
REQUEST FOR PROPOSAL

BALADY.PS – LOCAL CAMPAIGN
PROCUREMENT BALADY ONLINE MARKETPLACE & OTHER DIGITAL MEDIA TOOLS
RFP# PTc-047-2021

BACKGROUND

PALESTINE TRADE CENTER (PalTrade)

PalTrade was established in 1998, as a non-profit development organization, which was mandated as the Palestinian National Trade Promotion Organization. Recently, PalTrade has evolved into an export development organization with a mission to lead the development and sustainable increase of Palestinian exports as a driving force for sustainable national economic growth; and has been instrumental in leading the way to establish a National Export Strategy. PalTrade provides a wide range of support in the areas of export development and market intelligence, export promotion, and export policy and advocacy.

CAMPAIGN CONTEXT

PalTrade, in partnership with Oxfam, launched the Balady platform, which is an e-commerce platform, as well as a mobile application available on iPhone and Androids, specialized in marketing Palestinian national products only. It is a link between the seller and the buyer by providing Palestinian products of all shapes and sizes at the most affordable prices and the highest quality. The platform hosts 45 stores (production units and companies) of food and agricultural products by establishing a special electronic store reaching the Palestinian consumer through an effective delivery network covering all cities of the West Bank and Gaza Strip.

Currently, the platform boasts 1,077 products from 207 registered stores, with more being added on a weekly, if not daily, basis.

CAMPAIGN GOAL AND OBJECTIVES

1. Website Awareness

There should be an increased public awareness on the functionality and significance of Balady as a platform and a central hub for consuming local products.

2. Application Traffic

There should be a noticeable increase in downloads of the application from the App Store and Google Play.

3. Increased Transactions

There should be a noticeable increase in local transactions and analytics that demonstrate the campaigns' success and an increase in users.

PURPOSE STATEMENT

The purpose of this Request for Proposal (RFP) is to solicit technical proposals from Digital, Marketing and advertising, media companies describing their ability to produce the idea of –

1. 100 photographs of products for 100 stores.
2. Broadcasting and Promoting Videos through posts and sponsored ads on Social Media (Instagram, TikTok, Facebook).
3. Search Engine Optimization keywords.

SCOPE OF WORK/TASKS/ACTIVITIES

The contractor will be responsible for the following tasks:

I. Digital Media Idea and Topics

The topics and ideas of the productions are open to the creativity of the contractor, but it is required to take into account that some of the videos will be designed and used to promote the launch and registration into the online Marketplace. Contractor must abide by PalTrade and Oxfam branding, including showing the donors’ logos, sponsors and partners in all advertising materials in addition to showing a disclaimer which will be provided by PalTrade. **Contractor will also be responsible for submitting ideas for public awareness campaigns and public engagement.**

| Item | Quantity | Features |
|---|--|--|
| 1. Product Photography | 100 stores * 1 photograph per store = 100 photos | White background with visual style and flow Dimensions should be applicable to all social media formats (range of size from 480*480 up to 2600*2600) |
| 2. Broadcasting, designing and promoting videos, pictures and posts on social media platforms | 8 Videos PCM | Each video length should be between 30 to 50 seconds, some videos will have background music and some require voice over. (*Recommended range: minimum size of 403 x 403 pixels, and a maximum up to 2048 x 2048 pixels) Storyboards must first be submitted for approval. |
| 3. Sponsored Ads | TBA | Designed ads as needed |
| 4. Search Engine Optimization | 1 - 3 Keywords per page | One main keyword per page while also including two or three SEO keyword variations |

DELIVERABLES

The contractor must deliver the as the following:

| No. | Deliverables |
|-------------|---|
| Deliverable | |
| 1 | Product Photos (100 final photos) |
| 2 | Interaction on Balady's Facebook, Instagram and TikTok pages + Account Management |
| 3 | Sponsored Ads with analytics showing a high number of CTRs and conversions |
| 4 | SEO Keywords |

1. GENERAL TERMS AND CONDITIONS

The proposal shall be submitted as a hard copy signed and stamped in two separate files in addition to a scanned signed and stamped copy on CD or USB, in PalTrade Offices located in Al-Bireh City- Al-Balou Street – Mall of Palestine Bld.2 – 5th Floor, and as below:

- Assignment is open to all designing and advertising companies as well as individual freelancers.
- A separate sealed envelope containing a signed and stamped hard copy and CD or USB of the technical proposal named: **RFP#PTC-047-2021 Technical Proposal**.
- A separate sealed envelope containing a signed and stamped hard copy and CD or USB of the financial proposal signed and stamped named **RFP#PTC-047-2021 Financial Proposal**.
- All inquiries shall be addressed, in writing by e-mail to procurement@Paltrade.org , the deadline for receiving any inquiries about the scope and this RFP contents is Monday, 8th of November 2021 until 2:00PM. No inquiries shall be received after this date.
- The deadline for submitting the proposals shall be no later than Thursday, 11th of November until 12:00PM, any proposals received after this date and time will be rejected.
- The submitted proposals shall be valid for the period of (90) days from the date of submission.
- Submitted proposals languages shall be English.
- In submitting a proposal, the proposer acknowledges that PalTrade is not liable for any costs incurred for the preparation and/or submission of the proposal.
- PalTrade may cancel, postpone, divide or extend this RFP or any part of it without any reasons, and the service provider does not have the right to ask for any compensation or price differences.
- PalTrade will not be bound to the least price submitted, and without stating any reason for this noting that the evaluation will be technical, and if succeeded, financial.
- PalTrade has the right to withhold the names of the participants in this RFP and their corresponding proposals.
- PalTrade will prepare a service contract with the winner of this RFP.
- PalTrade shall pay the contracted service provider the approved contracted amount after submission of final report and job completion, against PalTrade approval of the given works and against a tax invoice and valid source of origin.

2. TECHNICAL PROPOSAL

5.1 RFP Documents signed and stamped.

5.2 Companies should be able to provide company profile, Valid company registration certificate , vat official invoices and valid deduction at source certificate.

5.4 Proposed Detailed Methodology:

- Detailed work plan and a clear description of the proposal technical approach to complete the work specified in this RFP.
- Storyboard

5.5 Previous Relevant Experience Proof:

1. The participants must submit a list of similar experience in the same field and supported by 2-4 samples and contacts of at least 3 references or 3 certificates of accomplishment.
2. Provide staff CVs and photographers social media business accounts

3. FINANCIAL PROPOSAL & REQUIREMENTS :

1. Price proposal filled, signed, and stamped per (Annex1) in separated sealed envelope
2. DETAILED FINANCIAL BUDGET WITH BREAKDOWN OF COST.
3. Prices shall be in **USD and including VAT**
4. **Price should be valid for 60 days.**

4. RFP EVALUATION:

7.1. TECHNICAL EVALUATION WEIGHTING OUT OF (%70):

| No | Evaluation Criteria | Max (points) |
|----|---|--------------|
| | Technical Weight | 70% |
| 1 | Methodology (work plan , report outline, time frame) | 25% |
| 2 | Relevant/ previous experience proven | 20% |
| 3 | CV's | 20% |
| 4 | PalTrade members | 5% |

Upon the completion of the technical evaluation, only proposals who were not eliminated during the technical evaluation and have achieved the minimum passing scores of (55%) out of (70%) will be evaluated financially. Proposers whose technical proposals did not pass the technical evaluation, shall receive their financial sealed envelopes back from PalTrade Offices.

7.2 Financial Evaluation Weighting out of (%30)

Only passed technical proposals will be evaluated financially and in accordance to the least price offer.

7.3. Overall Evaluation:

| Item | Quantity | Amount in USD including VAT | Duration | Notes |
|--|----------|-----------------------------|----------|-------|
| Interactive marketing campaign with public | | | | |
| Interaction on Balady’s Facebook, Instagram and TikTok pages | | | | |
| Product Photos) | 100 | | | |
| SEO Keywords | | | | |
| Sponsored Ads with analytics showing a high number of CTRs and conversions | | | | |
| Broadcasting and Promoting Videos | 8 | | | |

The winner of this RFP is the one who receives ***the highest cumulative overall score*** of both technical & financial evaluations.

5. ANNEX 1: BILLS OF QUANTITIES (COST PROPOSAL)

NOTE: PLEASE FILL THE PRICE IN ANNEX 1, SUBMIT IT IN A SEPARATE, SEALED ENVELOPE

Supplier Signature & Stamp
