



Terms of Reference for recruitment and contracting of an Advertising, Communication and Branding Agency for the development of the a new brand for the SRHR Youth campaign

Soul City: Institute for Health and Development Communication

A. Background:

The Soul City Institute for Health and Development Communication is about improving lives; about changing situations for the better. It is about health communication; about individuals and communities focusing on human development. The Soul City Institute South Africa is about you – about showing you what is possible, what you can do, what social change means and how to achieve great things for your own health, your own quality of life and for those around you.

Because we are in the business of education-via-entertainment ('edutainment'), the tools of our trade are mass media like TV; social mobilisation in the form of clubs; and advocacy via different interventions. You have probably heard of our television programmes: Soul City (Adult Drama show), Soul Buddyz (Children's Drama show), Kwanda (Documentary Show), Untold stories in a time of HIV & AIDS and Love stories in a time of HIV & AIDS (Short Film series). But we are about more than just TV. Over and above these well-loved television programmes, the Soul City Institute is known for:

- Being the leading 'social change communication organisation' in South Africa
- Being Africa's biggest health and development communicator
- Being partners with local organisations in 8 Southern African countries
- Our OneLove HIV/AIDS campaign, focuses on having one sexual partner at a time
- Our Phuza Wize campaign is aimed at creating safe drinking spaces and alcohol free zones and reducing the violence related to alcohol
- Our education, training and development courses and programmes
- Our ongoing research and development to find out what your needs are

B. Campaign Description:

The campaign will be a cross border social and behaviour change communication programme which aims work under the banner of a common brand across 9 southern African countries. It will create awareness of sexual and reproductive health rights for young people and also advocate for increased access to SRHR for young people in these countries. There will also be a special focus on most at risk youth as well as young women and girls.

The campaign will build on the success of Soul City's previous regional onelove campaign, bringing credible information to young people across the region.

The messages will be developed and brainstormed at a regional meeting and this will form the basis of the development of the brand and the campaign processes.

C. Target Audience:

The target audience varies from country to country but the broad target audience is young people between the ages of 12 and 25 in urban and rural areas across the 9 countries.

E. Scope of Service:

Broadly the assignment shall include the following activities:

- Laying down the "Brand Foundation", articulating the strategic positioning of the youth SRHR brand across southern Africa.
- Developing a brand Identity and positioning using the key messages for Youth and SRHR in the southern African region which will work at an in-country level as well as at cross border level.

To achieve the above scope of services, the below mentioned tasks/outputs, but not be limited to, needs to be undertaken:

1. SRHR Youth Brand:

- a) Brand Conceptualisation
 - Creative brand research to develop a positioning strategy.
- b) Brand Identity for SRHR Youth Campaign
 - Designing of the Logo and pay off line
 - Designing the look and feel of the campaign
 - Developing the brand manual
 - Developing the different application versions and formats

F. Eligibility Criteria:

The Soul City Institute invites agencies/organisations having expertise in Advertising, Communication and Branding satisfying the following said conditions:

1. Agency should have minimum experience of 5 years in the field of Advertising and Communications
2. The agency should have an understanding of the southern Africa region, insight into HIV and AIDS and social issues and well as a full understanding of social and behaviour change communication.

G. Engagement Period:

The initial period of contract shall be for a period of 2 months or 1st October 2011 – 30 November 2011

H. Deliverables/Outputs

The Agency shall deliver the final brand creative and brand manual to the Soul City Institute by no later than the 30 November 2011.

I. PROPOSAL SUBMISSION

The Agency shall submit a proposal and budget for this assignment latest by 16th September 2011 at 12H00. Proposals should be addressed to **SRHR Youth Campaign Tender 1**. The name of the agency should also be written on the envelope.

Technical Proposal

The technical proposal should include, but not be limited to:

- Approach and Methodology
- Manning Schedule that would be adopted by the Agency towards achieving the scope of work.

In assessing the technical proposals, the Soul City Institute may ask the Agency to make a presentation on its approach to the assignment. Agencies are encouraged to adopt an innovative approach towards the assignment, to the extent possible.

Other details which should be included as a part of technical proposal are mentioned below:

- Agency corporate profile including credentials.
- Details about top 5 Clients handled by Agency and examples of work produced
- Details about awards and Achievements won by the Agency in the field of Advertising and Communication [MAX 5]
- A detailed technical along with CVs of key experts who will work on the contract.

Financial Proposal

The invited Agency/organisation will have to submit a Lump sum quotation for the work mentioned above inclusive of all taxes and Out of Pocket Expenses.

Briefing Session (Optional)

A briefing session is scheduled for **14H00 on the 2nd September 2011** at the Soul City Institute office, 1st Floor Dunkeld West Centre, 281 Jan Smuts Avenue, Dunkeld West. Attendance is not compulsory but useful. Please confirm attendance by sending email to Dani@soulcity.org.za.

Delivery Address

No late submissions will be accepted.

Submit 3 copies of your proposal in a sealed envelope at:

**1st Floor Dunkeld West Centre
281 Jan Smuts Avenue (Crn. Bompas)
Dunkeld West
Johannesburg
2196**

J. ROLE OF THE SOUL CITY INSTITUTE

- a) To share relevant report / news / data / information available with the agency related to the Project;
- b) To test the brand using internal resources in consultation with the Agency;
- c) To review and approve the creative / documents / reports submitted by the Agency;
- d) To arrange timely release of fees to the Agency based on the contractual stipulation.

K. OTHER TERMS

- a) The Agencies shall submit their proposals at their own cost and risk and the Soul City Institute shall not make any payments towards the same.
- b) The Agency shall carry out the scope of work with due diligence and verify the data with complete responsibility.
- c) The Soul City Institute assumes that the Agency has complete clarity and understanding of the scope and objective of the assignment. The quoted fees will be considered inclusive of all expenses including applicable taxes.
- d) The Soul City Institute's review and approval of the work submitted shall not absolve the Agency from the responsibility and accountability of delivery of the assignment with quality.
- e) The proposal shall be valid for the period of 60 days from the last date of submission of the Proposal.
- f) Implementation of the newly developed SRHR Youth brand will be handled in a separate contract which is still to be procured.

L. CONFIDENTIALITY:

The selected Agency shall not disclose to third party any news or information relating to any of the projects on which it is working during the period of assignment period and thereafter, without prior written consent of the Soul City Institute, unless required to do so under any law, by any competent court, governmental or regulatory authority or as required by the terms of or for execution of this assignment.

M. TERMINATION:

The contract can be terminated by either side on giving a Notice period of 30 (Thirty) days. During the Notice Period, both parties shall carry out their work conscientiously. At the end of the Notice Period, the Agency shall hand over all documents and relevant updates to the Soul City Institute.

Enquiries to be addressed to

Ms Pulane Ndlanya

Marketing Manager

Email: pulane@soulcity.org.za or johnmolefe@soulcity.org.za