



TERMS OF REFERENCE (TOR)

Development and implementation of a media buying strategy for the dissemination of a TVC in Dibra and Fier's local and national media for Health for All Project - Albania

Background:

Albania's health system is currently undergoing a major transformation, with the scope of providing high quality health services for all of its population, especially the vulnerable groups. Health for All Project, financed by **Swiss Agency for Development and Cooperation**, and implemented by Swiss TPH, Terres des homes and Save the Children, works toward its achievement by supporting the healthcare reform in various ways. Major activities include capacity building, through Continuing Medical Education (CME) and setting-up health promotion programmes for communities and health professionals.

One of the main goals of HAP is to help the populations of Diber and Fier benefit from better health, and family doctors are key players to achieving this goal. Family doctors are often the first line of care for the patients. They provide comprehensive care for patients and their families within the community, with a focus on prevention, management of chronic disease, and coordination of care. Family doctors provide care in a variety of settings, including health centers, acute care settings, and in patients' homes. Experience has shown that those who have good access to a family doctor, have **better health outcomes**, hence better quality of life,

Unfortunately, there is still a large number of people that do not make use of the health care services offered by their respective family doctors. Lack of information regarding the fact that these services are **free of charge for all citizens** is a reason for the low visits to the family doctor.

Objectives:

With this in mind, HAP is seeking to implement a TV campaign to raise awareness about the important role of family doctor and the fact that consultations at the primary health care are free of charge. For that HAP is seeking to contract an agency for dissemination of a 60-sec TV spot through national station and local TV stations, as well



as purchase news-stories in the local media.

Timeframe: the broadcasting are expected to be made in mid April-16 May

Approaches:

As part of the scope of service, the selected company will work with HAP to create an integrated, creatively and strategically executed media buy and shall be able to (but not limited only to) do the following:

- develop a purchase strategy, media buy plan and schedule;
- purchase advertising based on the approved media buy plan on behalf of HAP;
- traffic all materials to media outlets and assure their correct utilisation;
- verify placement by submitting affidavits of performance and paid vendors invoices;
- affidavits must include cost per spot, time and day of placement, commercial aired, impressions reached;
- compile a post-buy summary report and analysis, including quantity, cost, outreach;
- supervise all activities in the scope of the services described in this TOR;

Maximal budget for this job is 40.000 Euros.

The company will work alongside and under the supervision of HAP Communication Officer.

Instruction to bidders:

The organizations interested in submitting offers for this tender must address and provide the following items.

- A. Cover Letter
- B. List of references for similar works carried out by the agency
- C. Agency's methodology/work plan to implement the media buying
- D. Advertising campaign schedule (implementation timeline)
- E. Budget or cost of proposal according to the budget template in **Annex 1**
- F. Company's registration

Failure of the proposal to meet a specific requirement may be basis for elimination from



consideration.

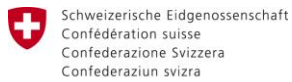
The proposals should be sent not later than **17 April** to:

Attn. Procurement Team, Save the Children, Albania Country Office; P.O.Box 8185; Rr. Mihal Popi Tirana, Albania; E-mail: info.albania@savethechildren.org ; Website: Albania.savethechildren.net

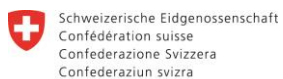
Annex 1 – Budget

| Description | Number of times | Unit cost (per time) | Total cost | Total time of broadcasting |
|--|-----------------|----------------------|------------|----------------------------|
| Media channel 1 | | | | |
| Media channel 2 | | | | |
| Media channel 3 | | | | |
| Planning, monitoring and reporting fee | | | | |
| Total | | | | |

Note - the bidder can include additional Media channels as it wishes



Swiss Agency for Development
and Cooperation SDC



Agjencia Zvicerane për Zhvillim
dhe Bashkëpunim SDC

