

**AFRICAN UNION**

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## **African Union Commission**

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# **Procurement of Services**

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**PRODUCTION OF THEMATIC COMMUNICATION CAMPAIGN FOR  
THE AFRICAN UNION**

Procurement No: AUC/DIC/NC/751

**Date of Issue: 3<sup>rd</sup> April 2018**

## Section I. LETTER OF INVITATION

### PRODUCTION OF THEMATIC COMMUNICATION CAMPAIGN FOR THE AFRICAN UNION

**Procurement Number:** AUC/DIC/NC/751

The African Union Commission has allocated funds for the Procurement of services and now invites **sealed** bids from eligible bidders for the PRODUCTION OF THEMATIC COMMUNICATION CAMPAIGN FOR THE AFRICAN UNION as per attached Terms of reference. A firm shall be selected under the Quality and cost based selection criteria.

Interested bidders may obtain further information and download the bidding document at <https://au.int/en/bids>

**Proposals must be delivered to the address below on or before Friday 4<sup>th</sup> May 2018 at 1500hours. All proposals must be accompanied by:**

- ❑ Valid business registration documents
- ❑ Valid tax certificate;
- ❑ Synopsis of the company, and evidence of previous experience on similar projects
- ❑ Three links to work samples demonstrating most relevant previous productions
- ❑ Three references (with contact information) from previous clients.
- ❑ Detailed list with technical information of the equipment intended for use, including camera, light, sound, editing software etc.
- ❑ Brief presentation of the team, with CVs and functional responsibilities of the key people to be engaged in the production of the documentary.
- ❑ ONE (1) Original and TWO (2) Copies of the Technical and financial proposal

**Proposal Validity:** Proposals should be valid for at least 90 days from the bid closing date.

**Bid Opening:** Technical Proposals will be opened immediately after the bid closing hours, in the presence of bidders or bidders' representatives who choose to attend, at the address below. Late bids will be rejected and returned unopened to bidders.

**Submission of bids: This is a two envelope bidding.** FINANCIAL AND TECHNICAL Bids MUST BE SUBMITTED IN TWO SEPARATE ENVELOPES enclosed in one outer Envelope. The Outer envelope should be clearly marked with the Title of the bid and Procurement Number. The bid must be sealed. Email submissions are not allowed.

**Address for Bid submission:**

The Head, Procurement, Travel and Stores Division  
African Union Commission, Roosevelt Street,  
Building C, 3rd Floor, P.O. Box 3243, Addis Ababa, Ethiopia  
Tel+251115517700; Ext 4321  
Address for clarification: Email; **tender@africa-union.org**

## SECTION II: Bid Submission Sheet

*{Complete this form with all the requested details and submit it as the first page of your bid. Ensure that your bid is authorised in the signature block below. If any documentation is attached, a signature and authorisation on this form will confirm that the terms and conditions of this bidding document prevail over any attachments. If your bid is not authorised, it may be rejected.}*

Bid Addressed to (client:	
Date of Bid:	
Procurement Number:	
Subject of Procurement:	

We offer to provide the services detailed in the Terms of Reference, in accordance with the terms and conditions stated in the contract to be shared upon award of contract.

We confirm that we are eligible to participate in this procurement process.

The validity period of our bid is: \_\_\_\_\_ days/weeks/months from the time and date of the submission deadline.

We confirm that the rates quoted in the Financial Offer are fixed and firm for the duration of the validity period and will not be subject to revision or variation.

We understand that you are not bound to accept the lowest or any bid you may receive.

Works will commence within \_\_\_\_\_ days/weeks/months from date of Contract.

Works will be completed within \_\_\_\_\_ days/weeks/months from date of Contract.

Dated this \_\_\_\_\_ day of \_\_\_\_\_ 20\_\_\_\_\_.

\_\_\_\_\_  
[signature]

\_\_\_\_\_  
[in the capacity of]

Duly authorised to sign Bid for and on behalf of \_\_\_\_\_



## TERMS OF REFERENCE

### PRODUCTION OF THEMATIC COMMUNICATION CAMPAIGN FOR THE AFRICAN UNION

#### BACKGROUND

The African Union (AU) is a Pan African continental body consisting of 55 African countries. The AU was established on 26 May 2001 and launched on 9 July 2002 replacing the Organisation of African Unity (OAU). The AU is charged with spearheading Africa's rapid integration and sustainable development by promoting unity, solidarity, cohesion and cooperation among the peoples of Africa and African States as well as developing a New Partnership worldwide. Its Headquarters is located in Addis Ababa, Ethiopia.

The vision of the African Union is that of **"An integrated, prosperous and peaceful Africa, driven by its own citizens and representing a dynamic force in the global arena"**. Through its various programmes and initiatives, the African Union works towards increased cooperation and integration of its member states to drive Africa's growth and economic development and the attainment of the Pan African Vision of an integrated, prosperous and peaceful Africa.

This vision is elaborated in **Agenda 2063, Africa's shared strategic framework for inclusive growth and development**. Agenda 2063 aims to harness and optimise the use of Africa's resources for the benefits of all Africans and is the result of a collaborative effort by Africans from all spheres of society to identify the (seven) 7 key Aspirations of the African people that will ensure we transform and have the Africa we want by the year 2063.

The Directorate of Information & Communication (DIC) invites companies that are registered and operating as business entities within Member States of the AU to submit

their proposals for the production of a **Thematic Campaign** which will create awareness of the African Union Brand, Africa's common heritage and the ideals of Pan-Africanism which unites the diverse peoples of the continent aspiring to transform the continent into the global powerhouse of the future.

We are looking for companies that have extensive experience in producing quality breakthrough advertising for regional and international organisations.

## OBJECTIVE

1. Build Awareness of the African Union
2. Build an emotional connection to Africa based on the values of Pan-Africanism (for Africans living in the continent and in the diaspora including people of African descent
3. Portray Africa as a continent on the rise driven by its people and the vast potential of its natural resources.

The campaign should raise awareness of the African Union and its Pan-African vision for an integrated, prosperous and peaceful Africa that is driven by its own people to achieve sustainable growth as encapsulated in Agenda 2063 and evoke the positive emotions that will rally Africa's people to work towards the achievement of this pan-African vision

Africa is often wrongly portrayed as continent of no hope and the great strides made in development in various spheres and economic sectors are often underplayed or completely ignored. This is largely due to lack of knowledge about the continent and its diverse countries, peoples, cultural diversity and resources as well as the unwillingness to change the negative status quo narrative about Africa.

The campaign should therefore aim to build a positive narrative of Africa and its people. The communication developed should tap into the core of pan-Africanism and build a positive outlook about Africa's and the potential of the continent and its people. The communication should evoke feelings of collective pride in Africa and being African and the great potential the continent has to become the powerhouse of the future by celebrating Africa's diversity in people, land and resources and the strength that comes from integrating and unifying that diversity to build a dynamic and strong continent.

## 1: SCOPE OF WORK & TECHNICAL REQUIREMENTS

The successful firm will be expected to work with the Directorate of Information & Communication in-house creative teams to conceptualise and develop thematic

campaign material in line with the objectives of the organisation. Specifically, the firm will be required to develop concepts:

- Thematic TVC
- Thematic Radio
- Thematic Print
- Digital Platforms

The Tagline for all AU communication developed will be “***An Integrated Prosperous and Peaceful Africa***’

## **I. THEMATIC TVC – 1 (ONE)**

The TVC will be the main anchor of the campaign and representative of the diversity of Africa’s people.

The film should capture the history, diversity, magnificence and the great potential of the African continent espousing the factors that unite Africans under the ideals of pan-Africanism and evoke the positive emotions that will rally Africa’s people to work towards the achievement of an Integrated, Prosperous and Peaceful Africa

The film should be produced in English, at the highest market quality standards, high-definition, fast paced with clean stylistic touches. Voice over / subscribing language adaptations will be required in Arabic, French, Portuguese, Spanish & Swahili

The entire film production i.e. scripting, filming, editing, voicing/narration etc. should be done by the contracted firm, delivering a final ready-to-air product in broadcast standards and in HD technology format.

**The TVC run time should not be more than 45 secs**

## **II. THEMATIC RADIO 5 (FIVE)**

The thematic radio should be both emotive and informative.

The radio should capture various elements that unite Africa such as Culture, History/Heritage, as well as portray its vast potential such as Natural Resource Wealth, its growing economy, its future and the potential of its young people

**The radio should not be more than 10 sec**

### III. THEMATIC PRINT

The Print material will be used to convey the core ideas and elements captured in the campaign as relates to pan-Africanism, a united Africa (One Africa) etc. and should propose elements that may be visual / talent based, illustrative or stand out copy based on key call out messages

### IV. ANIMATED CONTENT FOR SOCIAL MEDIA / DIGITAL PLATFORMS

Develop highly creative, short and engaging animation suitable for digital platforms to create awareness about the campaign with the aim of engaging with Africa's youth on social media platforms

**The animations should not be more than 3 minutes**

***The entire development and production process will be closely monitored by the DIC of the AUC providing continuous review, comments and thematic inputs and support when needed.***

***The AUC is the Executive Producer of the film and has rights over the “final cut” of the films, audio as well as creative, editorial and technical direction of the film.***

### V. CREATIVE DIRECTION:

- Proposed creative direction for the corporate video, audio, print and animated content should be provided in separate sections of the proposal in response to the 4 areas identified in the scope of work in sections I-IV.
- **Shortlisted firms will be required to make a presentation of their creative direction either in Addis Ababa for locally based firms or video conferencing presentation**

### 2: PRODUCTION SCHEDULE

1. The contracted firm shall commence the work as soon as possible, immediately upon signing contract.
2. A detailed timeline, work plan and draft outline should be submitted within 14 days of selection and contract award.
3. Proposed storyboards and scripts must be submitted for review along with the work plan.

4. Proposed recording and filming plan and timeline for all phases in pre-production, production and post-production should be submitted benchmarked on approval of storyboards and scripts.
5. A detailed budget and proposed production schedule should be provided prior to commencing filming / recording.
6. The rough cut of every phase of the material should be provided to the Executive Producer, i.e. Directorate of Information and Communication – AUC for review, comments and approval.
7. The final products i.e. the films/ audio as well as all the raw material and project files, should be delivered to the Directorate of Information and Communication - African Union Commission on an external HDD no later than **30 May 2018**

### **3: QUALIFICATIONS & ELIGIBILITY**

1. Firms responding to this TOR must have a Minimum of seven (7) years documented work experience in the area of audio-visual production/film//advertising/ documentary writing, script writing, producing, directing and editing;
2. Access to highest quality filming, light, sound and editing equipment either in-house or through 3<sup>rd</sup> parties
3. Ability to conduct in-depth research in a journalistic manner to extract the most relevant information that will build the storyline of the required audio-visual content.
4. Ability to operate under strict time limits and apply high production and technical standards for the purpose of maintaining high level of professionalism;
5. Track record of successful communication materials produced in the African continent on similar subject areas or for international public-sector organisations would be an asset.
6. Successful track record of producing engaging content for digital platforms

#### **ELIGIBILITY:**

**To apply for the contract, the responding companies are expected to provide the following:**

1. Synopsis of the company, and evidence of previous experience on similar projects
  - Three links to work samples demonstrating most relevant previous productions
2. Evidence of previous work must be sent either as a downloadable file or link to a file sharing site to [tender@africa-union.org](mailto:tender@africa-union.org) and [dic@africa-union.org](mailto:dic@africa-union.org) , subject of email THEMATIC COMMUNICATION CAMPAIGN FOR THE AFRICAN UNION



3. Three references (with contact information) from previous clients.
  4. Detailed list with technical information of the equipment intended for use, including camera, light, sound, editing software etc.
  5. Brief presentation of the team, with CVs and functional responsibilities of the key people to be engaged in the production of the documentary.
- ***Firms submitting their proposals should strictly adhere to limiting their personnel team to those deemed essential and directly participating in the project***

#### 4: BUDGET: NOT TO EXCEED US\$ 50,000

1. Detailed break-down of all estimated costs, including estimated days of shooting, recording, production team, days of editing, travel costs, music, etc.
2. A clear total cost for the final product.
3. Please note that all costs, including transport, should be included in the total sum, **no additional payments / incidentals will be made outside of the total budget.**

#### 5: DELIVERABLES & TERMS OF PAYMENT

Payments of total budget will be processed upon delivery of the following product along with invoice:

1. Detailed budget, approved concepts, storyboard, scripts and production schedule (30%)
2. First cut of all thematic campaign material TVC, Radio, Digital/Animated and Print (30%)
3. Final cut of campaign (40%)

#### 6: TECHNICAL EVALUATION CRITERIA

	Criteria	Max score
1	Minimum of 7 years continuous business experience developing Through the Line Communication concepts that deliver on a core brand proposition or tactical campaign idea for international or regional organisations	20
2	Experience in development from creative idea to production of TVCs, Radio, Print material	20
3	Experience producing high quality targeted Social Media campaigns	15
4	Experience in producing high quality animated content	10
5	Quality of portfolio of work presented in all areas required under TOR	10
6	Methodology and work plan	10
7	Qualification and Experience of proposed staff for the project	15
	<b>TOTAL</b>	<b>100</b>

**The pass mark for technical Evaluation is 70 points**

**The short listed firms will be invited to participate in a call to further present and clarify their ideas.**

#### **RESERVATIONS & CONFIDENTIALITY:**

AUC reserves the right to withhold all or a portion of payment if performance is unsatisfactory, if work/output is incomplete, not delivered, or for failure to meet deadlines.

In the event of the producer ending the contract prior to delivering all agreed upon products, a portion of the payments shall be returned to the AUC

The contractor undertakes to maintain confidentiality on all information that is not the public domain and shall not be involved in another assignment that represents a conflict of interest to the prevailing assignment. The Contractor shall undertake to refrain from promoting any political or religious beliefs in the documentary movie which will be the subject contract.

#### **EVALUATION METHOD**

The request for Proposal Methodology will be used. A total score will be obtained from the combination of weighted technical and financial attributes of proposals.

The formula for determining the financial scores is:  $S_f = 100 \times F_m/F$

Where  $S_f$  is the financial score,  $F_m$  is the lowest price and  $F$  the price of the proposal under consideration.

**The weights given to the technical and Financial Proposals are:**

Technical = 70% and  
Financial = 30%