

REQUEST FOR PROPOSALS

Purpose: 1-Year Media Production Contract for Breakthrough ACTION – Nigeria

Production Location: Across Nigeria

Issuance Date: 29th August 2023

Deadline for Submissions: 7th September 2023 on or before 5 PM.

The Johns Hopkins University Centre for Communication Programs (JHUCCP), Baltimore, USA, has received USAID funding under the Breakthrough ACTION Nigeria (BA-N) project to implement health promotion and social and behavior change interventions in Nigeria from 2018 to 2022. This project works with the Federal and State Ministries of Health to build their capacity in social and behavior change communication leadership and implement cutting-edge social and behavioral interventions to improve the health and well-being of Nigerians across a broad array of health issues, including Maternal, Neonatal, Child Health, and Nutrition (MNCH+N), Family Planning, Malaria, and Tuberculosis. We will work in 11 states and Abuja FCT, spanning each of the major geographical zones in the country.

Scope of Work

BA-N seeks to engage the services of a media production company to produce radio, television, and online content for BA-N's thematic interventions. The successful bidder will produce media content to include Animation, Radio Drama, Video Spots, Social Media Content, Live Video, and other Audio and Video Productions not captured in the aforementioned categories. The period of engagement will be for 1 year, subject to renewal based on satisfactory performance and available funding.

Note: The production company will be responsible for its own production equipment, but BA-N will provide scripts and actors for all productions.

Intending bidders should submit proposals to achieve the specific tasks to be provided under the proposed contract:

1. Animation

Production of 2D and 3D animated videos in different languages or voice dubs on an existing video.

- A. 30-second animated videos.
- B. 60-second animated videos.
- C. 120-second animated videos.

Format: MP4, MOV

2. Radio Spots

A. 60-second radio spots in different languages (Hausa, Igbo, Yoruba, Pidgin, and/or any other specified language).

B. Recording, editing, and mastering radio spots.

3. Video Spots

A. 30-second action video for TV and online. Recording, editing, and mastering.

B. 60-second action videos for TV and online. Recording, editing, and mastering.

C. 120-second videos for TV and online. Recording, editing, and mastering.

Format: MP4, MOV

4. Radio Drama

A. Recording, editing, and mastering 25-minute radio drama.

B. Recording, editing, and mastering 15-minute radio drama.

C. Recording, editing, and mastering 10-minute radio drama.

D. Recording, editing, and mastering 5-minute radio drama.



5. **Social Media Content**

- A. 10-second video skits for TV & social media
- B. 30-second video skits for TV & social media

6. **Live Video**

7. **Other Audio and Video Productions** that do not fall within the categories listed above.

30 seconds, 60 seconds, 120 seconds, 180 seconds

5 minutes, 10 minutes, 15 minutes, 20 minutes, 25 minutes

8. **Editing of Previous Content.**

Language: English, Pidgin, and all Nigerian languages as applicable.

Delivery Terms:

- Final materials are expected to be delivered on a date to be agreed upon.
- All videos will be delivered in (2) different formats.
- A compressed version of all audio/video output that is suitable for online, WhatsApp, and other social media channels will also be delivered.
- All materials, audio, and videos will be stored on an external hard drive and submitted.

Essential Requirements/Selection Criteria

- Evidence of experience producing media content listed in the RFQ. Provide a detailed company profile showing a minimum of two reference experiences in production.
- Access to professional recording equipment and a production crew to accomplish the scope of work. Provide clear information on types of equipment used for past and current productions and provide information on the production team, including the production team's expertise.
- Capacity to produce high-definition media content and provide links to 3 samples of previous work. Samples will be evaluated based on the technical quality of the output and the creativity exhibited in design.
- Timeline to complete deliverables listed in the job description. Intending bidders should provide a production timeline per deliverable listed (e.g., 60-second radio spot, 30-second video spot, etc.). Timelines will be assessed for feasibility.
- Provision of a financial quotation with reference to deliverables. The quotation should reflect studio session/location fee costs per deliverable line. Quotations should also include sound engineering and studio fees per stage (i.e., recording, editing, mixing, and mastering) per deliverable line as indicated in the job description. A cost template is shared with this RFQ.

Eligibility of Bidders:

All bidders must show their eligibility to participate in this procurement by providing copies of the following documents:

- Legal Certificate of Incorporation in Nigeria to be submitted as a separate document.
- Tax Identification Certification to be submitted as a separate document.
- Company Profile of not more than 5 pages; with a verifiable business address, valid email, telephone numbers, and a point of contact for the organization.

Submission of Quotes

All bids must be on the company's official letterhead, duly signed, dated, and emailed to batenders@ba-nigeria.org by or before 7th September 2023. Bids should be submitted as one document. Please ensure that the bid captures all the requirements for the selection. Any questions should be emailed to the procurement team at batenders@ba-nigeria.org. Bids received without following the submission instructions will be disqualified. Only shortlisted vendors will be contacted for further discussions. Quotations should be addressed to:

Project Director,
Breakthrough ACTION-Nigeria,
Re: 1-Year Media Production Contract for Breakthrough ACTION-Nigeria

Payment Terms

Please state your payment terms while quoting. However, BA-N's preferred term is full payment after receipt of goods and services, when all invoices have been received and certification of products. BA-N is VAT-exempt, so please do not include VAT fees when quoting. Also note that BA-N will deduct withholding tax at the applicable rate (10%) from the total value, to be remitted to FIRS. Payment will be made after submission of the vendor's invoice and acceptance/certification of items by BA-N.

BA-N reserves the right to consider any quotations received before the end of the deadline. Any deviation from the specifications contained in the RFQ will lead to the vendor's disqualification. An award will be made to the responsible applicant(s) whose application(s) best meet the requirements of this RFP and the selection criteria contained herein.

Issuance of this RFP does not constitute an award commitment on the part of CCP or its funding agency. Applications are submitted at the risk of the applicant, and all preparation and submission costs are at the applicant's expense. Applicants must provide all required information in their application or may be deemed non-responsive.

JHU reserves the right (but is not obligated to do so) to enter discussions with one or more applicants to obtain clarifications, additional details, or refinements in the application. Oral discussions may be conducted. JHU reserves the right to award either the entire scope of work to one applicant or a partial scope of work to more than one applicant.