|  |  |
| --- | --- |
| **Please read the TOR carefully and fill in your response below**  **Please note that the given space under each section should not limit your response, please type more if required** | |
| **COMPANY NAME:** |  |
| **Content and documentation to facilitate weighted technical evaluation** | |
| **Core digital competency and experience shown through client references:**  Please provide three (3) reference letters from your current/previous clients outlining your company’s performance in terms of core digital competency.   |  |  |  | | --- | --- | --- | | Client name | Contact for reference | Duration | |  |  |  | |  |  |  | |  |  |  | | *Add or remove rows as required* |  |  |   **A proven track record in delivering innovative and up to date paid media solutions with a predominant focus on digital channels:**   |  |  |  | | --- | --- | --- | | Project | Company | Duration | |  |  |  | |  |  |  | |  |  |  |   **Please list your companies projects (completed and/or currently underway) focusing on innovation with indicative success.**  **Service provision experience (client based):**   |  |  |  | | --- | --- | --- | | Client name | Contact for reference | Duration | |  |  |  | |  |  |  | |  |  |  |   **Compliance with the services required under digital media buying services (2.1)**  Please provide a comprehensive proposal presented including all services listed under point 2.1. A description of your strategy on how to provide the best quality service in compliance with all services listed under section 2. Please confirm capability to achieve proposed targets.  Please list at least two (2) examples demonstrating your agency’s experience in digital marketing services in the Philippines from the past 3 years.  Without the above requested information, 0 points will be given.  **Compliance with the services required under section 2.2 creative online campaign design and development**  Please provide a comprehensive proposal presented to demonstrate capacity and capability to provide services listed under 2.2 including:   * One sample campaign management summary report * One digital media buying billing and report   In your response, please include your strategy to acquire donors through digital fundraising campaigns  Without the requested report samples, 0 points will be given. | |
| **Staff qualifications and account management**  Experience of core people who will work on UNHCR project, including experience with similar projects. The successful bidder must have dedicated media planner (account manager) and media buyer (ops) with minimum 3 years experience in the Philippines.  Please include:  CV or bio of the people that will be assigned to UNHCR account (max half A4 page)  Without the above requested information, 0 points will be given. | |