**Request for Proposals**

**Creative Design Strategy Development**

Vitamin Angels (VA) helps at-risk populations in need – specifically pregnant women, new mothers, and children under five – gain access to lifesaving and life changing vitamins and minerals. Our goal is to reach underserved women and children and help fill the gaps for those without regular access to healthcare or nutrition services.

VA, in partnership with the Haitian Ministry of Health (MSPP) and Johns Hopkins University, launched a process evaluation of multiple micronutrient supplements (MMS) for pregnant women in Haiti.

VA is seeking a creative design agency to take insights from formative research to develop a communication plan and creative design strategy, specifically:

1. Using marketing and cultural lens, help interpret findings from formative research across key audiences
2. Build out communications and design plan strategy
3. Design and execution of all assets

**Date of Issue:**

**Closing Date:**

Please direct questions and submissions to:

**Date of Issue:**

26 November 2019

**Closing Date:**

13 December 2019

Please direct questions and submissions to:

Minaud Dacius, Haiti Program Manager, Vitamin Angels

[mdacius@vitaminangels.org](mailto:mdacius@vitaminangels.org)

*With a copy to:*

Joseline Marhone Pierre, UCPNaNu Director, MSPP

[joselinemarhone@yahoo.fr](mailto:joselinemarhone@yahoo.fr)

Quinn Harvey, Senior Program Manager, Vitamin Angels

[qharvey@vitaminangels.org](mailto:qharvey@vitaminangels.org)

**Project Overview**

The World Health Organization (WHO) currently recommends iron–folic acid (IFA) supplementation during pregnancy to improve maternal and infant health outcomes. While WHO has not yet issued a positive guidance recommendation for use of multiple micronutrient supplements (MMS), WHO’s 2016 antenatal guidelines state that “countries with a high prevalence of nutritional deficiencies might consider the benefits of multiple micronutrient supplements on maternal health to outweigh the disadvantages and may choose to give MMS that include iron and folic acid.”

In June 2018, Vitamin Angels signed an agreement with the Direction of Food and Nutrition of the Haitian Ministry of Public Health and Population (MSPP) to scale-up the distribution of MMS among pregnant women throughout the country. To inform the program implementation and scale-up, VA and MSPP, in partnership with JHU, are engaged in implementation research in the form of a “demonstration project,” the details of which are described below.

**Project Objectives & Scope of Work**

Study Objectives

The overall objective of this research was to inform the implementation and scale up of an effective multiple micronutrient supplementation (MMS) program in Haiti. The contracted creative design agency will operate under objective #2. Study aims are to:

1. Field test provision of MMS, including the distribution platform, supply chain, and cost. Complete.
2. Develop and field test social and behavior change communication (SBCC) strategies and tools intended to support the uptake and adherence of MMS among pregnant women.
3. Identify and implement a methodology to evaluate acceptance, coverage, and adherence of MMS among pregnant women.

**Organizations’ Overview**

Vitamin Angels helps at-risk populations in need – specifically pregnant women, new mothers, and children under five – gain access to lifesaving and life changing vitamins and minerals. Our goal is to reach underserved women and children and help fill the gaps for those without regular access to healthcare or nutrition services. VA reaches over 70 million children under five & pregnant women in 70 countries (including the US) through a network of over 1,600 field partners.

**Qualifications and Expertise**

Respondents must provide a thorough and detailed narrative of the various knowledge, experience, and expertise relevant to the scope of work described in this RFP (section on deliverables) including a response to the following items:

* Demonstrated expertise, experience and capacity to perform all elements of the work described herein in a timely and efficient manner; and
* Competent and credible level of knowledge related to marketing, marketing research with a focus on the translation of formative research findings and concept testing for the development and testing of SBCC strategies and tools intended to support the uptake and adherence of MMS among pregnant women.
* Experience developing creative design strategies and communication plans in maternal and child nutrition in Haiti.
* Demonstrated knowledge of the political and administrative context in Haiti.

**Proposal Requirements**

Bidders are requested to provide answers to the following questions:

1. Please provide details of the team you propose to carry out the work including their expertise and an explanation of why they are suited to the role, the number of days allocated to the project, and their day rate. Please also indicate which person would lead the project from your organization (i.e. the person who would be MSPP/VA’s day-to-day contact). All personnel’s CVs should be send also with the proposal. (1,000 maximum words).
2. Please describe your general processes, including how your agency would interpret formative research, build out communication/design plan, and design/execute all assets.
3. Please outline your delivery workplan with indication of key milestones you are proposing to deliver to ensure required outcomes are fully met as well as a risk mitigation table and how you are proposing to overcome potential risks during the research process. (1,000 maximum words).
4. Please detail your company background and experience, including examples of similar projects successfully completed. (1,000 maximum words).
5. Two references from clients for whom similar work has been conducted.

**The bidder's proposal must be in English and accompanied by an Executive Summary (maximum 3 pages).**

**Evaluation of Proposals**

Following the preliminary examination of proposals, a two-stage procedure will be implemented, with the evaluation of the technical proposal being completed prior to the evaluation of the financial proposal. The evaluation panel will evaluate the technical merits of all the proposals which have passed the Preliminary Examination of proposals based on the following weighting:

|  |  |
| --- | --- |
| Technical Weighting: | 70% of total evaluation |
| Financial Weighting: | 30% of total evaluation |

Technical Evaluation

The technical evaluation of the proposals will be conducted using the following criteria:

* The extent to which VA/MSPP’s requirements and expectations have been satisfactorily addressed
* The quality of the overall proposal
* The experience of the firm in carrying out related projects
* The experience and competence of the personnel proposed

The number of points which can be obtained for each evaluation criterion is specified below and indicates the relative significance or weight of the item in the overall evaluation process.

A minimum of [60] points is required to pass the technical evaluation.

|  |  |
| --- | --- |
| The extent to which MSPP/VA’s requirements and expectations have been satisfactorily addressed | 20 |
| The quality of the overall proposal and the research methods proposed | 40 |
| The experience of the firm in carrying out related projects | 25 |
| The experience and competence of the personnel proposed | 15 |

Vitamin Angels may, during the evaluation period, at its discretion, invite selected bidders to supply additional information on the contents of their proposal (at such bidders' own cost).

**Project Deliverables**

**Part 1: Overall Communications Strategy & Messaging**

Translate research findings into a recommended communications and marketing strategy that is relevant to the needs of the target audience while addressing findings with relevant solutions. When developing the communications and marketing strategy, please consider the following:

* Channel/tactic recommendation
* Sequencing and timing
* Key messages and/or taglines
* Voice and tone
* Language (English and Kreyol)
* Measurement (e.g., what does good look like from a marketing perspective?)

***Deliverable:*** *High-level communications strategy/plan*

***Proposed timing:*** *3 weeks*

**Part 2: Design**

Develop a minimum of two recommended creative approaches or designs that help to define the “look, tone, and feel” of the communications strategy/plan. Keep in mind the design must carry across all recommended channels/tactics to ensure a consistent and impactful experience while delivering on research findings. Please consider the following:

* Overall design to unify all communications
* Color/pattern
* Image style recommendation

***Deliverable(s) include:***

* Two recommended design concepts that bring the messaging and communications strategy to life
* Mood-board – should include key visual elements to support the concept
* Application examples – please choose a minimum of two channels/tactics and mock-up design

***Proposed timing:*** *2 weeks*

**Part 3: Pretesting and Execution**

Leverage the approved communications plan and design choice to pretest and build channel/assets

***Deliverable(s) include:***

* TBD – based on recommended communications strategy/plan
* Pretesting communication tools and strategies
* Final assets based testing outcomes
* Purchase media
* Measurement

***Proposed timing:*** *2 weeks*

**RFP Schedule and Deadlines**

|  |  |  |
| --- | --- | --- |
|  | **Activity** | **Deadline date** |
| 1 | Tender submission deadline | December 13, 2019 |
| 2 | Evaluation period | December 2019 |
| 3 | Contract award | January 2019 |

**Project Budget**

Respondents are requested to provide a detailed budget to support their activities.

**Submission Procedure**

Submission Deadline

All submissions must be received via email to the below contacts by the submission deadline.

Send to:

* Minaud Dacius, Haiti Program Manager, Vitamin Angels

[mdacius@vitaminangels.org](mailto:mdacius@vitaminangels.org)

With a copy to :

* Joseline Marhone Pierre, UCPNaNu Director, MSPP

[joselinemarhone@yahoo.fr](mailto:joselinemarhone@yahoo.fr)

* Quinn Harvey, Senior Program Manager, Vitamin Angels

[qharvey@vitaminangels.org](mailto:qharvey@vitaminangels.org)

All proposals should be in PDF format.

RFP submittals received by the set deadline will be reviewed for completeness and proposed methodology and efficacy in realizing the objectives, according to the evaluation criteria outlined above.

Respondents may submit their proposals any time prior to the RFP closing date and time.

Respondents will be solely responsible for all costs incurred in the preparation and presentation of their proposal. All proposals and supporting documentation submitted shall become the property of Vitamin Angels and MSPP.

Subcontracting

If the respondent’s purpose is to use a subcontractor(s), this must be clearly identified in the proposal.

Right to Amend

Vitamin Angels and MSPP reserve the right to amend or supplement this Request for Proposals by providing notice of amendments to all who have received the proposal document.

Respondents may request to be notified of any amendments.

Rejection of Proposals

Vitamin Angels and MSPP also reserve the right to negotiate with the successful respondent changes in their proposal prior to, and/or as part of awarding a contract.

This Request for Proposals neither expresses nor implies any obligation on the part of Vitamin Angels and MSPP to enter into a contract with a vendor submitting a proposal.