

## **EXAMPLE ANIMATED DIGITAL STORIES**

Date: 09 July 2026

### **Tender Reference: Appointment of a Service Provider for the Production of Animated Digital Stories for Social and Behaviour Change Campaigns**

Following the compulsory briefing session, Soul City Institute (SCI) is providing the below examples of previously produced animated digital stories for reference purposes only.

The examples are intended to provide bidders with an indication of the style, quality and communication approach previously utilised by SCI. They do not prescribe the creative direction, visual style, animation technique or production methodology expected for this assignment.

Bidders are encouraged to propose creative solutions that best respond to the requirements set out in Annexure B – Terms of Reference, while ensuring alignment with SCI's communication objectives and the National Department of Health Health Calendar themes.

#### **Example 1 Link**

[https://drive.google.com/drive/folders/1m6pWZ902PN9bU4htZnpC8869IEihZGQ-?usp=drive\\_link](https://drive.google.com/drive/folders/1m6pWZ902PN9bU4htZnpC8869IEihZGQ-?usp=drive_link)

#### **Example 2 Link**

<https://www.youtube.com/watch?v=EmSfNRY3-Go>

**Please note: The above examples are provided solely for contextual reference and do not form part of the evaluation criteria. Proposals will be evaluated in accordance with the criteria contained in Annexure A – Instructions to Bidders.**