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Terms of reference

Title: Hiring of Marketing firm for promoting the CLICK, SID initiatives

Country:	Pakistan
Name of the Project:	Competitive and Livable City of Karachi
Consultancy Services:	Hiring of marketing firm for the CLICK, SID initiatives CLICK, SID sub-component
Credit No.:	IBRD loan no. 8998 PK
Project ID:	P161402

1. PROJECT BACKGROUND

- 1.1 Karachi; is the capital of Pakistan's province of Sindh with 29 districts, 7 Divisions & Districts & 241 UCs is the largest city in Pakistan and the twelfth-largest city in the world. It is the capital of the Pakistani province of Sindh. Ranked as a beta-global city, it is Pakistan's premier industrial and financial center, with an estimated GDP of \$164 billion as of 2019. Karachi being the most cosmopolitan city, linguistically, ethnically, and religiously diverse, as well as one of Pakistan's most secular and socially liberal cities seems to have depicted a marked decline in the competitiveness and city livability. Institutional strengthening and investments aiming to enhance livability, competitiveness, and sustainability have emerged as priorities for Karachi.
- 1.2 To address these constraints by selectively tackling critical bottlenecks and to enhance the quality of life in Karachi the Government of Sindh along with the World Bank initiated a five-year project named, "*Competitive and Livable City of Karachi (CLICK)*." The project ensures the commitment of Sustainable Development Goal 11 "*Sustainable Cities and Communities*." The GoS envisions the enhancement of institutional performance and supporting activities for private sector investment by improving the business environment which is hampered by frail and fragmented regulatory governance.
- 1.3 The project component pertaining to Sindh Investment Department, GoS focuses on streamlining the regulatory requirements across multiple agencies, which will bring consistency and automate the processes. A centralized business one-stop-shop (S-BOSS) will be developed to integrate and streamline the regulatory requirements for Sindh. The S-BOSS will optimize the process of providing entrepreneur and investor services. The existing business processes within the regulatory agencies involved in the provision of services shall be inventoried and re-engineered. The results of the business process re-engineering should be reflected in the general legal framework and in the internal regulations of the involved government agencies. It will provide support to the Sindh Investment Department (SID) to improve the business environment for private sector investment by streamlining and integrating key regulatory processes, through a) Regulatory reform and simplification; b) regulatory process mapping and re-engineering; c) Architecture and Design.
- 1.4 CLICK Sindh investment department is tasked with working with different Governmental departments to communicate information on CLICK coherence, including the delivering

one window operation initiative, high-level policy statements, technical guidelines on investment opportunities, registrations processes and procedures, and operational tools and procedures.

2. RATIONALE OF THE ASSIGNMENT

Marketing and Promotion of the reforms play a substantial role in CLICK, SID's response in reaching the target segment (current and potent); business communities to shift from manual to automated processes of acquiring registration licenses, certificates and other permits through a dynamic online portal to be called Sindh Business One Stop Shop (S- BOSS). Effective use of communications, especially the digital media platform helps in positioning Sindh Investment Department as a knowledge leader, expands outreach, broadens engagement around business communities and create awareness among other potential stakeholders. Efficient use of networks for communication such as digital, TV, Print, PR, Radio and ATL/BTL for CLICK, SID's key messages, through relevant content, experience and dialogue, allow stakeholders/ users to connect themselves with Sindh Business One Stop Shop (S-BOSS) services and as well as the Sindh Investment Departments' other initiatives. Thus, creating valuable relationships with both online and offline stakeholders.

In order to more successfully use communication that will increase effectiveness of brand engagement, usage of the online portal and develop corporate partnerships to achieve the set communication, promoting and advocacy targets, it is imperative to engage a dedicated firm with all knowledge, equipment, and skills to achieve the desired results of all the initiatives.

3. OBJECTIVE OF THE CONSULTANCY

The selected firm will help with the overall planning and execution of the communication strategy and will provide services related to strategic communications needs for items including concept development, design, graphics, animation, videos, events as well as management of all print, digital and social media platforms.

For standardization and centralization of all promotional activities for CLICK, SID component of the project, the services of a Communications Firm are to be employed to successfully curate and execute the implementation plan.

4. SCOPE OF WORK AND WORKPLAN

4.1 Brand Building

- Analyze the target audience for the best reach of the message and develop the marketing campaign based on the audience analysis;
- Devise an Implementation plan including the budget
- Identification of the communication products and activities based on social, cultural and gender aspects. Communication products (Training & IEC materials) and activities should be clearly described and linked to theoretical determinants and communication objectives;
- Awareness campaigns Regarding Sindh Investment Department its allied Institutions and CLICK, SID Initiatives, 16 selected Government agencies, women owned and managed business etc;

- Awareness Regarding Business initiation processes, Registrations, Licenses, Certificates and Other Permits, Reform Simplification and Business Process Reengineering, Legal amendments relevant acts
- Awareness regarding Women owned and managed Businesses,
- Bridge information gaps and reach out to the potential audience by creating refined targeting and communities by using the appropriate media to reach the different set of audiences;
- Increase brand awareness by letting the target audience know about the initiatives taken, project status and expand audience base.
- Generate Interest by engaging the prospects through brand recognition and brand Recall material
- Use of appropriate model for grabbing the interest of the audience.
- Develop templates and actual reports and info-graphs for highlighting the achievements of the CLICK project including on-site videography and high-resolution pictures to show 'before' and 'after'

4.2 Content development and Art work Designing:

- Proactively create editorial content (stories, static and slide shows, photos, advocacy images, contests, online poles, campaigns, audio, video, infographics, Documentaries, Brochures, catalogues, Video – logs (v-logs) etc.) in cooperation with CLICK Communication Team and adapt for media pitching, Print, Events & PR, web and social media, posting daily to respective channels.
- Produce high quality outreach and marketing material for print, electronic, social media and information products
- Create campaigns for different initiatives
- Celebrity endorsement for the campaigns as and when required
- Create ads that capture audience' attention and encourage them to visit CLICK website and other social media pages.
- Record Interviews with Chief Minister, Chief secretaries, Ministers, Government officials, Development Partners and Entrepreneurs etc. for Promotion, Endorsements the CLICK, SID Initiative
- Design and develop the short clippings of the events, international days, feedback videos, white board animations, Before and after videos to show the difference in the ease of processes etc
- Video interviews with the entrepreneurs
- Design and develop the creative content for different campaigns eg. Slogans, jingles, taglines etc
- Art-work related to trainings, workshops and events and other Informational, Educational and Communication material
- Design and develop the Press release in Urdu, Sindhi and English, acquire space in the Print media for the publishing (when required)
- Prepare scripts for the Videos, soundbites, documentaries, animations, etc
- Design and develop DVCs, 2D and 3D animations (as and when Required)
- Develop Soundbites for the promotion on Radio broad cast and social media and acquire slots in the broadcast media

- Develop the Marketing SMS and Emails and acquire message bundles from the phone companies;
- Develop emails and SMS database of entrepreneurs, Private sector, Students, Business schools etc. for the email Marketing
- Standardization of digital content and artwork via the use of templates and digital branding guidelines
- Design the Newsletter/ Annual Report for CLICK SID

4.3 Digital Marketing Services

Facebook, Instagram, Twitter LinkedIn, Youtube and any other Platform suggested by the firm.

- Continuously update and implement CLICK digital engagement strategy.
- Four-fold increase in followers by the end of assignment
- Maintain a web and social media calendar and content plans of content themes and all upcoming coverage schedules according to the calendar. Quarterly web and social media calendar created and adhered to.
- Design the covers when required
- Link the Facebook and Instagram pages.
- Prepare social media packs for flagship events, initiatives, campaigns. Social media packs prepared for all key events, dates, launches, etc and shared with stakeholders, where appropriate.
- Social Media marketing
- forward the relevant complaints, respond to the comments in consultation with CLICK PIU, moderate the negative comments, Delete illegal Comments,
- Creating Hashtags and generating posts.
- Moderating negative comments and generate positive replies for the queries.
- Polls and feedbacks
- Posting of time Stamped pictures of meetings and important events on social media according to the brand guidelines
- Actively engage with online audiences through social media channels.
- Design and organize POD cast video with influencers and CLICK SID representative
- Timely responses to messages and comments, monthly reports on levels of engagement.
- Website update and content management;
- ensure key deadlines are met for the dissemination of time-sensitive content.

4.4 Paid Digital Media Management

- Devising comprehensive media strategies and plan.
- Buying ad spaces on major social media sites, Google Display Network & local publishing websites.
- Optimizing & monitoring the campaigns for maximizing results.
- Reporting results & sharing learnings based on performance levels.

4.5 Print, Broadcasting and Electronic media

- Devise plan and budget the Print, Electronic, Broadcasting (SMS, Push Notifications) Radio campaigns along with the reach and its frequencies

- Purchasing of the advertising space, Radio slots, SMS Bundles on behalf of CLICK (Subject to prior written Approval)

4.6 Event Coverage

- Photography/ Videography
- Sending Email, SMS regarding events, Reminders and acquire attendance confirmations
- Celebrity Endorsements as and when required
- Event Related promotions
- Develop, plan and budget high-profile Stakeholder conferences and workshops and other events with the Stakeholders including private sector to highlight the importance of Sindh Business One Stop Shop, encouraging women entrepreneurs through knowledge-sharing and deliberations;
- Report on each event

4.7 Monitoring and Reporting

- Align overall social media and other material according to the brand guidelines
- Timely updates and monthly reports on improvements and content plans.
- Generate and analyse reports on web traffic, social media engagements and KPIs using Google Analytics, Hootsuite, and other social media focused analytics channels.
- Monthly/ Quarterly and bi annual reports with comparative analysis.

5. DELIVERABLES AND TIMELINES

The following deliverables are included but not limited to:

S.No	Deliverable	Quantity	Time
1	Inception Report		1 st Month
	<ul style="list-style-type: none">• Development and implementation of communication plan in the form of Themes, sub themes, activities, timelines (including tenure of each initiative), milestones and associated costs, including marketing communications, advertising, strategy for all initiatives.•• Devise social media communication strategy and implementation plan for each platform (FB, Twitter, Instagram, linkedIn, youtube and another suitable platform suitable for promoting the initiatives. Recommend implementation objectives;• Devise awareness and advocacy campaigns for Sindh Investment Department, its allied Institutions, Reform Initiatives, objectives and functions, CLICK, SID, Reform Simplification, Business process Re-Engineering and S-BOSS Rollout as well as the incorporate the women entrepreneur, highlight study results and the strategy to encourage women participants;• Yearly Calendar (Tentative) (updated quarterly);• Align overall social media and other material according to the brand guidelines• Devise monthly Targets for social media based on themes including Per Month static posts, Slideshows, Videos/ Animations etc based on pre-decided themes.• Create the Hashtag	1	

	<ul style="list-style-type: none"> Plan (including budgeting) a series of high-profile conferences, e-conferences, workshops and investment road shows etc, for a year. Including the required execution plan and the types of media tools involved for the promotion. 		
2	Social Media Management (Monthly Deliverables)		Every 4 weeks (After 4 weeks of contract Signing)
	Static Post/ Slideshows/polling questions, Events, Teasers, etc. on twitter Facebook, Instagram, YouTube LinkedIn and any other platform suitable for the promotion including the captions and hashtags	16	Per month
	Video Content, Short videos (It can be an entrepreneur feedback video, viral, how to, testimonial, information regarding investment promotion etc) including the captions and hashtags	10	Per month
	Develop and post 2D/ whiteboard Animation including the captions and hashtags	4	Per month
	Upload stories on Facebook, Instagram (Interactive Post, Short Quiz, puzzles (about licenses and Registrations, NOCs, Departments, Businesses etc))	110	Per month
	Design Cover Pages of Facebook, Twitter, LinkedIn	1	Per month
3	Short Web series (6 Episodes)	1	Per 6 months
4	Boosting (Posts)		Every 4 weeks
	Facebook	10	Per month
	Twitter (Sponsored content)	10	Per month

	Instagram (Sponsored content)	10	Per month
5	Increment in followers		Every 4 weeks
	Facebook	500	Per month
	Twitter	50	Per month
	Instagram	50	Per month
	LinkedIn	300	Per month
	YouTube	300	Per month
6	News Updates (media management)		Daily
	News updates in the Print, Digital, Electronic media related to investment Department and CLICK SID		Daily
	Web Management		Daily
7	IEC Material		
	Newsletter/ Report	1	Every 6 months
8	Reports		Every 4 months
	Monthly report on the Analysis of social media and website traffic including ATI/ BTL and other activities	1	Every 4 weeks
	Comparative analysis (social media, Website traffic etc)	1	Every 4 weeks
	Submission of Consolidated Annual Report or Project Completion Report		End of the Contract
9	Other deliverables		As and When Required Basis

	• Press Release (Sindh, Urdu, English)
	• Paid Promotion content (PPC)
	• Facebook Ads
	• Search Engine Optimization
	• Search Engine Marketing
	• Sponsored ads on twitter
	• Sponsored Ads on YouTube
	• Press release (Pre/ Post) (Including Translation)
	• Design and posting Print ads
	• Digital Banner Ad Developments (Standard HTML5 and Rich Media)
	• Digital Coverage of events via tweets and live coverages
	• Radio voiceover recordings
	• PR Plan for print, Radio Electronic and Digital
	• TVC
	• Documentary
	• Event/ Workshop Facilitation
	• Designing, printing and distribution of Promotional material for event/ workshop (Invite, Stage Design, Backdrop, Media wall, Giveaways, short video, posters, marketing material etc.)
	• Display Marketing (Premium Placement)
	• Web applications (Design, Development and Maintenance)
	• Mobile Applications (Design, Development and Maintenance)
	• Gaming Applications ((Design, Development and Maintenance)
	• Digital Out Reach Program (Blogging, Native Content)
	• E-mail Database Marketing
	• E mailers (Design and Development)
	• Mobility- SMS Database Marketing (Push Notifications, Behavioral Nudges etc.
	• Third Party Talent
	• Third Party Creative Content
	• Celebrity Endorsements
	• POD Cast
	• Event Videography, Photography
	• Stage Moderator
	• Survey (social media)
	• Voice over/ sound bite
	• 3D Animation
	• Anything mentioned in the scope of work
	• Designing of CLICK Newsletter/ Annual Report
	Any other Task assigned by PD CLICK

6. QUALIFICATION /EXPERIENCE OF THE FIRMS

- Must be a registered firm with the relevant tax authorities such as FBR, SRB and Professional Tax
- Must be a firm with experience in developing conventional Marketing and Digital Marketing for at least 3 Public/Private Sector Firms in Pakistan.

- The participating firm must have an In-house production facility for the production of video content.
- The firm must have at least 3-5 years of experience in the relevant field and should provide Documentary evidence of assignment of last five years including client name, worth and registration certificate(s) with legal entities should be provided.
- The firm must have an annual financial turnover of at least PKR 10 million.
- Successful completion of at least 1 relevant project(s) having financial worth equivalent to PKR 3 million or above.
- The firm must have ATL/BTL track record and have excellent knowledge of recent trends in graphic design (Campaigns, Taglines, Logos, event campaigns, animation etc), websites, Paid Promotions (PPC), Content development, creative content development, social media handling, SEO and know how to generate the traffic. - Provide sample

6.1 Key Professionals

- **Team Lead** – Masters in Marketing/ Mass Communications, strong sense of marketing at strategic and operation level with At least 5 years of relevant work experience is required.
- **(2) Graphic Designer** – Bachelor’s degree in Communication/Graphic Design from a recognized University duly approved by Higher Education Commission of Pakistan; Relevant experience in designing communication campaigns; strong skills in design software such as Adobe Illustrator; Adobe Photoshop; Corel Draw, free hand etc. At least 2 years of relevant work experience is required.
- **Digital Media expert** – Masters degree in marketing, digital media or a related field from a recognized University duly approved by Higher Education Commission of Pakistan. At least 3 years of relevant work experience in digital media is required.
- **Content Writer and translator** – Bachelor’s degree with an excellent report writing skills in English, Urdu and Sindhi languages. At least 2 years of Experience.
- **Animator and video editor:** at least graduate, must have a grip in in animation, designing, creative illustration, video editing software for example; premiere etc. At least 2 years’ experience of creative work and practical designing is required.

7. DURATION OF THE ASSIGNMENT

The total duration of the assignment will be 12 Months (extendable on the bases of performance) with mutual consent.

7.1 Briefing/debriefing arrangements

A first meeting will be scheduled for the CLICK team to brief the firm on the background information to develop each of the requested deliverables.

7.2 Relationships and identification of responsibility for assessment of the services/outputs

The company will work in close consultation and under the supervision of the CLICK Team including the Project Director/ Communications Specialist/ any other officer designated by the Project Director of CLICK. They will follow up the design process by answering questions related to the documents.

The CLICK Team in close consultation with the Project Director will assess the services and outputs of the firm.

7.3 Reporting

The participating firm will ensure the following Reporting channels from time to time such as

- Preparation and submission of Inception Report at the starting of the project
- Monthly/Quarterly Progress reports including ATL/BTL Execution, Social/Online Media, Events etc. and other activities of the project
- Submission of Consolidated Annual Report or Project Completion Report