
Terms of Reference – Ad placement on digital media

Since 1998, Marie Stopes International Cambodia (MSIC) has established itself as one of the leading and most trusted providers of comprehensive sexual and reproductive health (SRH) services, specializing in safe abortion, contraception and other SRH services. We empower our clients to make decisions on their own SRH destiny. We are here to support our client's needs in order for them to pursue their plans and dreams for themselves and their families. MSIC has a network of eight clinics located in Chbar Ampov, Sen Sok, Takhmao, Battambang, Siem Reap, Svay Rieng, Kampong Thom and Poipet.

To bridge the gap of access for people in provinces without MSIC clinics, MSIC works with 24 community-based midwives called Marie Stopes Ladies to provide contraception and safe abortion services to women and girls in their communities. MSIC operates a Helpline/Contact Centre which provides SRH information, counselling, and referrals for services via phone, email and social media. MSIC communication activities focus on addressing harmful norms and dismantling taboos which are a barrier to service access. MSIC is a long-term partner of the Ministry of Health of Cambodia.

MSIC is looking to engage an agency, organization, or individuals to manage advertisement placement on digital media.

Objectives

The objectives of the advertisement placement on social media channels:

- Increase awareness on accessing safe services with MSIC's providers and Marie Stopes Ladies, who are trained following international best practices, guidelines from World Health Organization, and Ministry of Health.
- Increase awareness of MSIC clinics that have available services to support women and partners in every stage of their lives.
- Increase awareness of MSIC's Telemedicine services.

Proposed ad placement on digital/social media

The proposed digital media ad placement shall be:

- On well-known health-related website, Facebook page or social media platforms in Cambodia.
- More women follower/audience
- At least 6 months in a row of the proposed ads placement
- At least 20 sponsored video per month on Facebook & TikTok
- Daily quote banner ads on Facebook and/or other social media platforms
- At least 1 poster ad on Facebook per month
- At least 1 Interview/Podcast video per month with health expert/provider on Facebook, YouTube & TikTok

Scope of Work

The selected agency, organization or individuals will be responsible for:

1. Pre-Placement
 - a. Prepare a digital media plan for approval.
 - b. Produce the video ads, quote banner, poster, and other materials, including pre-production preparation, for review and approval before producing and posting.

- c. Make sure the placement of the ads is on time as the plan
2. Post-Placement
 - a. Monitor number of the digital ad placement are in line with the approved media plan
 - b. Share links of all ads related to the placement with MSIC
 - c. Share the insight/report of all ads with MSIC

Deliverables

The following deliverables will be achieved during the sponsorship period:

- Digital media plan for approval
- Ready ad materials to review for approval before posting
- Links of all ads related to the placement, sharing with MSIC
- Insight/report of all ads, sharing with MSIC

Timeline

Terms of Reference Announcement	3-Jun-2024
Submission of production proposal and budget	17-Jun-2024
Agency/Supplier selection	21-Jun-2024
Social media placement period	July-December 2024
Sharing the social media insight/report with MSIC	Monthly basis (on the 7 th of the following month)

Budget

The advertisement placement budget for social media ad placement is **USD8,500**. The proposed budget must include Value Added Tax (VAT) or Withholding Tax (WHT).

Contact Information

For more details regarding the proposal, please contact:

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