

UNDP Lebanese Elections Assistance Programme (LEAP)

Terms of Reference

2013 Voter Registration Public Awareness Campaign - Design and Media Coverage Services

A. Assignment

An Advertising Agency / Production Company is required for the following assignment:

“2013 Voter Registration Public Awareness Campaign - Design and Media Coverage Services”

The assignment is commissioned by the UNDP Lebanese Elections Assistance Programme (LEAP) on behalf of the Ministry of Interior and Municipalities (Project Reference 00083474 /1.3.3). (See ‘Relevant Background’ below.)

(i) Objectives

The assignment has the following objectives:

- To inform all Lebanese citizens to inspect the voter register for the 2013 elections in the period 10 February to 10 March 2013;
- To motivate voters to check their inclusion on the voter register so as to maximize a participatory and inclusive electoral process.

(ii) Outputs

The assignment will undertake a multi-media public awareness campaign, which will include as deliverables:

Creative concept	• Design of agreed creative basis for campaign and common messages, including slogans/tagline and graphic design for campaign. Deliverable will be required by January 31.
Television spots	• One 30-45 seconds TV spot: Deliverable to include design (storyboarding, music and voiceover), Production (including casting and recording). Deliverable required by February 9. • Scheduling of broadcast (at no cost) ¹ on all national TV channels and placing online; scheduling to be booked by February 9 and reviewed on a daily basis.
Radio spots	• One 30-second radio spot: Deliverable to include design (inc. scriptwriting, music and voiceover), production (inc. casting and recording). Deliverable required by February 9. • Scheduling of broadcast (at no cost) on all national and local radio channels; scheduling to be booked by February 9 and reviewed on a daily basis.
Press Advert	• Deliverable of one press ad in Arabic for Arabic newspapers and magazines. • Deliverable of same press ad in English/French for local foreign-language press • Deliverables in colour and black & white; full, half and quarter-page. • Deliverables will be required by February 9.
Billboard	• Scheduling of inclusion (at no cost) of ad in all newspapers and magazines. • Deliverable of one billboard advertisement (4m x 3m), with a total of 500 copies. Deliverable will be required by February 9.
Posters	• Scheduling of coverage (at no cost) on billboards across country. • Deliverable of one poster in Arabic (based on press ad) (e.g. 100cm x 50cm), with a total of 4000 copies. Deliverable will be required by February 9. • Deliverable of same poster in English and French (based on press ad) (e.g. 100cm x 50cm), with a total of 100 copies, Deliverable will be required by February 9.

¹ Note: “(at no cost)” means that the budget for the deliverable should include creative and production costs, but not the cost for broadcast/inclusion/posting/delivery, which will be provided for free under arrangements between the MOIM and the relevant media outlets. These arrangements will be confirmed by UNDP. The successful contractor will be required to liaise with the media outlets in order to facilitate the scheduling of broadcasting/etc.

Flyer	<ul style="list-style-type: none"> • Delivery to agreed distribution channels (e.g. via Ministries, civil society and UNDP) • Deliverable of one flyer in Arabic (based on press ad with additional MOIM contact information). Deliverable will be required by February 9.
Social Media	<ul style="list-style-type: none"> • Arranging for delivery (at no cost) by Liban Post and other distribution channels • Deliverable of Facebook strategy, including on MOIM 'Elections 2013' Facebook page. • Deliverable of Twitter strategy, including scheduling of key tweets by MOIM and Elections 2013 • Deliverable of other social media options, including Facebook ads. • Deliverables required by January 31.
Press Events	<ul style="list-style-type: none"> • Assistance with organization and scripting of launch events • Assistance with media briefings on voter registration. • Timeframe for deliverables to be agreed no later than January 31.
Monitoring	<ul style="list-style-type: none"> • The number of the TV/radio spots broadcasted • Number of print ads by newspapers • Number of posters distributed • Data from monitoring companies (e.g. STAT IPSOS)
Report	<ul style="list-style-type: none"> • Final Report, first draft to be delivered by March 17 and final draft no later than March 31.

All outputs will be prepared for UNDP, with whom all property rights will rest, on behalf of the MOIM. All outputs will require the approval of both UNDP and the MOIM. All produced documents and materials can be used by UNDP and the MOIM without consultation or approval of the contracting company.

(iii) Content

The underlying principle of the campaign is on encouraging citizens' participation in the political and electoral process through an inclusive and transparent registration process. The target audience for the campaign is all Lebanese citizens, primarily those resident in Lebanon but also including those who are non-resident, who are eligible to vote in the 2013 elections. Thus, the campaign will focus on delivering the following messages in a positive, respectful and politically neutral manner:

- Informing voters that if they wish to vote in the 2013 elections, they must check they are on the voter register
- Providing information on the different sources/locations where voters can check their data
- Motivating voters to check their inclusion on the voter register so as to maximize a participatory and inclusive electoral process
- Reminding voters that they must check their data between 10 February and 10 March 2013.

The language of the campaign will be Arabic.

(iv) Timeframe

The campaign must be launched on **Sunday 10 February 2013** and run for one month, closing on 9 March 2013. Production is thus expected to start by 28 January

(v) Requirements

Companies are required to:

- Submit a detailed proposal and budget;
- Outline the company's relevant experience, qualifications and capacity to deliver the assignment;
- Propose creative ideas for the assignment for a TV spot, newspaper ad and engagement with social media
- Provide a detailed work plan for media production, distribution and implementation modalities;
- Propose additional campaign tools or methods that may be appropriate

(vi) Qualifications and Experience

The successful company would be expected to meet the following qualifications and experience:

- Eight years of professional experience in related fields.
- Demonstrable experience in running of multi-media and thematic advertising campaigns at a national level (including a list of performed campaigns in last 3 years) and targeted thematic campaigns aimed at young persons, women or rural communities
- Demonstrable expertise in the area of innovative and creative media production
- Demonstrable capacity to undertake multiple tasks within tight timeframes
- Proven distribution capacities for printed materials, billboards and TV/radio spots
- Knowledge and understanding of the role of public bodies in the delivery of public awareness campaigns and/or public education campaigns
- Knowledge and understanding of media structures in Lebanon, including media outlets and delivery/distribution agencies in electronic and printed media
- Knowledge and understanding of integrating public awareness campaigns into use of social media
- Practical experience in developing analysis and surveys related to media coverage

(vii) *Evaluation*

The evaluation of proposals will take in a two-stage procedure of Technical Criteria and Price Proposal. The Technical Criteria will be

- (a) The scope of task is well defined and corresponds to the TOR;
- (b) The company demonstrates experience, qualifications and capacity for delivery of assignment;
- (c) The company proposes appropriate and creative concepts;
- (d) The media plan proposes appropriate timeframes for delivery of assignment.

(viii) *Methodology*

Upon selection, the Contractor will coordinate and collaborate with the UNDP LEAP project team and the MOIM to identify and develop the appropriate messages and media for the campaign, and at all other stages of the production of the campaign.

The Contractor will provide the following key staff:

- Senior Communications Expert as Project Manager (minimum of seven years experience)
- Art Director/Graphic Designer (minimum of five years experience)
- Communications Associate, as daily focal point
- Other Creative Staff as required
- Other Support Staff as required

The Contractor will work closely with the UNDP LEAP Chief Technical Adviser and Communications Team, including regular meetings and communication, and shall discuss any problems that may arise and/or any necessary changes to the work plan and schedule. All outputs will be submitted to the UNDP LEAP project team for review, and will be proceed upon with the approval by UNDP LEAP and the MOIM. Submissions must be provided electronically, and approvals will be transmitted by email. The language to be used in communication with the UNDP LEAP team and the MOIM will be Arabic and English

The Contractor will liaise with UNDP on arrangements for the broadcasting of the TV/radio spots and for newspaper/ billboard advertisements. The broadcasting of the TV/radio spots and press/billboard space is to be considered as being provided free of charge under legal entitlements for public broadcasting held by the MOIM. Details will be discussed with UNDP LEAP and the MOIM during the initial stages of project implementation. The Contractor should liaise with the billboard advertising company on printing specifications.

(ix) *Reporting*

In addition to general communications, the Contractor will provide a weekly status update report on the delivery of the outputs, on every Friday of the period of the contract. On February 15 and thereafter, this report will include data on the number of broadcasts, etc. of the campaign and other relevant data.

The Contractor will submit a draft Final Report to UNDP LEAP by 17 March 2013 (i.e. within one week of the

delivery of the final project output) detailing the delivered outputs and results. The Final Report will be submitted to the UNDP LEAP Chief Technical Adviser.

All project reports and documentation will be in English.

(x) *Anticipated Results*

The anticipated results of the services to be provided are:

- Dependability: there was strict adherence to contracted obligations and timeframes;
- Job knowledge: professional and technical expertise was demonstrated;
- Quality of work: all work was of the highest technical and creative quality of work;
- Cooperation: there was close and effective integration with all stakeholders;
- Inter-persona: responsiveness and recognition of cultural diversity was demonstrated;
- Judgment: the highest form of integrity was followed.

B. Relevant Background Description

Background to UNDP LEAP

Parliamentary elections will be held in Lebanon in June 2013. Lebanese electoral actors, including the Ministry of Interior and Municipalities (MOIM), which has responsibility for election management, have identified the need for capacity-building initiatives, especially in relation to mechanisms for the implementation of reforms and enabling transparency and openness in the electoral process. Within this context, UNDP has established the Lebanese Electoral Assistance Programme (LEAP), which has the objective to strengthen the capacity of stakeholders for the conduct of transparent and inclusive elections in Lebanon. The project builds upon sustained engagement on electoral issues by UNDP since 2005, including a previous electoral assistance programme for the 2009 parliamentary and 2010 municipal elections.

Context of the required services

Every Lebanese citizen aged 21 years or over is eligible to vote in elections, but a citizen cannot vote unless they are included in the voter register. The administration of voter registration in Lebanon is the responsibility of the Directorate-General of Personal Status (DGPS) of the Ministry of Interior and Municipalities (MOIM). The voter register database is annually updated to include newly eligible voters and to remove those voters who have died or who have become ineligible to vote. From 10 February to 10 March, all citizens have the right to inspect the preliminary update of the voter register. The Election Law requires that copies are made widely available for public inspection through government offices (municipalities, *mukhtars*, *muhafazats*, *qadas* and embassies) as well as in electronic format on the MoIM website. The inspection phase is aimed at allowing citizens to check that they are included on the voter register and, if so, that all the relevant data contained in the voter register is accurate and complete. The final version of the voter register, which includes any changes brought about as a result of the public inspection of the preliminary registered, is published on 30 March, and is used for any elections held in the next 12 months. Thus, with parliamentary elections scheduled for June 2013, the voter registration that will be issued on 30 March 2013 will be the valid register for use in those elections. This will make it especially important for the current update process to ensure that all eligible voters will be registered to vote.

Relevance/purpose of the work required and how it is linked to the project context

The MOIM is under a legal obligation (Article 34 of the Election Law) to inform voters of their legal right to inspect the voter register in order to check the accuracy of their voter registration data. As in previous elections, the MOIM seeks to ensure that there is a comprehensive public media awareness campaign to inform voters of the public inspection period, both at its launch and during the period's one-month duration.

During the public inspection periods in 2009 and 2010, the MOIM participated in campaigns that provided public information materials and media (newspaper/TV/radio/SMS/emails) advertisements (see table below). In both campaigns, the campaign provided similar messages, informing voters that they should check their inclusion on the voter register before March 10, and provided information on where the register could be checked (in person at mukhtars etc., and online at dgps.gov.lb).

Media	2009	2010
Official Announcement	Ministerial Press Conference	Official press release
Television Spots	One 53-second TV spot ² , broadcast 846 Times (a total of 14 hours) on 8 national channels	Four 30-40 second spots, broadcast 643 times (total of 7 hours) on 9 national channels
Radio Spots	One 30-second spot, broadcast 1216 times (a total of 10 hours) on 9 national radio channels	Three 32-42 second spots, broadcast 760 times (a total of 7 hours) on 8 national channels
Press Advert	One Press Advert, published 289 times in 11 national daily newspapers	Three press adverts, published 265 times in 11 national daily newspapers
SMS	One SMS (in name of Minister) sent to 500,000 recipients	One SMS (in name of Minister) sent to 625,000 recipients
Online banner	No activity	One website banner, shown on 8 websites over the period
Flyer	One Flyer, distributed to 250,000 households by Liban Post	One Flyer, distributed to 160,000 households by Liban Post
Emails	One email (in name of Minister) sent to 470,000 email addresses	One email (in name of Minister) sent to 1.24m email addresses

² <http://www.youtube.com/watch?v=di1r66K0RPQ>