

Terms of Reference (TOR)

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

Background

The year, 2023, marks an important year for Japan and ASEAN relations, celebrating the 50th Year of ASEAN-Japan Friendship and Cooperation with the official catchphrase of “Golden Friendship, Golden Opportunity”. To make the most of this opportunity, a series of events has and will take place throughout the anniversary year. Specifically, a Special Summit in December, as the highlight of the 50th Year of ASEAN-Japan Friendship and Cooperation, is to take place in Tokyo, Japan.

The Japan-ASEAN Integration Fund (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.

JAIF recognises the instrumental influence of communication and outreach to facilitate common understanding among students, academics, governments, and the common people of ASEAN. JAIF Management Team (JMT) since its establishment in 2011 has pursued various communication attempts to reach out to its stakeholders. The most notable communication products to-date are the [JAIF Website](#), [JAIF brochure](#), and [JAIF video](#)¹. The video that was published in July 2021 summarized JAIF contributions to the specific areas of partnership outlined in [“Vision Statement on ASEAN-Japan Friendship and Cooperation: Shared Vision, Shared Identity, Shared Future”](#)². The video depicted human stories of JAIF contributions through interviews with project beneficiaries, and attracted more than 1,569 views from July to December 2022; thus, this was effective and attractive in communicating the value of JAIF as a whole and was showcasing JAIF’s contributions to a broad audience.

Most recently, another [JAIF video](#) were produced to commemorate the 50th Year of ASEAN-Japan Friendship and Cooperation. The video provides a visual illustration of 50 years of relations between Japan and ASEAN and showcasing Japan’s substantial and strategic projects through JAIF. The key messages of the video are in line with the current strategic focus of [ASEAN Outlook on the Indo-Pacific \(AOIP\)](#). AOIP that was adopted in 2019, is one of the fundamental policies of ASEAN. Japan has been supporting AOIP, which shares fundamental values with Japan’s Free and Open Indo-Pacific (FOIP), through [89 AOIP cooperation projects](#)³ as the first country to express support towards AOIP.

This year, under Indonesia’s ASEAN Chairmanship, AOIP is one of three priority areas. In an effort to build the momentum for the AOIP under Indonesia’s ASEAN Chairmanship, JMT in collaboration with the Mission of Japan to ASEAN (MOJA) is seeking to enhance the awareness of AOIP in the region and Japan’s support through various concrete projects for

¹ Short and long versions are available with English and Japanese subtitles.

² Partners for Peace and Stability, Partners for Prosperity, Partners for Quality of Life, and Heart-to-Heart Partners.

³ See also, <https://www.mofa.go.jp/files/100420035.pdf>.

AOIP as well as in the context of the 50th Year of ASEAN-Japan Friendship and Cooperation. To achieve these goals, JMT with assistance by creative agency or firm is aiming (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.

Purpose of Creating Strategy, Creative and Execution of a Digital Marketing Campaign with Animation Video(s)

Creating Strategy, Creative and Execution of a Digital Marketing Campaign with Animation Video(s) aims to raise awareness to the audience of the four pillars of the AOIP and highlighting Japan's substantial and strategic projects including JAIF flagship projects. The key messages of the video(s) will be in line with the current strategic focus of [ASEAN-Japan cooperation on ASEAN Outlook on the Indo-Pacific \(AOIP\)](#), namely the video(s) aims to promote the awareness of AOIP and Japan's effort towards AOIP at various levels. Furthermore, it is hoped that the video(s) will advocate the importance of Japan's substantial and strategic projects including JAIF projects that contribute to enhancing the mutual interests of ASEAN and Japan in the context of the 50th Year of ASEAN-Japan Friendship and Cooperation.

The project will reach out to young audiences (15-35 years) across all ASEAN Member States. Content(s) from the campaign will be posted on JAIF and MOJA website, YouTube channel, and social media accounts of the Ministry of Foreign Affairs (MOFA) of Japan, MOJA, and JAIF's counterparts. Hence, the main target of the video(s) is the youth and general public of Japan and ASEAN Member States. Whenever appropriate, the video(s) will also be disseminated during the 50th year commemorative activities and beyond to target JAIF key stakeholders, namely the MOFA of Japan, ASEAN Member States, ASEAN Sectoral Bodies, ASEAN Secretariat, project beneficiaries, proponents and implementing agencies.

Main Tasks and Responsibilities

Creative agency or firm will work closely with JMT and MOJA to provide the Strategy, Creative and Execution of a Digital Marketing Campaign with Animation Video(s). These services might include, but not limited to:

1. Campaign Strategy and Creative Concept for Pre-Production
 - Strategy Development
 - Research and analyze interests of the target, namely youth in AMS, and methodology to enhance their awareness of AOIP and Japan's support for AOIP.
 - Develop a Strategy for this project through creative consultation and concept development with JMT and MOJA.
 - Pre-Production.
 - Develop Concepts of static content(s) and animated content(s) including Story outlines, English Scriptwriting Storyboards
 - Outline Concepts of Campaign including an expected timeline and measures
 - Develop a main character that embodies Japan-ASEAN friendship who will introduce Japan-ASEAN relationship to the younger generation in AMS
 - Prepare and submit inception report of project brief and creative and strategic summaries
2. Production & Post-Production
 - Creating Animation video(s) with a quality comparable to Japanese animation that moves the hearts of young people and helps to deepen the understanding of Japan-ASEAN relationship

- 60 seconds animation video(s) (which can be separated into a few parts) to elaborate the 4 pillars of the AOIP and Japanese government involvement and flagship projects. ***The duration and number of video can be adjusted based on the campaign strategy.*
 - Artwork & Illustration of static artworks for social media posts or visuals for animation. Approximately 30 static social media artworks and 300 (AMS key market languages and social media post formats) adaptations. ***The number of static artworks can be adjusted based on the Campaign Strategy.***
 - Copywriting & translation of all captions, audio and on-screen content(s) (for all key markets including at least English, Bahasa, Filipino, Vietnamese and Thai). ***The number of translation can be adjusted based on the Campaign Strategy.***
 - Animation (2D and 3D) & video editing of social media content(s) both primary edits and language (AMS key market languages) / format (16:9, 1:1, 9:16) adaptations. Approximately 10 primary video edits and 150 (language and format) adaptations with duration varying from 15 to 60 seconds. ***The number of videos can be adjusted based on the Campaign Strategy.***
 - Prepare and submit report of progress, challenges, potential delays, target delivery date for each task
3. Campaign Management
- Execute a Digital Marketing Campaign
 - Plan and schedule a Digital Marketing Campaign in consultation with JMT and MOJA
 - Execute the Campaign that encourages engagements by the target by making the use of created content(s)
 - Social, Media Management & Optimisation
 - Launch a social media account or manage an existing account(s) for this campaign.
 - Develop social media content(s) and prepare 3 posts per week at minimum (ex. 3 posts at minimum/week). ***The number of posts can be adjusted based on the Campaign Strategy.***
 - Ads setup, optimization and reporting to boost the social media account
 - Influencer Engagement & Management
 - Identify targeted influencers and/or media
 - Negotiate and onboard the support of approximately 60 influencers (for all key markets including at least Singapore, Indonesia, Philippines, Vietnam and Thailand) ***The number of influencers can be adjusted based on the Campaign Strategy, market and if Nano or Micro influencers would be most effective for that market.***
 - Development of content brief
 - Overall logistics and influencers/media management
 - Media Buy
 - Approximately 200 in total for Instagram promoted static and videos posts, stories, and targeted Ads (the number can be adjusted based on the campaign strategy)

Recommendations from Creative agency or firm during the strategy stage will be welcomed for further improvement, and based on the feedback Main Tasks and Responsibilities can be changed based on approval from JMT and MOJA.

Qualifications

Creative agency or firm must fulfill the following requirements. Failure to provide the required information will result in the disqualification from the tender evaluation process.

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 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.
6. Provision of CVs to demonstrate qualifications of the following 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).
 - 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.

Deliverables

Following the appointment, Creative agency or firm is expected to produce the following outputs:

- a) To create a strategy and a campaign with static and animated content(s) (including animation video(s)) (refer to "Task and Responsibilities" section) to promote the awareness of AOIP and Japan's effort towards AOIP at various levels in the context of the commemoration for the 50th Year of ASEAN-Japan Friendship and Cooperation to the identified young audience in ASEAN.
- b) Static content(s), animated content(s) (including animation video(s)) and user generated content(s) that can be relevant and promotional of the four priority areas of AOIP cooperation, namely Maritime Cooperation, Connectivity, SDGs, and Economy.

- c) All materials and information submitted or collected during the course of the project including communication concepts, outlines, storyboards, scripts, graphics, rough cuts/ raw footage that can be edited and re-used, and audio recording.
- d) A master file (medium to be agreed e.g. cloud-based or external hard drive) to be shared for all campaign assets.
- e) Inception (i.e. Project Brief, creative and strategic summaries) and final reports (to include campaign performance and spending).

Recommendations from Creative agency or firm during the strategy stage will be welcomed for further improvement, and based on the feedback for Deliverables can be changed based on approval from JMT and MOJA.

Duration and Dates of Assignment

Services should be completed within seven months (in December 2023) from acceptance of engagement through the delivery of the outputs to submission of final report and other materials as outlined in “Deliverables”; covering all elements as specified in “Main Tasks and Responsibilities”.

The company/agency shall communicate any potential delays as early as possible to JMT and MOJA,

- | | |
|---|----------------------|
| a) Project consultancy bidding/awarding | : May 2023 |
| b) Awarding the consultancy/ project initiation | : June 2023 |
| c) Planning Campaign Strategy and Creative Concept | : June 2023 |
| d) Campaign creative development | : July 2023 |
| e) Creative Asset production including animation video(s) | : August 2023 |
| f) Campaign Launch Phase | : September 2023 |
| g) Campaign Awareness Phase | : Mid-September 2023 |
| h) Campaign Engagement Phase | : November 2023 |
| i) Campaign End | : December 2023 |

Feedback from Creative agency or firm will be welcomed for further improvement and based on the feedback Duration and Dates of Assignment can be changed based on approval from JMT and MOJA.

Important Points to be Noted

- The copyright of the development of Strategy, Creative and Execution of a Digital Marketing Campaign with Animation Video(s) shall be vested with JMT and MOJA. Materials produced will become the property of JMT and MOJA and may not be reproduced or reused without written permission from JMT and MOJA.
- Terms of payment shall be after the completion of the work or on an agreed milestone basis.
- All prices should include VAT in the stated price.
- The successful creative agency or firm shall meet with JMT and MOJA to discuss concepts, requirements, and schedule. These meetings will take place via video call or in-person at a date and time to be agreed by the relevant parties.
- The creative agency or firm is expected to conduct the work from their own office and arrange meetings with JMT and MOJA, when necessary, for consultation and presentation of products.
- If there are any changes in the agreed TOR after the commencement of service, the amendment of SSA together with Revised TOR should be prepared and confirmed based on the ASEAN Secretariat's procedures.