

**TOR – Digital Campaign Services**

**Guidelines:**

SCI is seeking the services of a media production company or an individual to supply digital campaign content. The produced materials will be used for Save the Children vaccination campaign that will last for at least 6 months.

All products must conform to Save the Children branding standard; revisions of the same should be done as suggested by Save the Children before reprographics commences.

**Scope of Work - Project Process:**

The supplier will be expected to deliver any of the following as required during the duration of the

contract:

* Provide content for Save the Children digital media campaign (Facebook-Twitter-WhatsApp – Web..etc)
* The supplier shall use their own professional editing software;
* Edit the footage in line with the script agreed and approved by the SCI focal person.
* Produced materials should be provided with both English and Arabic according to the need.
* The final product should be convert it in formats for use on social media (facebook, whatsapp, twitter)
* Final products can be subject to size modification for different uses.
* Include appropriate SCI branding as per the Save the Children instructions and SCI brand guidelines.

**DELIVERABLES**

Key deliverables are quality products as per the guidelines/budget:

* Provide Creative/strategic concept to be approved by Save the Children prior to the initiation of any design/art work related to the campaign.
* Production of Digital Content: **(1) art/design work, (2) copy writing.** All produced materials must be of the highest quality to adequately represent the organization.

 **The deliverables will involve, but will not be limited to:**

1. Suggested number of art work/design needed for the campaign after agreement with Save the Children focal points.
2. Development of the detailed copy writing for the campaign to be agreed on with Save the Children focal point;
3. All content should take into account local culture and language.
4. Delivery of digital content shall be in instalment and will start on **no 16 September.**

**TRAVEL AND ACCOMODATION**

* + There is no travel needed for this campaign.

**SPECIAL TERMS AND CONDITIONS**

* All work meets the highest professional standards.
* Save the Children’s Standard terms and conditions for procurement of services shall apply to contract entered into with you.
* Final products can be subject to size modification for different uses until the end of the project period.
* **The quotation must include a declaration by yourself to the effect that: I, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(name), hereby certify that this quotation is a bona fide offer, intended to be the fairest, and that I have not fixed or adjusted the amount of the offer in accordance with any agreement or arrangement with any other person.**
* Save the Children reserves the right to accept or reject any quotations in whole or in part and is not bound to give reasons for its decision.

**Mode of submission:** Quotations to be submitted via email to: omer.sharfy@savethechildren.org

Final content to be signed-off by Advocacy, Communications Campaigns and Media team.