

Drafted by: **Tandin Wangmo (A), Media Manager, CSPD**

Reviewed by: **Karma, Chief Executive Officer**

Approved by: **Karma, Chief Executive Officer**

TERMS OF REFERENCE FOR A MEDIA PARTNER TO CARRY OUT VARIOUS
MARKETING AND PROMOTIONAL ACTIVITIES FOR THE RICB

TERMS OF REFERENCE (TOR)	
Hiring Office:	Royal Insurance Corporation of Bhutan Limited
Objectives:	<ul style="list-style-type: none"> • To partner with a well established local media firm; to sign a <i>Memorandum of Understanding (MoU)</i> for a year with the chosen media firm to produce a string of marketing and promotional materials and techniques that would promote the RICB and its services in Bhutan. • To create positive image of RICB and raise public awareness as one of nation's premier institutions. • To strengthen effective communication and media engagement.
Background:	<p>The Royal Insurance Corporation Of Bhutan Ltd., an insurance company also functions as a financial institution. It plays a significant role in the socio-economic development of the country generating revenue on one hand and offering social services in a meaningful way on the other, through its various schemes of insurance and investment.</p> <p>The various <i>Life Insurance</i> schemes provide security to the human life against any unforeseen calamities. Whilst the multiple <i>General Insurance</i> schemes cover the Industrial sectors and other fixed and movable assets by providing indemnity in case of natural hazards.</p>
Scope of work: (Description of services, activities, or outputs)	<ul style="list-style-type: none"> • Formulate media and communications strategy for the RICB • Work in close collaboration with the RICB to develop communication and media strategy, • Ensure effective planning and implementation of communication, advocacy and knowledge management, including development of specific communication products, • Advise the RICB on media, communication and current affairs in advertisement to enhance communication, media and advocacy. • Design and create promotional materials for the RICB via; <ul style="list-style-type: none"> ○ Creation of promotional video(s) for TV broadcast ○ Creation of jingle(s) and other audio materials ○ Publishing quotes, posters, banners, and various print materials.

	<ul style="list-style-type: none"> ○ Creation of materials for social media promotion ● Creation of techniques to build brand loyalty amongst its existing and future clients.
Duration and working schedule:	This will be a one year contract.
Place where services are to be delivered:	Tandin Wangmo (A) Media Manager Corporate Strategy & Planning Division PO Box No.315 Thimphu: Bhutan
Notification of the Award:	The Hiring Office will notify the successful firm in writing or by email/fax if/when the proposal has been accepted. The notification of award will be followed by signing of contract agreement and/or a Memorandum of Understanding (MoU).
Selection Criteria:	Selection will be based on both financial (30%) and technical (70%) analysis. The technical analysis will include (qualification of the team, past experiences, excellent equipments, quality and presentation, approach and methodology)
Delivery dates and how Documents will be delivered (ex. electronic, hard copy, etc.)	<ul style="list-style-type: none"> ● All required documents must be submitted to the address mentioned below on or before 4th June, 2018 by 11:00AM and shall be opened on the same day at 11:30AM ● Cover letter including details of the cost inclusive of all applicable taxes. ● Profile of the consultant highlighting its experience with copies of previous works ● A DVD of recent documentaries/videos made for reference and quality check ● Copy of valid License/Registration ● Proposed team details ● Estimated cost for the consultancy
Required expertise, qualifications and competencies, including language requirements:	<ul style="list-style-type: none"> ● Recognized Media firm in Bhutan ● Extensive experience in producing advertisement-related materials (video, audio, print) ● Excellent technical capacities (state-of-the-art filming equipment, preferably high definition (Mac 3, RAW equivalent)), editing software, and supporting staff to ensure smooth and high quality production ● Capable of original and creative ideas (please provide past work materials)

	<ul style="list-style-type: none"> • Ability to communicate well, in both English and Dzongkha • Willing to take inputs from the RICB and be supportive of RICB's mandates • Knowledge, skills, and previous experience with video/audio/print marketing materials (please provide reference materials) • Ability to dedicate sufficient resources for the projects. • Work plan, including schedules, timeframes and approaches to be used must be reviewed • Fulfill all obligations by required deadlines • Solicit feedback from the RICB via email or in person • Demonstrated ability to draft concise, analytical and high-quality project proposals, materials, and knowledge management products in English and Dzongkha
Security Deposit/Bank Guarantee:	For one year and to renew after that
Terms of Payment:	Advance – 10% Final – 90% on Approval of work