

Request for Proposal

Production and Airing of Radio Program, TV talk show, SMS campaign and Newspaper supplement for the promulgation of Draft Iodine Deficiency Disorders (IDDs) Control Act at National Level

TheNetwork for Consumer Protection (TN), a non-governmental organization was formed in 1992 with a focus on Consumer Protection, Governance and Citizens' and Access to Justice. It is registered with Securities and Exchange Commission of Pakistan (SECP) under of Companies Ordinance 1984. Since its establishment, the organization has become an effective advocacy and policy development group, working at the national and international levels.

In addition, TN has been a pioneer consumer organization in the country, as defined by Consumers International, the global umbrella body of consumer associations from 115 countries, of which TN is the sole voting member from Pakistan. It is recognized by many national and global stakeholders both government and civil society, as the leading resource on consumer protection with respect to pharmaceuticals. It also remains the only rights-based advocacy organization that has over 3,000 individual paid members, and is the country's most visible health and consumer rights advocacy organization in the print and electronic media.

TN activities include public & policy advocacy, building of informed opinion, action-oriented research, publications and educating consumers about their rights and responsibilities.

Importance of Universal Salt Iodization to eliminate Iodine Deficiency Disorders

Currently TN is undertaking a project on 'Promulgation of draft IDD's Control Act at National level' in collaboration with UNICEF. Iodine is a very important micro nutrient which plays a critical role in physical and mental development. Its deficiency can cause irreversible mental impairment or a loss of 10-15 points in IQ level leading to low performance in school and high dropout rates in children. Scientific evidence has proved that iodine intake is critical for the expecting mothers during the first trimester of pregnancy for the optimum brain development of fetus.

Objectives

To drive home the message that

- Iodine deficiency a major reason for stunting of mental growth.
- A special care is required to include it in the diet culture
- What has been done so far
- What is left undone/
- And to establish TN as a go-to for any info on the subject.

Target Audience:

- Parliamentarians and district politicians
- Bureaucrats
- Policy makers
- Heads of the families mothers and girls specially of child bearing age
- Salt processors
- General Public

Specifications of the Radio Program

- Rates quoted should include both production and airing costs

Serial #	Name of FM Channel	Listenership (if available)	Per Minute Rate Peak Hours Weekdays	Per Minute Rate Peak Hours Weekends (Sat &Sun)	Name of the Radio host conducting the show	Number of FOCs
	FM 99 ICT area					
	Fm100 ICT					
	Anyother FM channel being aired from Islamabad					

Specifications of the TV talk show

- Number of shows: **1 show**
- Duration: 40 minutes
- Time: prime time (7 to 11 pm)
- Rates quoted should include both production and airing costs

Serial #	Name of TV Channels	Viewership (if available)	Cost of production	Per Minute Rate Peak Hours Weekdays	Per Minute Rate Peak Hours Weekends (Sat &Sun)	Name of the Anchorpers on conducting the talk show
	Terrestrial channels PTV home					
	ATV					
	Any other satellite channels					

Specifications of the SMS campaign

Serial #	Number of text messages to be delivered	Target	Language	Cost of the SMS software or SMS tool to be used in the campaign
		Bureaucrats politicians and policy makers	English and Urdu	

Specifications:

Size: 54 X 8 full page supplement, Color/ B&W, Front Page/Back Page/Ordinary

S No.	Media	Position	Size	Color/ B&W	Station	Rate	Total Cost
01	The News	Ordinary	54 X 8	Color	Combined		
		Ordinary	54 X 8	Color	IBD/Pindi		
02	Dawn	Ordinary	54 X 8	Color	Combined		
		Ordinary	54 X 8	Color	IBD/Pindi		
03	Express Tribune	Ordinary	54 X 8	Color	Combined		
		Ordinary	54 X 8	Color	IBD/Pindi		
04	Jang	Ordinary	54 X 8	Color	Combined		
		Ordinary	54 X 8	Color	IBD/Pindi		

Size: 27 X 4 Quarter page advertisement, Color/ B&W, Front Page/Back Page/Ordinary

S No.	Media	Position	Size	Color/ B&W	Station	Rate	Total Cost
01	The News	Front Page	27 X 4	Color	Combined		
		Back Page	27 X 4	Color	Combined		
		Ordinary	27 X 4	Color	Combined		
		Front Page	27 X 4	B&W	Combined		
		Back Page	27 X 4	B&W	Combined		
		Ordinary	27 X 4	B&W	Combined		
		Front Page	27 X 4	Color	IBD/Pindi		
		Back Page	27 X 4	Color	IBD/Pindi		
		Ordinary	27 X 4	Color	IBD/Pindi		
		Front Page	27 X 4	B&W	IBD/Pindi		
		Back Page	27 X 4	B&W	IBD/Pindi		
		Ordinary	27 X 4	B&W	IBD/Pindi		

02	Dawn	Front Page	27 X 4	Color	Combined		
		Back Page	27 X 4	Color	Combined		
		Ordinary	27 X 4	Color	Combined		
		Front Page	27 X 4	B&W	Combined		
		Back Page	27 X 4	B&W	Combined		
		Ordinary	27 X 4	B&W	Combined		
		Front Page	27 X 4	Color	IBD/Pindi		
		Back Page	27 X 4	Color	IBD/Pindi		
		Ordinary	27 X 4	Color	IBD/Pindi		
		Front Page	27 X 4	B&W	IBD/Pindi		
		Back Page	27 X 4	B&W	IBD/Pindi		
		Ordinary	27 X 4	B&W	IBD/Pindi		
03	Express Tribune	Front Page	27 X 4	Color	Combined		
		Back Page	27 X 4	Color	Combined		
		Ordinary	27 X 4	Color	Combined		
		Front Page	27 X 4	B&W	Combined		
		Back Page	27 X 4	B&W	Combined		
		Ordinary	27 X 4	B&W	Combined		
		Front Page	27 X 4	Color	IBD/Pindi		
		Back Page	27 X 4	Color	IBD/Pindi		
		Ordinary	27 X 4	Color	IBD/Pindi		
		Front Page	27 X 4	B&W	IBD/Pindi		
		Back Page	27 X 4	B&W	IBD/Pindi		
		Ordinary	27 X 4	B&W	IBD/Pindi		
04	Jang	Front Page	27 X 4	Color	Combined		
		Back Page	27 X 4	Color	Combined		
		Ordinary	27 X 4	Color	Combined		
		Front Page	27 X 4	B&W	Combined		
		Back Page	27 X 4	B&W	Combined		
		Ordinary	27 X 4	B&W	Combined		
		Front Page	27 X 4	Color	IBD/Pindi		
		Back Page	27 X 4	Color	IBD/Pindi		
		Ordinary	27 X 4	Color	IBD/Pindi		
		Front Page	27 X 4	B&W	IBD/Pindi		
		Back Page	27 X 4	B&W	IBD/Pindi		
		Ordinary	27 X 4	B&W	IBD/Pindi		

Important

- We are looking to have a smart format that enables us to cram all necessary information in an interesting way that stimulates discussion and generates action on part of audience.
- TN will approve the final TV Channel and radio station
- TN will sign off the format/questions, and names of the panelists.
- TN will prefer to have a choice anchorperson/rj with a sound understanding of health issues; social development approach and celebrity value who also brings added credibility to the contents of the show.

Value for money:

- All associated production costs for the radio spots will be included in the quoted price of the proposal and will be borne by the submitter
- Anchorpersons with effective following would be preferred.
- List of all **Islamabad Capital Territory (Urban and Rural)** based radio channels should also accompany the proposal
- The listener demographics of all the radio channels should also accompany the proposal
- Radio spots should be creative and interesting for the listener in order to achieve the objective of maximum exposure of the message

Deliverables

- An outline/format of the TV show
- Leading questions for the discussion.
- Phone in for input from audience particularly woman, and those having an iodine deficiency related ailment
- Three FM stations of repute, credibility and range
- A detailed work plan with timelines up to the completion of the project
- Display of key messages on the set
- Setting the stage with showing of documentary.
- Run a slide that shows coordinates for further information on the subject.
- A detailed work plan with timelines up to the completion of the project.
- The SMS will be branded as either 'TheNetwork' or 'Iodized Salt'
- Transmission certificate of the SMS campaign would be required after the completion of the campaign.
- The intended audience can be tower specific, sector specific or through database. All three means must be quoted separately in the proposal
- In the case of tower specific outreach mention the peak hours at which the maximum outreach is guaranteed
- If the text message is to be sent through a data base, all the intended numbers should be functional and the data base must be up to date
- The subject matter of the campaign will be provided by TheNetwork team and message will be a single text message
- The delivery reports of the text messages will be required to ensure maximum outreach

Terms & Conditions:

- TheNetwork has the right to choose quotation against all or any single item mentioned in RFP
- Per minute cost should include the cost of production.
- TheNetwork has the right to reject any quotation without assigning any reason
- The rates in quotations shall be inclusive of all taxes
- All blank boxes shall be filled in quotations
- TheNetwork has the right to include or exclude any term or condition
- Please send your queries at main@thenetwork.org.pk, if any
- TheNetwork doesn't take responsibility of delayed postal services and quotations shall be received in closed envelopes not later than February 2, 2014 on the following address

Adnan Ali

Senior Finance & Admin Officer

TheNetwork for Consumer Protection

1st Floor, Plot 3-4, I&T Center, Sector G-8/4

Islamabad – Pakistan

Ph.: +92-51-2331873

Fax: +92-51-2331871

www.thenetwork.org.pk