**TERMS OF REFERENCE (TOR) FOR INSTITUTIONAL CONTRACTORS**

Purpose of Assignment: **Media placement (buying) of BCC messages on national TV and radio channels**

Location of Assignment: Nationwide, all Ukraine

Duration of contract: 5 months with a possibility to extend based on the situation in Ukraine.

Reporting to: Tetiana Kazanzhy, Social and Behaviour Change Officer

**Background**

Amidst the ongoing emergency due to war in Ukraine, the Social and Behaviour Change (SBC) section designs and implements a range of campaigns and content series to support Ukrainian caregivers through tailored advice and behavioural messaging on following themes: protection risks of unaccompanied and separated children, back-to-school, safe behaviour with mines and unexploded ordnance, immunization, psycho-social support, breastfeeding, and etc.

SBC section has already developed a series of content on different topics with length 15 sec and/or 30 sec each and is looking for a vendor to support its placement on top TV and Radio channels with the aim to reach a broader audience of caregivers across Ukraine.

**Objectives, Purpose & Expected Results**

To deliver strategic social and behaviour change messages packed as video and audio content to the broader audiences through placement on top Ukrainian media groups (StarLight Media, 1+1 Media, Ukraine TV media group) and radio stations. The purpose of this contract is delivering to the broader audiences already developed video assets through its placement on TV and Radio Channels.

**Expected Results** – media plan with 5 months placement (1 July-30November) on TV and Radio reaching 18 mln adults population in Ukraine (female and male) for the each developed video spot.

**Description of the Assignment**

Vendor is expected to deliver the following:

1. **Media plan** covering 5 months placement on TV channels of three media groups (SLM, 1+1 media and UMG) and top radio channels in Ukraine of video and radio assets outlined below as deliverables. Media plan should be clear, split between TV and Radio and providing the maximum of the best value for money options for such targets and with comments incorporated to justify the tools/needs/frequency/specific channels involved into placement suggested by the vendor.

2. **Reports** on coverage on weekly and monthly basic.

**Deliverables, timelines and payment schedule**

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| **Deliverables** | **Timeline** | **Schedule of Payment** |
| **TV Channels:****1)** 10 videos, 30 sec each, developed jointly with Ministry of Reintegration and State Emergency Service on **mine awareness.****2)** 8 videos 15 sec each on **safe behaviour for returnees** and population of regions where hostilities took place (3 animated videos and 5 videos). **3)** 15 videos 15 sec each **Public service announcements** on different themes (e.g. immunization, psycho-social support, disaster risk reduction**4)** 3 videos 20 sec on **early learning education****5)** 4 videos 15 sec each on protection risks of **unaccompanied and separated** children **6)** 6 videos, 30 sec each, on **back-to-school campaign and mental health and psychosocial support** | July-November, Please note, that frequency should be suggested by the vendor in media plan satisfied enough to reach 18 mln adult population in effectively but not less than 4 times per each unique spot. | Invoice on monthly basic  |
| **Radio:** 1) 4 radio spots 15 sec each on **unaccompanied and separated** children2) 15 radio spots 15 sec each on Public service announcements on different themes (e.g. immunization, psycho-social support, disaster risk reduction3) 6 radio spots, 15 sec each, on **back-to-school campaign,** and **early learning education**4) 6 radio spots 15 sec each on mine awareness and DRR5) 6 radio spots on routine immunization and public health | July-November, Please note that frequency should be suggested by the vendor in media plan satisfied enough to reach 18 mln adult population in effectively but not less than 4 times per each unique spot. | Invoice on monthly basic  |
| 3. **Reporting** -weekly, months and upon completion of all campaign – is provided timely. | Within a week after the completion of media plan | Within 5 days upon submission of the final report. |

**Reporting Requirements**

Reports - results on media placement on TV and radio are provided on weekly and monthly basis. Additionally, the final report should be submitted timely with segregation on video topics and TV/Radio. **The report should include main results, reach, lessons learned and recommendations for the future communication interventions in this area.**

All assets for placement will be provided by SBC section electronically with master files inclusively. All copyrights are secured to UNICEF with no time or region limits.

**Location and Duration**

The duration of the assignment is 5 months with a possibility for extension based on the situation in Ukraine and the bead on the need.

Location: Ukraine. Communication with UNICEF team will be completed using online platforms.

**Qualification Requirements**

Dedicated to the project team consist of strategists, creative unit (designers, copywriter, art-directors), social media professionals, media planners and other relevant

**Evaluation process and methods**

1. Media plan is clear, with justified media buying and corresponds to ToR with media mix of the following channels: TV and radio – 40 points

2. Media plan outreach 18 mln people (men and women) in Ukraine via mentioned above channels and timeline – 20 points

3. Timeframe of implementation - start date of the media placement no later than July 1 (both for radio and TV) - 10 points

Total maximum score for technical evaluation – 70 points. Technically accepted threshold is 50 points. Technical evaluation should be 70% of the total score (technical + price).

**Project Management**

UNICEF Social and Behaviour Change Officer, and other relevant team members, will provide day-to-day support for the assignment. It will include relevant information sharing, briefing and de-briefing sessions. The UNICEF team will provide to contractor the key messages, background information and expert comments.