

Terms of Reference
Request for Proposals (RFP) for Integrated Media and Communications Firm

RFP No.: GDP/TLN2025/Media/01

Deadline for Submission: October 12, 2025 (1700 HRS PKT)

Contract period: From contract signing to 31 December 2025

1 Introduction and Background

Group Development Pakistan (GDP) is a Civil Society Organization working on child rights and protection in Pakistan. The contracted Media Firm will support the TLN 2025 project, aiming to enhance engagement within its trained cohort and expand outreach. This will be achieved through a formal, integrated communications strategy, digital media activities, and comprehensive coverage/documentation of key capacity-building events.

Group Development Pakistan (GDP) will be delivering three core components:

- a) 10 digital thematic online sessions on AY-SRHR, LSBE, GBV, HIV/STI prevention, MHPSS, climate change, and related areas.
- b) A 3-day residential Training of Trainers (ToT) in Islamabad for 15 youth/women-led organizations (30 participants).
- c) A 2-day Learning Exchange Workshop in Islamabad.

This RFP seeks a media and communications firm to increase reach, document results, and support consistent, ethical communications for these activities in line with UNFPA/GDP branding.

2 Objective of the consultancy

The firm will:

- 1) Deliver a communications strategy and run one-month digital outreach campaign, including paid media boosting across META (Facebook, Instagram) and LinkedIn.
- 2) Provide full photo/video coverage of the ToT and the two-day National Learning Exchange, and document CAPs stories.
- 3) Produce three impactful videos that are youth-centric and gender-responsive, with cut-downs for social.
- 4) Support dissemination across GDP and UNFPA channels; GDP may post content in-house to manage costs.

3 Scope of Work (Mandatory Tasks and Deliverables)

The firm will execute strategy, paid digital, media production, and compliance tasks covering: the online digital sessions, the 3-day ToT, the 2-day Learning Exchange Workshop, and CAPs storytelling.

4 Key Deliverables

The firm is expected to produce the following:

Task Area	Scope of Work (Required Activities)	Mandatory Deliverables (Milestones)	Budget (PKR)
4.1 Strategy and Digital Outreach	1. Develop a Communications Strategy Document aligned with GDP and UNFPA	1. Final Communications	

	<p>branding and ethical guidelines, including workplan, message matrix, stakeholder map, channels, and measurable objectives.</p> <p>2. Design, plan, and execute a one-month digital outreach campaign, including content creation, platform management, and paid media boosting (sponsored posts and targeted ads) across META (Facebook, Instagram) and LinkedIn; include UTM tracking and a -media buy- plan with spend breakdown.</p> <p>3. Draft and distribute Press Releases and Newsletters at agreed intervals.</p>	<p>Strategy Document (with Message Matrix and Ethical/Safeguarding Compliance Statement).</p> <p>2. One-month content calendar and assets (posts, stories, infographics), aligned to program dates:</p> <ul style="list-style-type: none"> • Organic content window: 15 Oct – 15 Dec 2025. • Paid media window: 4–6 weeks within 25 Oct – 10 Dec 2025, concentrated around the ToT and the meetup, with a 20% media-buy hold-back for late-phase optimization. • Media-buy plan with spend breakdown and UTM tracking plan. • GDP's Ads Manager account will be used by default; the firm will be added as a partner. Use of the firm's own Ads Manager requires prior written approval and full viewer access for GDP.). <p>3. Press Releases and Newsletters (min. 2 each).</p>	
4.2 Multimedia Production	<p>1. Photography and videography coverage for:</p> <p>(a) 3-day Residential ToT in Islamabad; (b) 2-day Experience Sharing Workshop in ICT.</p> <p>2. Produce three (3) youth-centric, gender-responsive Impact Videos (4-5 mins each) showcasing Community Action Projects (CAPs).</p> <p>3. Collect and produce 10 testimonials and 4 long-form case studies/articles from thematic sessions and ToT participants.</p>	<p>4. High resolution- photos and video footage (raw and edited) of ToT and workshop, with shot lists, consent logs, and handover of raw project files.</p> <p>5. 5. Three (3) final impact videos (CAP success stories), subtitled, with 16:9 master's plus 1:1 and 9:16 social cuts.</p>	

		6. Twenty (20) testimonials and four (4) case studies/articles.	
4.3 Reporting and Compliance	1. Provide detailed performance and analytics reports on reach, engagement, and verified ad spend, attaching platform invoices/receipts. 2. Ensure all content and activities comply with GDP's Code of Conduct, Child Protection Policy, Safeguarding Guidelines, and ethical standards	7. Final Performance & Spend Verification Report with audited digital ad spend (attach platform invoices/receipts, Ads Manager spend summary, and a KPI results table covering reach, impressions, video views, CTR, CPM, CPC/CPV/CPA). 8. Final PSEA/Ethical Compliance Certificate (submitted with final report)	

All intellectual property, raw and edited materials, project files, and data belong to GDP. Confidentiality, safeguarding, and PSEA standards apply.

5 Duration of Assignment

Contract period: From contract signing to 31 December 2025.

Key dates:

- Online sessions: start 15 October 2025.
- ToT: (3 days, Islamabad): November 2025.
- National Learning Exchange (2 days, Islamabad): first week of December 2025.

The content calendar will follow these dates (see Section 4.1). Final videos by November 30, and reports due by 20 December 2025.

6 Required Competencies and Eligibility

- Registration: Legally registered in Pakistan; valid tax registration; verifiable office address.
- Experience: At least three comparable NGO/UN assignments in the last three years covering strategy, paid digital, and production.
- Team: Named roles with CVs — Producer/Director, DoP, Editor, Social Ads Specialist, Copy/PR.
- Production: Proven ability in 4K/1080p video, photography, captions/subtitles, and handover of raw project files.
- Digital Ads: Capability to plan/buy META and LinkedIn ads and verify spend with platform invoices/receipts.
- Compliance: Ability to meet GDP Code of Conduct, Child Protection, Safeguarding/PSEA, and consent protocols; sign Supplier Declaration form.
- No preference: Prior work with GDP confers no advantage.
- Vendor undertakings:
 - The bidder certifies it is not blacklisted by any government, donor, regulator, or industry body (per Supplier Declaration Form).
 - The bidder certifies no conflict of interest with GDP and confirms non-collusion with other bidders.
- Attach signed Supplier Declaration Form(Annex).

7 Proposal Submission Instructions (Mandatory Two-Envelope System)

Submission Deadline:

Proposals must be received by 1700 hrs (PKT) on **October 12, 2025**, at the GDP Head Office address Office No. 11-18, Lower Ground, Magnum Arcade, Northern Strip, FECHS, E-11/2, Islamabad.

Sealed Envelopes:

Firms must submit two separate, sealed envelopes enclosed within one larger outer envelope, clearly marked **"RFP for Media Firm - TLN 2025"**.

Envelope A: Technical Proposal (70% Weightage)

The Technical Proposal must demonstrate the firm's capacity, expertise, and proposed strategy.

- **Mandatory Contents:**
 - Legal registration documents, organizational profile, and portfolio.
 - Detailed Technical Methodology and Work Plan, addressing all tasks in the Scope of Work (Section C).
 - CVs of Key Personnel assigned to the project.
 - Attach signed Supplier Declaration form.
- This envelope **MUST NOT CONTAIN ANY FINANCIAL INFORMATION** (no budgets, rates, or pricing). Inclusion of price will lead to automatic disqualification.

Envelope B: Financial Proposal (30% Weightage)

The Financial Proposal must detail the cost for the entire scope of work. Detailed Budget Breakdown (inclusive of all costs, taxes, and fees).

8 Mandatory Evaluation Criteria

Stage 1: Technical Evaluation (70 Points)

The Technical Proposal is scored against the following weighted criteria:

Sr. No	Evaluation Area	Scoring Focus	Maximum Points
1	Experience and Compliance	Legal Compliance, Past relevant NGO/UN work experience	15
2	Methodology & Work Plan	Clarity, feasibility, and creativity of the proposed approach to execute, with a focus on producing the 3 Impact Videos and managing digital campaigns.	25
3	Understanding and Team Capability	Technical capacity of personnel; Proof of understanding themes; Compliance with branding.	20
4	Digital Strategy Innovation and Impact	Channel plan, targeting, learning agenda, and measurement model	10
	Total Technical Score		70

Stage 2: Financial Evaluation (30 Points)

Detailed budget breakdown

- Present “Media Buying” as a separate budget line (cap in PKR) — chargeable on actuals, 0% markup.
- Present “Agency/Production/Management Fees” as separate lines.
- Provide an estimated channel split for the media-buy (META, LinkedIn etc.) and a weekly burn forecast.
- State the Ads Manager account IDs. Confirm default use of GDP’s Ads Manager with the firm added as a partner; any use of the firm’s account needs prior written approval and full viewer access for GDP.

Financial Score = (Lowest Qualified Bid / Bidder’s Bid) × 30

Total score uses a 70:30 technical:financial weight.

Evaluation will proceed in two stages. Only those proposals achieving a minimum technical threshold of 49 points (70% of the 70 available technical points) will proceed to the Financial Evaluation.

9 Payment Terms

- Payments will be tied to deliverables.
- Each tranche will only be released after the review and formal approval of the outputs.
- Taxes and statutory deductions will apply in line with Pakistani regulations.

Payment Milestones

Milestone	Deliverables	Payment
1. Strategic Foundation	Approval of the Communications Strategy, including the Message Matrix, and Ethical/Safeguarding Compliance Statement.	20% (after approval of Strategy Document)
2. Campaign & Event Assets	Approval of all of the following: <ul style="list-style-type: none">• One-month Campaign Calendar and content assets (posts, stories, infographics)• High-resolution photos & edited footage from ToT and ICT workshop• Two press releases and two newsletters• Digital certificates Media-buy Reimbursement during Campaign (within the contract ceiling) <ul style="list-style-type: none">• Media-buy is reimbursed monthly on actuals against platform invoices/receipts and bank/payment proofs, up to the approved “Media Buying” line in the Financial Proposal.• Each claim must include Ads Manager spend summary (by campaign), invoice/receipt screenshot/PDF from platform, bank/credit proof of payment, and a one-page performance summary (reach, impressions, CPC/CPV, CPA).	30% (after approval of all event coverage and digital assets)

	<ul style="list-style-type: none"> • Any unused media-buy balance remains with GDP and will not be invoiced. 	
3. Final Impact & Reporting	Submission and approval of: <ul style="list-style-type: none"> • Three (3) Final Impact Videos (CAP Success Stories) • Final Performance and spend verification report, including audited digital expenditure/analytics 	50% (after approval of Impact Videos and performance and spend verification report)

10 Other terms

- Adhere to GDP's Code of Conduct, Child Protection Policy, and Safeguarding/PSEA.
- Disclose any conflict of interest; sign the Conflict-of-Interest form.
- GDP may cancel or re-tender per policy; misconduct can lead to penalties or blacklisting.
- Encourage green production practices and minimal printing.
- All IP belongs to GDP.

Group Development Pakistan (GDP) Supplier Declaration Form

Part 1: Firm/ Supplier Information

Company / Individual Name	
Registration Number	
National Tax Number (NTN)	
Address	
Contact Person Name	
Designation	
Email:	
Phone Number	

Part 2: Compliance Declaration

As a supplier to Group Development Pakistan (GDP), I/we hereby certify and agree to the following:

- 1. Legal Compliance**
 - We are fully compliant with all applicable laws, including but not limited to labor, environmental, anti-corruption, and tax laws.
- 2. No Fraud or Malpractice**
 - We affirm that we have not been involved in any fraudulent, corrupt, or unethical practices.
 - We are not listed on any government, international, or industry-specific blacklist for fraudulent or unethical activities.
- 3. Conflict of Interest**
 - We declare that we have no conflicts of interest with any staff member, director, or representative of GDP.
 - We will immediately disclose any potential or actual conflicts of interest if they arise during the course of our engagement.
- 4. Business Practices**
 - We ensure fair labor practices and do not engage in forced labor, child labor, or any form of exploitation.
 - We commit to providing goods and services of the highest ethical and professional standards.
- 5. Accuracy of Information**
 - We confirm that all information provided in this form and during the procurement process is accurate and complete.
- 6. Acceptance of Terms**
 - We acknowledge and accept that failure to comply with the above declarations may

result in immediate termination of our contract and disqualification from future procurement opportunities with GDP.

Part 3: Supporting Documentation

Please attach the following documents (as applicable):

- Certificate of incorporation/registration/CNIC.
- National Tax Number (NTN) certificate.
- Copies of relevant industry-specific licenses or permits.
- References from at least two recent clients.
- Experience Certificates
- CV (In case of an Individual)

Part 4: Certification and Signature

I, the undersigned, certify that I am an authorised representative of the above-mentioned company/AOP/Individual. I declare that the information provided in this form is true and accurate to the best of my knowledge.

Name: _____

Designation: _____

Signature: _____

Date: _____

For GDP Use Only

• **Form Received By:** _____

• **Date:** _____

• **Findings/Remarks:** _____

Signature of Reviewer: _____

Date: _____