



KASHF FOUNDATION PUBLIC SERVICE CAMPAIGN

TERMS OF REFERENCE



Kashf Foundation Introduction

Kashf is registered as a Non-Banking Micro Finance Company which is regulated by the Securities and Exchange Commission of Pakistan. Set up in 1996 as the first specialized microfinance institution of Pakistan, Kashf has successfully carved out a distinct and unique niche for itself in the microfinance sector by offering a suite of innovative and transformative products and services to low-income households especially women. Kashf offers appraisal backed individual lending to its clients along with nonfinancial services to create a transformative impact at the household level. Kashf believes in creating an enabling environment for women micro-entrepreneurs and is committed to creating products and services driven by client needs and demands which leverage on experiences of successful programs from across the world. Kashf's main spheres of intervention include (1) Financial Services, (2) Insurance and Safety Nets, (3) Capacity Building Trainings, and (4) Social Advocacy Interventions.

Project Background

Kashf Foundation aims to launch a public service campaign to address the issue of unpaid care in Pakistan. Unpaid care and domestic work refers *"to all non-market, unpaid activities carried out in households – including both direct care of persons, such as children or elderly, and indirect care, such as cooking, cleaning or fetching water"*. The aim of the public service campaign is to enhance the audiences' (women and men) understanding regarding unpaid care and its social and economic implications for women in the country. To this end, Kashf Foundation aims to work with an advertising agency to design and launch a public service campaign.

Deliverables of the Applicants

In collaboration with Kashf Foundation, the advertising agency will be required to timely fulfil the following deliverables:

1. Design and submit a communication strategy within three weeks of selection to Kashf Foundation for approval. The communication strategy should include the following:
 - a. Proposed designs for all promo materials including posters, brochures, billboards, flyers, and/or social media posts
 - b. Proposed slogans for the Public Service Campaign
 - c. Jingle for the Public Service Campaign
 - d. Storyboard for TV and radio commercials
 - e. Community mobilization activities that will be undertaken
 - f. Outdoor advertisements that will be used
 - g. Public relation tools that will be used
 - h. Radio channels that will be engaged
 - i. Social Media
2. After approval of the communication strategy the advertising agency will be required to submit an implementation plan outlining when all the planned activities will be rolled-out. Kashf Foundation plans to launch a three months public service campaign starting from September 2021. Therefore, the implementation plan should be in line with this timeline.
3. The advertising agency will be required to undertake the following production responsibilities:

- a. Production (printing and distribution) of brochures, flyers, and posters which will contain key information.
 - b. Production, posting, and renting of billboards in selected and agreed areas of the country
 - c. Production of video and audio spots, to be broadcast on radio and TV stations, conferences, and other agreed-upon locations, which will carry the key messages
 - d. Reaching out to relevant TV channels and radio channels
 - e. Drafting press releases and publishing it in popular print and digital newspapers
 - f. Organizing any event related to the public service campaign
4. Monitoring of the public service campaign and submitting a final monitoring report to Kashf Foundation highlighting all key activities undertaken, audience reached, impact of the public service campaign and response to the public service campaign.

Please note any NOC needed to undertake these activities in the selected areas will be the responsibility of the advertising agency.

Instructions to the Applicants

Each applicant will be required to send a presentation which contains the following information:

1. Introduction of organization
2. Years of experience
3. Major past projects including themes covered and areas covered
4. Profiles of key personals involved in the project
5. Proposed mediums/channels that will be used to launch Kashf's public service campaign
6. Financial budget for a public service campaign of three months in ten areas (the budget should be inclusive of all taxes). The financial budget should be given line item wise for the activities defined in "Deliverable of the Applicants"

The advertising agency can submit their presentation to the email address psa@kashf.org no later than **30th July 2021**. In addition, the advertising agency should submit their latest financial audit report and last two years tax returns. For any questions, send an email to psa@kashf.org or contact Momina Ahmed at (92-42) 35248901-25.

The expected start date of the assignment is in August 2021. At the end of the campaign, the advertising agency will also be required to submit a monitoring and evaluation report highlighting the activities undertaken, audience reached and impact of the public service campaign.

Eligibility of the Applicants

The advertising agency will be selected according to the following selection criteria:

1. Active Tax Filer
2. Clear from National Counter Terrorism Authority (NACTA)
3. Technical Capacity of the firm
4. Relevant experience
5. Technical Proposal
6. Financial Proposal

Confidentiality

All matters related to the advertising agency's work under the assignment are to be treated as confidential. All persons connected with the agency that have access to such information or documentation should be instructed as to the importance of maintaining complete confidentiality. Kashf Foundation will have rights to all the material that are produced during the term of this assignment.