



ASEAN SECRETARIAT

Request for Proposal

Creative Agency or Firm to Create Strategy, Creative and Execution of a Digital Marketing Campaign with Animation Video(s) in Commemoration of the 50th Year of ASEAN-Japan Friendship and Cooperation

**PROPOSAL MUST BE RECEIVED BY
Wednesday, 24 May 2023 (Extended)**

DELIVER/MAIL PROPOSAL TO:

ASEAN Secretariat
Jl. Sisingamangaraja 70A
Jakarta 12110
Indonesia

Prepared by : JAIF Management Team (JMT)
Date : 27 April 2023

1. EXECUTIVE SUMMARY

Japan-ASEAN Integration Fund (JAIF) Management Team (JMT), the Mission of Japan to ASEAN (MOJA), and ASEAN Secretariat invite public creative agencies or firms who possess a full complement of creating static and animated social media content(s) for digital marketing campaigns or related experience to provide Technical and Financial Proposals for consulting services for JMT and MOJA in creating strategy, creative and execution of a digital marketing campaign with animation video(s) for the 50th Year of ASEAN-Japan Friendship and Cooperation. The proposal will be the basis for contract negotiations and ultimately for a signed Special Services Agreement (SSA) with the ASEAN Secretariat.

The assignment shall be implemented in accordance with the scope outlined in the Terms of Reference (TOR). Please note that: (i) the costs of preparing the proposal and of negotiating the contract are not reimbursable as it is considered a direct cost of the assignment; and (ii) JMT and the ASEAN Secretariat are not bound to accept any of the proposals submitted.

JMT's policy requires that public creative agencies or firms provide professional, objective, impartial advice and at all times hold interests of JMT and MOJA paramount, without any consideration for future work, and strictly avoid conflicts with other assignments or their own corporate interests. Public creative agencies or firms shall not be hired for any assignments that would be in conflict with their prior or current obligations to other clients, or that may place them in a position of not being able to carry out the assignment in the best interest of JMT and MOJA.

2. BACKGROUND AND CURRENT STATUS

Since Japan and ASEAN has started its formal relations in 1973, Japan has been a staunch supporter for ASEAN, and this year, 2023, marks the 50th Year of ASEAN-Japan Friendship and Cooperation.

The JAIF was officially established in March 2006. JAIF aims at supporting integration efforts to create the ASEAN Community by facilitating the implementation of the ASEAN 2025: Forging Ahead Together, which consists of the blueprints for the ASEAN Political Security Community (APSC), ASEAN Economic Community (AEC), and ASEAN Socio-Cultural Community (ASCC), as well as the Initiative for ASEAN Integration (IAI) Work Plan IV and the Master Plan on ASEAN Connectivity (MPAC) 2025. JAIF also aims at promoting greater cooperation between ASEAN and Japan.

In commemoration of the anniversary, the Government of Japan will work with ASEAN to promote various commemorative events in order to highlight and further strengthen the longstanding friendship and cooperative relationship between ASEAN and Japan among a wider range of stakeholders including youths and general public. In particular, Japan has expressed its unwavering support for ASEAN Outlook on the Indo-Pacific (AOIP), which embodies ASEAN's principles and priorities, and highlighting and giving publicity of AOIP cooperation will be of greatest benefit to ASEAN and Japan. This year, moreover, AOIP is one of three priority areas under Indonesia's ASEAN Chairmanship. Hence, interactive commemorative events that are designed to have a theme of AOIP are planned so that people can have better understanding of ASEAN's efforts and principles.

One of them is this project: JMT in collaboration with MOJA is seeking (1) to develop a promotional campaign including static content(s), animated content(s) (including animation video(s)) and user generated content(s) about AOIP and ASEAN-Japan cooperation for AOIP, and (2) to acquiring followers and encourage engagement by youths across ASEAN countries. In other words, the main outcome is capturing the attention and involvement of ASEAN youths towards AOIP through a digital marketing campaign.

3. SCOPE OF WORK

TOR for the creative agencies or firms to carry out the project is attached as Annex A.

3.1. PROJECT OVERVIEW

The engagement of creative agencies or firms in creating strategy, creative and execution of a digital marketing campaign with animation video(s) aims to strategically utilize the opportunity of the ASEAN-Japan 50th jubilee to deepen the understanding of Japan's support to ASEAN with particular regards to the AOIP among a wider range of stakeholders including youths and general public.

3.2. PROJECT REQUIREMENTS

1. Creative agency or firm must have registered company classified as either video production or creative company/agency/firm to conduct business. Please provide a copy of business incorporation/legal registration certificate. If any supporting document is not written in English, you must provide translation.
2. Relevant experience in creating static and animated social media content(s) for digital marketing campaigns or related experience. Experience working with Japanese organisations, international organisations or companies will be an added value. Please provide evidence and mention the total number of years of experience.
3. Experience in creating static and animated social media content(s) for digital marketing campaigns with ASEAN Secretariat, its related bodies, or (Permanent) Mission to ASEAN. Please provide link to the static and animated social media content(s) produced.
4. Minimum three (3) references from previous clients that have engaged the firm in strategy, creative and execution for campaigns. Please refer to Appendix 1a.
5. Provision of a proposal that demonstrates the agency or firm's qualifications and capacity to provide the requested services including:
 - a. Mechanism for quality assurance in the firm for delivery goods and services. Please refer to Appendix 1b for reference;
 - b. Draft storyboard for an opening part of the animation video(s). The draft may include sample photos to describe each scene and sample narration to fit the scenes; and
 - c. Detailed description of services, proposed methodology and timeline for performing the assignment.
6. Provision of CVs to demonstrate qualifications of key personnel:
 - a. Creative Director
 - i. Experience in the creative fields, ideally demonstrating development impact and please mention the total number of years of experience.
 - ii. He/ she shall have good English language proficiency (internationally recognized certificate i.e., IELTS or equivalent, or a degree certificate from English speaking countries' university).

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- b. Creative(s)
 - i. Experience in the field of graphic design and art direction and please mention the total number of years of experience.
 - ii. He/ she shall be able to demonstrate a successful track record of high-quality creative work by providing at least two portfolios of multimedia project (video).
- c. Animator/ Animation Editor(s)
 - i. Experience in the field of animation video production and please mention the total number of years of experience.
 - ii. He/ she shall be able to demonstrate a technical background in adjusting films/animations/animated infographics to fit into a wide array of digital media (including social media) by providing at least two portfolios of multimedia project.

4. RFP REQUIREMENTS PROCESS

4.1. PROPOSAL SUBMISSION INSTRUCTION

- a. All proposals must be submitted in English.
- b. **Vendors should not include any financial/cost data in the Technical Proposal, but only in the separate envelope titled Financial Proposal. Failure to adhere to this will lead to disqualification.**
- c. The proposal should be concisely presented and structured, and should explain in detail the Vendor's availability, experience, and resources to provide the requested services.
- d. Proposals must be submitted by the Closing Date and Time, as indicated in the RFP.
- e. Proposals that are incomplete or do not address the required criteria may not be considered in the review process.
- f. All communications with regard to this RFP shall be in writing and send to:

Procurement Unit

Administration and General Affairs Division

ASEAN Secretariat

Email: procurement@asean.org

4.2. CLOSING DATE AND TIME OF SUBMISSION OF PROPOSALS

All proposals must be submitted not later than **Wednesday, 24 May 2023** by following options:

4.2.1. HARDCOPY (Preferable)

The Technical and Finance Proposals must be submitted separately in two different envelopes, in two sets i.e. original and a copy, to the following address:

Chairman of Sub-Committee on Tender
Administration and General Affairs Division
The ASEAN Secretariat
JI Sisingamangaraja No.70A
Kebayoran Baru
Jakarta 12110
Indonesia

Compliance

In conformance to the ASEAN Secretariat's Financial Rules and Procedures (AFRP), the vendor shall submit Tender Bids in **two** sealed envelopes as follows:

1) First Envelope (Technical Proposal – original and copy):

- a. **First Set**, which shall consist, among others, of the technical specifications of the services to be procured; delivery schedule; manpower requirements; printed hardcopies of the duly filled Appendix 1 – Company General Information, Appendix 1a – Customer Reference, and Appendix 1b – Mechanism for Quality Assurance; Appendix 2 – Technical Requirement, and completed Compliance Checklist as per Appendix 4;
- b. **Second Set**, which shall consist, among others, the company profile; business name registration issued by appropriate government agency; authority of signatory; valid business permit and other appropriate licenses; taxpayer identification number; latest audited financial statements;

2) Second Envelope (Financial Proposal – original and copy):

Financial Proposal (original and copy) which shall consist of among others the bid amount; payments schedule; etc; duly filled Appendix 3 – Specifications and Price Breakdown

Any notices with respect to this RFP should also be mailed to the above contact and address.

All documents not submitted in English shall not be considered and quoted price in the hardcopy submission shall be in **US Dollar for international bidders and in IDR for local bidders**.

The ASEAN Secretariat may, after the closing date, request additional information or clarification of tenders in writing.

All documents submitted in hardcopy should be made available in softcopy. Portfolios submitted in CDs or flash drives, if any, should be also available online (YouTube, cloud storage or file sharing services). Technical proposals should disclose the links to the online sources

4.2.2. SOFTCOPY

The Technical and Financial proposals shall be sent separately to the following email address:

Chairman of Sub-Committee on Tender
Administration and General Affairs Division
Email: procurement@asean.org

Compliance

The softcopy of Technical and Financial proposals must be sent **separately** protected by a **different password** for each proposal in encrypted format at PDF/ZIP file.

1) Technical Proposals;

- a. **First Set;** which shall consist, among others, of the technical specifications of the services to be procured; delivery schedule; manpower requirements; printed hardcopies of the duly filled Appendix 1 – Company General Information, Appendix 1a – Customer Reference, and Appendix 1b – Mechanism for Quality Assurance; Appendix 2 – Technical Requirement, and completed Compliance Checklist as per Appendix 4;
- b. **Second Set;** which shall consist, among others, the company profile; business name registration issued by appropriate government agency; authority of signatory; valid business permit and other appropriate licenses; taxpayer identification number; latest audited financial statements;

2) Financial Proposal:

Financial Proposal which shall consist of among others the bid amount; payments schedule; etc; duly filled Appendix 3 – Specifications and Price Breakdown

All documents not submitted in English shall not be considered and quoted price in the softcopy submission shall be in **US Dollar for international bidders and in IDR for local bidders.**

- **Do not mention the password in body email.**
- Inform the password only when the Procurement staff contact you to request it.

4.3 RFP TERMS & CONDITIONS

4.3.1 Bid Expiration Date

30 August 2023

4.3.2 Implementation/Delivery Schedule

As stated in Annex A – Term of Reference, Services are expected to be performed from June 2023 and should be completed by December 2023

4.3.3 Pre-Bid Meeting

None

The ASEAN Secretariat may, after the closing date, request additional information or clarification of tenders in writing.

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Appendix 1
Company General Information
To be submitted together in the Technical Proposal

Company LEGAL Name:			
Division or Subsidiary (if applicable):			
Company Address:			
City:			
Province / State:			
Country:			
Postal Code:			
Telephone:			
Business Name Registration:			
Tax Registration Number:			
Valid Business Permit:			
Company Contact:		Telephone no.:	
Title / Position:		Fax no.:	
E-Mail:			
Indicate number of years involved in similar business			
Are you a subsidiary of a financial institution? *If Yes, Please indicate your Holding Company			

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Appendix 1a.

Customer Reference

To be submitted together in the Technical Proposal

Customer Details	
Company name	
Company address	
Telephone number	
Fax number	
Contact name	
Email address	
Project title	

Customer Details	
Company name	
Company address	
Telephone number	
Fax number	
Contact name	
Email address	
Project title	

Customer Details	
Company name	
Company address	
Telephone number	
Fax number	
Contact name	
Email address	
Project title	

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Appendix 1b
Mechanism for Quality Assurance
To be submitted together in the Technical Proposal

[Reference 1]

QUALITY CONTROL OF SERVICES

To guarantee the quality and timely delivery of services, we follow a comprehensive process that involves several crucial steps. Our goal is ensuring the services meets the expectations of the JAIF Management Team and Mission of Japan to ASEAN.

From campaign strategy and development to production and delivery, we will take great care in every aspect of the process to ensure that the final product is of the highest quality and meets all expectations.

Services	Timeline											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC

[Reference 2]

Key Deliverables	1	2	3	4
	Campaign Strategy	Production	Marketing	Monitoring
Description				
Expected Outcome				
Key Action				
Key Personnel				

*Please note that these are references, agencies/firms are free to submit in a format that will best describe their mechanism for quality of assurance for this project.

APPENDIX 2
Technical Requirements
To be submitted in the Technical Proposal

No	Description	ASEC Requirements	remarks
1	Company registration	Creative agencies or firms must have registered company classified as either creative agencies/ firms to conduct business. <u>Please provide a copy of business incorporation/legal registration certificate. If any supporting document is not written in English, you must provide translation.</u>	Vendor to provide copy of business incorporation/legal registration certificate
2	Technical experience	Relevant experience in creating static and animated social media content(s) for digital marketing campaigns or related experience. Experience working with Japanese organisations, international organisations or companies will be an added value. <u>Please provide evidence and mention the total number of years of experience.</u>	Vendor to comply and provide evidence
3	Working experience with ASEAN Secretariat	Experience in creating static and animated social media content(s) for digital marketing campaigns with ASEAN Secretariat, its related bodies, or (Permanent) Mission to ASEAN. Please provide link to the static and animated social media content(s) produced.	Vendor to comply and provide evidence
4	References	Minimum three (3) references from previous clients that have engaged the firm in strategy, creative and execution for campaigns. Please refer to Appendix 1a.	Vendor to comply and provide evidence
5	Technical proposal	Provision of a detailed proposal that demonstrates the company or agency's qualifications and capacity to provide the requested services including: a. Mechanism for quality assurance in the firm for delivery goods and services. Please refer to Appendix 1b for reference; b. Draft storyboard for an opening part of the animation video(s). The draft may include sample photos to describe each scene and sample narration to fit the scenes; and c. Detailed description of services, proposed methodology and timeline for performing the assignment.	Vendor to comply

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6	CVs for key personnel	<u>Provision of CVs to demonstrate qualifications of the following key personnel:</u> a. Creative Director i. Experience in the creative fields, ideally demonstrating development impact <u>and please mention the total number of years of experience.</u> ii. He/ she shall have good English language proficiency (internationally recognized certificate i.e., IELTS or equivalent, or a degree certificate from English speaking countries' university). b. Creative(s) i. Experience in the field of graphic design and art direction <u>and please mention the total number of years of experience.</u> ii. He/ she shall be able to demonstrate a successful track record of high-quality creative work by providing at least two portfolios of multimedia project (video). c. Animator/ Animation Editor(s) i. Experience in the field of animation video production <u>and please mention the total number of years of experience.</u> ii. He/ she shall be able to demonstrate a technical background in adjusting films/animations/animated infographics to fit into a wide array of digital media (including social media) by providing at least two portfolios of multimedia project.	Vendor to comply and provide evidence
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APPENDIX 3
Price Schedule
To be submitted in the Financial Proposal

No.	Description	Unit	Price
1	e.g. Strategy Development Cost		
	e.g. Cost for research and analyze interest of the target		
	e.g. Creative consultation and concept development cost		
	Etc.		
	Grand total		

Terms of Payment shall be after the completion of the work or on an agreed milestone basis.

*Please note that these are references, agencies/firms are free to submit in a format that will best describe their price breakdown for this project.

APPENDIX 4

Checklist for the Completeness of Documents Submitted

The checklist must be used to ensure that you have provided all documentations for the tender. The checklist must be signed and included in both envelopes of your proposals.

I. General Requirements

No.	Description	Checklist
1	Proposals shall be prepared in English	
2	Proposals are submitted in two different envelopes(hardcopy)	
3	The envelope must be sealed and labeled accordingly. i. Technical Proposal ii. Financial Proposal	
4	Title of the tender shall be put on each envelope (hardcopy)	
5	All documents submitted in hardcopy should be made available in softcopy. Portfolios submitted in CDs or flash drives, if any, should be also available online (YouTube, cloud storage or file sharing services). Technical proposals should disclose the links to the online sources.	

II. Technical Proposal

No.	Description	Checklist
1	Technical Specifications of the service refer to the proposal	
2	All required information have been addressed accordingly	
3	Schedule of delivery	
4	Manpower/consultant requirement	
5	List of vendor's equipment (if any)	
6	Customer Reference Customer testimonials on the similar project	
7	Company profile	
8	Copy Company Legal Documents, i.e. i. Business Name Registration ii. Valid Business Permit iii. Tax Identification Number	
9	One original signed copy (hardcopy)	
10	One copy of technical proposal duplicate (hardcopy)	

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11.	Latest audited financial statement	
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III. Financial Proposal

No.	Description	Checklist
1	Offering is formulated in English	
2	Bid amount	
3	Payment schedule	
4	Authority of signatory	
5	One original signed copy (hardcopy)	
6	One copy of Financial Proposal Duplicate (hardcopy)	
7	One copy of Price Breakdown Duplicate (hardcopy)	

APPENDIX 5
Template for the Proposal Envelope
First Envelope – Technical Proposal

**Company Name &
Address**

Technical Proposal - Title of the Tender

Chairman of Sub-Committee on Tender
Administration and General Affairs Division
The ASEAN Secretariat
Jl. Sisingamangaraja 70A
Jakarta 12110
Indonesia

Second Envelope – Financial Proposal

**Company Name &
Address**

Financial Proposal - Title of the Tender

**Chairman of Sub-Committee on Tender
Administration and General Affairs Division
The ASEAN Secretariat
Jl. Sisingamangaraja 70A
Jakarta 12110
Indonesia**