 |

**Annex 1**

This is a list of communication materials that will be produced for this event. Please note that the list is not excluding other items that the agency might see as more effective means of communication.

|  |  |  |
| --- | --- | --- |
| **Item** | **Quantity for design** | **Quantity for print** |
| Outdoor poster for promotion of the event | 1 (updated only for date and location of event) | 100 |
| Indoor poster for promotion of the event | 1 (updated only for date and location of event) | 1000 |
| Themed Outdoor poster (with information on a specific subject, provided by HAP; ) | 11 designs from scratch. 8 of them will be adapted for male/female. So in total, there will be 19 designs. | 100 units for each design |
| Themed Indoor poster (with information on a specific subject, provided by HAP) |  Same as above | 1000 units for each design |
| Booklet (a collection of the posters mentioned above) | 2 | 1000 units for each design |
| Voucher Tyvek Wristbands | 1 | 1.000 units for each of the following groups: children, women, men (in total 3.000 units) |
| t-shirts | 1 | 50 pieces |
| Balloons  | 1 | 1.000 (HAP branded) |
| roll up banner | 1 | 20 |
| FB cover for Facebook and website | For Facebook and website; one for each of the 19 posters/themes. Please keep in mind 8 are adaptations) |  |
| Themed Flash banner for Facebook and website | one for each of the 19 posters/themes. Please keep in mind 8 are adaptations) |  |
| Gif Banner for Face book and website | one for each of the 19 posters/themes. Please keep in mind 8 are adaptations) |  |
| Car sticker (branding) | 1 | TBD |
| Branded outdoor tent | 1 | 8 |
| Horizontal banner stand |  | one for each of the 19 posters/themes. |

**Annex 2**

**Time Frame:**

|  |  |
| --- | --- |
| **Draft Proposal Presentation:** | 2 weeks after the Receipt of “Invitation for Participation” from all invited companies/firms |
| **Final Proposal Presentation --** Preparation and submission of the brand identity and communication materials **based on the comments and final feedback of HAP toward the Consultant (the winning company)** | 1 week after the confirmation of the winning company and based the feedback and comments provided to the winner |
| **Production Materials –** Produce and deliver communication and promotional materials **based on creative materials pre-delivered to the Consultant.** | 3 days before the launch of the campaign or before the date of activities as indicated on the timeline of the campaign. |