



**ANNEX A: TERMS OF REFERENCE
RFP/23/012/RBAP/PSP**

**REQUEST FOR PROPOSAL FOR THE PROVISION OF DIGITAL MEDIA BUYING
SERVICES
FOR UNHCR PRIVATE SECTOR PARTNERSHIPS IN THAILAND**

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1 Introduction

1.1 Background

UNHCR is mandated by the United Nations to lead and coordinate international action for the worldwide protection of refugees and the resolution for issues facing refugees. The number of people forced to flee from home is over 108 million which is the highest number since World War II. Today, UNHCR is one of the world's principal humanitarian agencies. Its staff of more than 16,700 personnel in 138 countries. Staff members work in a diversity of locations and conditions including in our Geneva-based Headquarters (HQ) and more than 501 field locations worldwide. UNHCR's primary purpose is to safeguard the rights and well-being of refugees.

Since 1975 UNHCR in Thailand has been working continuously with the Royal Thai government and NGOs to help and provide protection to refugees who live in refugee camps in Thailand. We have helped the country meet the protection needs of successive migrations of refugees from Cambodia, Laos, Vietnam, and Myanmar since the 1970's.

There are currently some 90,000 refugees in Thailand who are mainly ethnic Karen and Karenni forced to flee from conflicts in Myanmar. For over 30 years, they have been living in nine camps in four provinces: Ratchaburi, Kanchanaburi, Mae Hong Son, and Tak. Most of them are children, women, and people with disabilities whose voice are seldom heard.

Private Sector Partnerships Service (PSP)

Private Sector Partnerships Service (PSP) sits within UNHCR's Division of External Relations (DER) and is responsible for mobilizing resources from the private sector for refugees. UNHCR has developed a Private Sector Fundraising Strategy focusing on both Individual Giving and Private Sector Partnerships, identifying priority fundraising markets and regions.

In Thailand, PSP has been achieving outstanding results raising funds for both individual donors and corporate sector. The programme generates the largest portion of funds that go directly to support refugees in Thailand. In addition, Private Partnerships and Philanthropy (PPH) develops collaboration with corporate, foundations and High Net Worth Individuals (HNWIs)/Major Donors to make a difference to lives of refugees. To successfully reach out to prospects and partners, we require additional support from a partner who can provide fundraising communications support.

More information can be found on UNHCR globally; www.unhcr.org and about UNHCR Thailand www.unhcr.org/th

1.2 Statement of Purpose & Objectives

To achieve cost efficiency whilst ensuring quality service, UNHCR is seeking to appoint a provider for digital media buying services for Digital Fundraising Programme of PSP Thailand.

PSP Thailand is looking for a qualified vendor to establish a frame agreement with one year, potentially further extendable twice for a period one year, subject to satisfactory performance (1+1+1).

The supplier must have proven experience and expertise in comprehensive digital media buying services including **digital ads billing management**. The confirmed service fees will be maintained for the duration of the contract.

UNHCR is seeking a agency with proven digital expertise and experience in charity engagement to respond to this tender. The selected agency must demonstrate core digital competency and a track record in the field. Additionally, the agency should be capable of providing integrated services, handling media channels

effectively, and working closely with UNHCR to achieve campaign goals specifically in Thailand.

- ePromote online fundraising campaigns and optimize the performance;
- Supporters/donors acquisition, both one-off and regular giving;

The Frame Agreement will be signed with the successful bidder(s) for one (1) year and will be extended at the sole discretion of the UNHCR for additional two (2) years. Total length of contact is three (3) years. Companies are requested to maintain the proposed fee structure for the duration of the contract.

The expected number of monthly giving and one-time donors to be acquired through digital media buying is listed below.

- Sample of monthly acquisition plan is below.

	2024	Jan	Feb	Mar	Apr	May	June	Jul
Digital Acquisition (All campaigns)	Monthly donors	10	10	24	30	34	24	44
	One Time	1,520	1,149	1,478	161	20	20	602

	2024	Aug	Sep	Oct	Nov	Dec	Total
Digital Acquisition (All campaigns)	Monthly donors	38	34	34	44	43	380
	One Time	269	20	20	120	120	5,500

- We expect the donor numbers will grow at least 10% each year.

1.3 Pre-selection criteria

Please take note of the pre-qualification criteria hereunder, failure to comply with the below criteria will result in disqualification:

1. **Locally based and registered:** your company must be registered in the Thailand and licensed to provide staff administration services. To establish compliance please **send your company registration certificate and fill out UNHCR Vendor registration form (Annex G)**
2. Acceptance of **UNHCR general terms and conditions** (Annex D)
3. Acceptance of **UNHCR data protection clause** (Annex E)
4. Acceptance of **UN Suppliers Code of Conduct** (Annex F)

1.4 Joint venture, sub-contracting

Please be informed that joint venture, or contractor/subcontractor relationship are allowed. In either case, bidder needs to confirm which company is the project led to take responsibility of the commercial relationship. The bid is to be submitted under one company, as leader. The winner bidder will be the contracted party, responsible for performance. UNHCR will deal with only one party (as single legal entity) for the administration of the contract, in case of selection. Please read carefully UNHCR General Terms and Conditions (Annex D, page 3, clause 5) about subcontracting.

2 Requirements

2.1 Media buying, implementation, management, and reporting

- Monitor and report on all key metrics and overall ROI;
- Develop annual media plan which leverages a diverse set of supporter acquisition strategies and channels to reach and convert new audiences;
- Manage all aspects of the paid media campaign (campaign set up, implementation and optimization) on a day to day basis and during emergency campaigns;
- Provide local management of UNHCR's advertising accounts on Google, Facebook, Instagram, LINE: @UNHCRThailand, TikTok, YouTube and other platforms as needed;
- Propose account structure and manage the paid search engine marketing channel, implement and optimize this channel and ensure an overall positive ROI;
- Provide recommendations for search creatives and optimization of search content;
- Provide creative approach and audience targeting strategies for paid media marketing and manage and optimize these channels;
- Provide media strategy for retargeting, native advertising or any other new digital channels based on latest trends and innovation for acquisition and brand awareness raising;
- Provide recommendations for conversion tracking and multichannel tracking.
- Provide weekly/monthly and quarterly qualitative and quantitative analytics report and evaluation on the impact of digital campaign including key metrics and overall ROI;
- Provide continuous optimization, adjustments and recommendations to digital acquisition program, in order to achieve digital charity program performance and online supporter engagement objectives.
- Describe the team working on UNHCR account and the level of response to act on media buying activities in due time.

2.2 Customer Responsibilities

Appointed agency will work closely with UNHCR's PSP Thailand team where UNHCR will be responsible for:

- Provide a dedicated project manager.
- Providing information and content about UNHCR's mission and activities;
- Provide logos, materials and existing campaign assets to be adapted to Thailand local market as needed;
- Provide access to UNHCR content and brand guidelines for the elaboration of campaigns;
- Approve all media assets, keywords, and ad copy;
- Allow 3rd party trackers to be included in webpages if applicable;
- Share access and technical specifications for the CMS solution(s) and email platform to be used by the UNHCR if applicable
- Informing the vendor about expectations concerning reporting, statistics, key performance indicators and ROI's to ensure high level results and weekly meetings on progressions and deliverables of activities.

3 Content of the Technical Offer

- PLEASE FILL OUT ANNEX B AND ATTACH ALL REQUESTED DOCUMENTS.
- NO GENERAL COMPANY PROFILE WILL BE ACCEPTED.
- PLEASE PROVIDE ALL INFORMATION ON ANNEX B FOR SCORING.
- YOUR OFFER CAN BE SUBMITTED IN ENGLISH OR IN THAI.
- NO FINANCIAL INFORMATION CAN BE ADDED TO YOUR TECHNICAL RESPONSE.
- ONLY COMPANIES BEING COMPLIANT WITH ALL PRE-SELECTION CRITERIA (SECTION 1.3)

3.1 Company Qualifications

During the technical evaluation, in this section, the panel will score your company's similar service provision experience based on number of clients.

3.2 Proposed Services

During the technical evaluation, in this section, the panel will score your company's compliance regarding the required services listed under section 2 and the capacity to achieve the proposed targets under section 1.2.

3.3 Staff qualifications, account management

Account management is crucial for running a successful digital campaign. This section is dedicated to measure the proposed customer service towards UNHCR PSP Thailand team. During the technical evaluation, in this section, the panel will score the experience of the core people who will work on UNHCR project (based on the number of years and demonstration expertise in the area):

- Please indicate the composition of the team you propose to provide for the project.
- Please provide short biographies of core staff who will be working on the account.

3.4 Expected volume of work

PSP Thailand estimated the below media spend (฿ THB):

- Year 1: Baht 5,000,000
- Year 2: Baht 5,500,000
- Year 3: Baht 6,050,000

Please note that the above figures are PSP Thailand best estimates based on experience and forecasting and it cannot be considered as commitment. The actual workload/volume will be defined via different projects and confirmed on the corresponding statement of work and purchase order.

4 Evaluation

Only offers passed the pre-selection will be technically evaluated.

The Technical offer will be evaluated using inter alia the following criteria and percentage distribution: 70% from the total score (on a 100 points scale, i.e., max 70 points obtainable for the technical offer). Please find hereunder the detailed scoring breakdown.

4.1 Technical evaluation

Company Qualifications (max 20 points)	Documents, information to be provided to establish compliance with the set criteria
Service provision experience (<u>client based</u>) (20)	<p>Service provision experience in digital media buying services.</p> <ul style="list-style-type: none"> Please list the current and previous clients. Please provide three references (reference letter, email address, contact person, phone number) from your current/previous clients to be contacted. <p>Reference and background checks are part of the due diligence during the selection process and in case of negative feedback may lead to disqualification.</p> <p><i>Please note that without the list of clients, 0 point will be given.</i></p>
Proposed Services (max 40 points)	Documents, information to be provided to establish compliance with the set criteria
Compliance with the services required under digital media buying services (2.1) (20)	<p>Comprehensive proposal presented including all services listed under point 2.1., outlining your company's experience and strategy to fulfil requirements; please outline ability/capacity to provide timely hiring services.</p> <p>Please include your company policy, Code of Conduct and the terms of conditions related the requested services.</p> <p><i>Please note that if you don't add information about this section on Annex B, 0 point will be given.</i></p>
Media buying, implementation, management, and reporting (2.2) (20 points)	<p>Comprehensive proposal to be presented to demonstrate capacity and capability to provide services as listed under 2.2, including:</p> <ul style="list-style-type: none"> one (1) sample campaign management summary report one (1) digital media buying billing and report.

	<i>Please note that without samples, 0 points will be given</i>
Staff qualifications, account management (max 10 points)	Documents, information to be provided to establish compliance with the set criteria
Experience of core people who will work on UNHCR project. (Including experience with similar projects)	Experience of core people who will work on UNHCR project, including experience with similar projects. Please include: CV or bio of the people that will be assigned to UNHCR account (max half A4 page) <i>Please note that without the CVs, 0 points will be given.</i>

Bidders must have a minimum technical threshold of 42 out of 70 points for the technical proposal to be considered further in the financial evaluation process.

Companies might be requested to deliver a presentation based on their technical proposal via Teams. The dates for the presentations will be communicated in time.

4.2 Financial Evaluation

The financial proposal is to be submitted ONLY by filling in Annex C. No other format will be accepted. UNHCR is exempted from all direct taxes, with this regards the price must be given without any local taxes.

The financial component is 30% (i.e., 30 points) of the total score. The maximum number of points (30) will be allocated to the lowest price offer. All other offers will receive points in inverse proportion to the lowest price.