

SECTION 5 REQUIREMENT SPECIFICATIONS

1 Introduction

- 1.1 The Government seeks to appoint a panel of Contractors providing campaign creative conceptualization, planning, execution and media buying services. The scope of services may include (but not limited to) the conceptualisation, development, implementation and management of integrated communications plans. The Master Contract will stay valid for one (1) base year with the option to be extended for two (2) more years.
- 1.2 This Master Contract will be made available to all Government Ministries, Statutory Boards, departments and Organs of State, collectively referred to as Customer hereafter. This tender is non-exclusive and Government Ministries and agencies may purchase from other vendors or utilise in-house resources where deemed more appropriate.
- 1.3 The Government will not confirm any volume of work or fees to Contractors appointed to this panel.
- 1.4 A Contractor may be appointed to provide one or more of the following categories of Services with the awarded unit rates. Within each category, more than one Contractor may be appointed.
 - Category A: Campaign Servicing, Development and Execution/Production
 - Category B: Media Buying (non-digital)
 - Category C: Media Buying (digital)
- 1.5 The Tenderer must submit a complete proposal for at least one of the categories of services mentioned in Clause 1.4 to be considered for tender evaluation.

2 Background

- 2.1 To reach out to Singaporeans effectively, there is a greater need for integrated communication efforts across the different channels and platforms.

3 Execution of Period Contract

- 3.1 For the supply of Services as and when required by the Government from Categories A, B and/or C during the period of time specified in the Contract for items that were awarded at their fixed unit prices, the Contract shall be deemed to be a Period Contract for the duration of the period of time specified. Where

the Contractor receives, during the period of time specified in the Contract, any Purchase Order for specific Services specified in the Contract, the Contractor shall proceed to perform the Services in accordance with the Contract.

- 3.2 The Government seeks to appoint a panel of Contractors to provide services for each of the Categories.
- 3.3 The prices quoted in the submission are final and the Customer will raise a Purchase Order for any of the listed services based on the awarded unit rates quoted in the Tender with the quantity required.
- 3.4 For Categories B and C, tenderers will refer to the latest media rate cards from the media platform owners when quoting their media buying costs.

4 Execution of Framework Agreement

- 4.1 For requirements that falls under a related scope from Categories A, B or C where some element of customisation is necessary, Customers may issue a Request for Quotation (RFQ) via GeBIZ to all awarded Contractors within the same Category. The RFQ will dictate the requirement scope and evaluation criteria. Offer evaluation and award recommendation shall be based on the evaluation criteria set out in the RFQ.

5 Duration of Appointment

- 5.1 The Government shall appoint the Contractors for a base period of one (1) base year.
- 5.2 The Government shall have the option of extending the contract for two (2) more years.

6 Scope of Work

- 6.1 During the Contract Period, the Contractors shall supply and deliver campaign creative conceptualisation, planning, execution and/or media buying services to the Customer upon receiving GeBIZ Purchase Order instructions, or any formal contracting instrument as determined by the Customer.
- 6.2 The scope of work may include but are not limited to those listed in the table below as required by the Customer.
- 6.3 The three categories and the services required:

Category	Overview of Services required
<p>Category A: Campaign Servicing, Development and Execution/Production</p>	<p>Overall campaign coordination, conceptualisation, production and management of creative materials and services needed to communicate key messages for the campaigns, including but not limited to:</p> <p>1. Campaign Servicing: Account servicing, Project management & coordination, liaising with other Contractors and related costs</p> <p>2. Campaign Development and Execution/Production: Campaign Framework and Communication Strategy, Campaign Conceptualisation, Development and Execution/Production, Art Direction, Photography, Branding, Storyboard, Content Creation, Design, Illustration and Adaptation, Translation, Typesetting, Purchase of Usage of Stock Images/Videos, Rental of Equipment and Studio</p> <p>Other services which may be required when necessary:</p> <p>3. Engagement of creative talents and brand ambassadors including the negotiation of fees, management of appearances and other events</p> <p>4. Events Management for the campaign including but not limited to organising and execution, logistics and marketing communications related to the events</p> <p>5. Research Services for the campaign such as pre-campaign message testing, proposing and conducting campaign measurements/post-campaign evaluation methods and compiling survey findings and analysis for presentation</p> <p>6. Media and Public/Stakeholders Relations efforts as part of the campaign</p> <p>7. Printing and Dissemination of marketing materials (Print & Digital)</p>

Category	Overview of Services required
	<p data-bbox="563 241 1305 277">Note for awarded Contractors under Category A:</p> <p data-bbox="563 327 842 362">Contractors should:</p> <ul data-bbox="563 371 1382 1935" style="list-style-type: none"> <li data-bbox="563 371 1382 450">• provide clear rationales for the proposed approach(s) while keeping in mind timelines and detailed costing <li data-bbox="563 459 1382 537">• propose and establish KPIs before the commencement of the actual works <li data-bbox="563 584 1382 1935">• Contractors in Category A may be appointed as “Lead Contractor” to coordinate with the other awarded Contractors from Category B and C which include: <ul style="list-style-type: none"> <li data-bbox="608 752 1382 913">(a) Working with and/or coordinate work processes with the Customer’s in-house team and other vendors (such as external production houses, freelance creative talents etc.) <li data-bbox="608 965 1382 1167">(b) Conducting weekly Work-In-Progress updates (and whenever on demand) on the progress of work on behalf of all contracted agencies, and provide a monthly summary of budget used from all awarded Contractors <li data-bbox="608 1218 1382 1379">(c) Proposing timelines and seeking approval on the timeline for any project briefs. The Lead Contractor is also expected to be answerable if the agreed timelines are not met. <li data-bbox="608 1431 1382 1722">(d) Obtaining the necessary approvals and licences under the relevant legislation (e.g. rights, event permits etc.). The Customer will pay for the costs of obtaining the necessary licences following documentation proof of cost. The Customer will not pay additional out-of-pocket expenses, retainer fee, loading fee or agent fee incurred. <li data-bbox="563 1774 1382 1935">• The Customer reserves the right to work directly with the panel of Contractors from Category B and/or C, without the need to appoint the Contractor of Category A as the “Lead Contractor”.

Category	Overview of Services required
<p>Category B: Media Buying (non-digital)</p>	<p>Media Planning and Buying Services for a range of non-digital platforms, including but not limited to print, broadcast, and Out of Home platforms. The scope of work under this item includes:</p> <ol style="list-style-type: none"> 1. Proposing an effective media mix including proposed channel allocation, resource optimisation, measurement and target audience reach 2. Proposing audience segmentation and targeted media buying according to media consumption habits of target audiences for the following platforms (print, broadcast, mobile, digital, out of home platforms) 3. Negotiation and liaising with media owners and electronic transmission agencies 4. Monitoring and reporting of media buys for the campaign <p><u>Note for awarded Contractors under Category B:</u></p> <ul style="list-style-type: none"> • Contractors in Category B may have to work with the other awarded Contractors from Category A and C to ensure an integrated campaign • Contractor is to negotiate on behalf of the Customer the best possible rates based on industry standards for media platforms • In the event of unforeseen errors by the Contractor in the placement of the advertisements or error in linking the advertisements to the correct platforms, the Contractor should ensure re-uploading or maintenance work is completed within the next working day at no additional costs

Category	Overview of Services required
Category C: Media Buying (digital)	<p data-bbox="563 237 1380 365">Media Strategy and Buying Services for a range of digital and mobile platforms, as well as digital engagement including:</p> <ol data-bbox="563 412 1380 1167" style="list-style-type: none"> <li data-bbox="563 412 1380 533">1. Proposing an effective media mix including proposed channel allocation, resource optimisation, measurement and target audience reach <li data-bbox="563 580 1380 701">2. Proposing audience segmentation and targeted digital platform buying according to digital media consumption habits of target audiences to engage them <li data-bbox="563 748 1380 826">3. Proposing appropriate online strategies for better outreach to target audiences <li data-bbox="563 873 1380 911">4. Negotiation and liaising with media owners <li data-bbox="563 958 1380 1037">5. Monitoring and reporting of media buys for the campaign <li data-bbox="563 1084 1380 1167">6. For media platform owners, this may include production of content for the respective media platforms <p data-bbox="563 1214 1302 1252"><u>Note for awarded Contractors under Category C:</u></p> <ul data-bbox="563 1299 1380 1720" style="list-style-type: none"> <li data-bbox="563 1299 1380 1420">• Contractors in Category C may have to work with the other awarded Contractors from Category A and B to ensure an integrated campaign <li data-bbox="563 1467 1380 1720">• In the event of unforeseen errors by the Contractor in the placement of the advertisements or error in linking the advertisements to the correct platforms, the Contractor should ensure re-uploading or maintenance work is completed within the next working day at no additional costs

6.4 The Customer shall have the option to choose or combine any of the suitable services listed and engage the Contractor(s) at any time within the Contract Period. Unit prices quoted in response to this Invitation to Tender are to remain valid throughout the Contract Period.

- 6.5 Prices quoted should be all-inclusive of up to three times amendments.
- 6.6 The Contractors should ensure that all content or brief is cleared by the Customer and all advertisements are linked correctly to the advertised platform or content.
- 6.7 The Contractors are responsible for the maintenance of the advertisements until the end of the campaign.
- 6.8 When applicable, the Contractors shall collate, provide and return all final artwork (in original hi-resolution source files and resized working files) and master copies (in original source files and DVD format) to the Customer without additional costs.

7 Contract Management

7.1 Proposals and Approvals

- 7.1.1 The Customer may brief the Contractors on the specific campaign requirements during the Contract Period (either through email or in person). The Contractors may be invited to share their proposed campaign concepts, strategies and costing as part of the pitching process at no extra charges.
- 7.1.2 The Customer reserves the right to make final decisions to appoint the Contractors for the specific campaigns.
- 7.1.3 The Contractors must seek clearance from the Customer (approval or endorsement by email) on all relevant projected costing, timelines and content before Contractors embarks on any part of the campaign.
- 7.1.4 All decisions shall be made in consultation with the Customer. The Customer reserves the right to make final decisions on all matters.
- 7.1.5 In the event that the Contractor is outsourcing parts of the services required, the Contractor must inform the Customer on the Sub-Contractor and the Sub-Contractor's responsibilities. The appointment of Sub-Contractors to fulfil the Contract is subject to prior consent of the Customer before work commitment.

7.2 Personnel

- 7.2.1 Throughout the contract period, the Contractors shall appoint a single point of contact to work closely with the Customer's appointed personnel throughout the engagement during the Contract Period.

- 7.2.2 The Contractors should be responsive to the Customer's requirements within two working days, and should respond within the same working day for urgent requests.
- 7.2.3 The Contractors shall provide a team with a proven track record with a good understanding of government policies and good grasp in traditional and digital media trends and developments in Singapore.
- 7.2.4 In the event that any member of the Team should leave the company/project or is dismissed, the Contractors must ensure that equivalent (or better) and suitable replacements are available to immediately undertake the duties and responsibilities of the predecessor fully. The Contractors shall inform the Customer prior to any replacement of personnel. Should the Customer at any time request a change in the composition of the team, the Contractors shall implement the requested changes promptly.

7.3 Payment

- 7.3.1 All invoices must be accompanied by proof of delivery, third party invoices (for verification of sub-contracted services from a third party), final artwork/masters and working files in order for the project to be considered complete.
- 7.3.2 Payment is to be made within 30 days upon delivery or satisfactory completion of service and the receipt of invoice and other relevant supporting documents.

8 Contractors' Responsibilities

- 8.1 The Contractors shall exercise all reasonable skills, care and diligence in the performance of its services and shall act in a reasonable and professional manner at all time.
- 8.2 All materials shall become the property of the Customers. The Customers shall have ownership of all data and copyright derived from this project.
- 8.3 All information related to the projects is confidential. The Contractors shall make reasonable effort to ensure that all personnel involved (including their sub-contractors) do not disclose or allow disclosure, any information or data provided to, made available to, or obtained in the course of its participation to the projects.

9 Proposal Requirements at Tender Briefing

- 9.1 Tenderers will have to submit a proposal based on the simulated case scenario to be shared at the **mandatory tender briefing held on 20 January 2016 11am.** The evaluation criteria are listed under Section 6.
- 9.2 This briefing will also elaborate on the tender requirements and allow interested tenderers to seek clarifications. Do note that Tenderers who do not attend the briefing will be disqualified even if they submit a bid thereafter. This is to ensure that all eligible Tenderers have the same understanding on this tender.
- 9.3 A maximum of two representatives are allowed to attend. Please contact Ms Carrie Chen (Carrie_chen@mci.gov.sg) and Ms Carine Lin (Carine_lin@mci.gov.sg) to register and confirm your attendance for the briefing by 19 January 2016.

10 Evaluation of Contractor's Performance

- 10.1 Upon awarding the base one-year contract, the Contractors' performance will be assessed by Customers' feedback through the successful and effective completion of the following tasks:
- (a) Achieving objectives set at the beginning of the campaign (Details of each specific campaign to be released with each brief)
 - (b) Implementation of campaign objectives within the stated budget range (Budget for each specific campaign to be released with each brief)
 - (c) Ability to deliver satisfactory deliverables within stipulated deadlines
- 10.2 The Contractors' achievement for Year 1 (based on paragraph 6) will be taken into consideration when the Government assesses if the optional term should be exercised with the respective Contractors.