

Request for Proposal (RFP)
Television Commercial (TVC) Production
Services
Kashf Foundation Awareness Campaign on
Child Nutrition

Narrative Frame 1: “The First 1000 Days: A Child’s Fight against Stunting”

Core Message:

The first 1000 days of a child’s life from conception to age two are a critical window where nutrition determines physical and cognitive potential.

This campaign places stunting at the center showing how maternal nutrition, exclusive breastfeeding, clean water and complementary feeding can break the intergenerational cycle of malnutrition. TVCs will spotlight cost-effective, locally rooted practices that empower families to protect their children’s future.

Narrative Frame 2: “Stunting is invisible - But Preventable”

Core Message:

Stunting is not always visible - children may appear healthy but suffer irreversible internal damage that affects learning, earning and thriving.

The campaign makes the invisible visible, showing how maternal anemia, poor weaning diets and unhygienic water quietly sabotage child growth. With practical tips from real mothers, the message is: You can prevent stunting, affordably and locally.

Narrative Frame 3: “One Child, One Chance: Nutrition as the Equalizer”

Core Message:

Malnutrition robs children of a fair start. In low-income households, nutrition is the most powerful and affordable equalizer.

This campaign focuses on the child’s trajectory supported by a mother’s well-being. It presents stunting as a solvable injustice through culturally grounded, low-cost actions: birth spacing, breastfeeding and clean food/water.

1. Organization Overview

Kashf Foundation is a leading microfinance institution in Pakistan dedicated to empowering low-income communities, particularly women, through financial services and social development programs. We are committed to creating impactful public awareness campaigns that address critical community needs.

2. Project Background

Pakistan faces a severe nutrition crisis that is disproportionately impacting young children and mothers. According to UNICEF, 40.2% of children under the age of five are stunted, 17.7% experience wasting while 53.7% of children are anemic, all of which are alarming indicators of malnutrition. This is further aggravated by food insecurity with 42% of the population experiencing moderate to severe food insecurity and 80% unable to afford nutritionally adequate diets. Based on comprehensive research conducted in Sindh Province, Kashf Foundation is continuing its public awareness

campaign (earlier PAC elements being ARY morning show segments, articles published on its website, digital campaigning and Kashf Podcast on the subject) to promote informed, practical balanced nutrition for children living in low-income households. The campaign aims to provide sustainable strategies by educating caregivers about essential nutrients, child-friendly meal planning, and locally available food options that support healthy growth and development.

3. Project Scope

Campaign Overview: Television Commercials (TVCs) and potential Radio Spots (4 months)

TVC Requirements:

We seek a qualified production house to create six (6) television commercials of 30-45 seconds each covering three key areas:

3.1 Newborn Nutrition (2 TVCs)

- Promote exclusive breastfeeding for first six months as essential for the child's healthy growth, immunity and brain development
- Address misconceptions about milk insufficiency
- Emphasize the role of clean water and hygiene in protecting infants from infections that hinder nutrient absorption and growth

3.2 Understanding & Preventing Stunting (2 TVCs)

- Explain that stunting is not just about a child being short, it is a sign of long-term malnutrition that affects brain development, learning ability and future potential
- Show how poor nutrition in the first 1000 days leads to irreversible damage even if the child looks healthy on the outside
- Show how timely, nutrient-rich complementary feeding and consistent healthcare can prevent stunting.

3.3 Micronutrient Deficiencies and Anemia (2 TVCs)

- Show how iron deficiency affects energy, learning and immunity
- Promote iron-rich, locally available foods that are cheaper and sustainable
- Encourage regular check-ups and supplementation when needed

4. Target Audience

Primary Audience

- Caregivers of young children (up to five years old old)
- Pregnant and breastfeeding mothers in low-income households
- Fathers, mothers-in-law and extended family members involved in child-rearing

Secondary Audience

- Community health workers and local influencers
- General public interested in nutrition and child health

Geographic Focus

- Primary: Sindh Province
- Secondary: National reach across Pakistan

5. Key Campaign Messages

Core Messaging Framework

- 1. Budget-Friendly Nutrition:** You don't need wealth to give your child health. Everyday staples like daal (lentils), eggs and seasonal vegetables provide essential nutrients without heavy costs.
- 2. Clean Water & Hygiene:** Clean drinking water is LIFE. Simple steps like boiling water or using affordable chlorine tablets can prevent diarrhea - a leading cause of malnutrition.
- 3. Exclusive Breastfeeding:** For the first six months, breastfeeding is the most affordable and powerful way to nourish your baby. It's free and provides all the nutrition your baby needs.
- 4. Stunting Prevention:** Poor nutrition during early childhood can lead to stunting, affecting not only physical growth but also brain development and future economic prospects.
- 5. Complementary Feeding:** When your baby reaches six months, introduce homemade nutritious foods like khichdi and mashed vegetables - affordable options that help your baby grow strong.
- 6. Preventing Anemia from Mother to Child:** Anemia during pregnancy increases the risk of low birth weight and developmental delays. Iron-rich foods and supplements during pregnancy protect both mother and baby.
- 7. Birth Spacing for Better Nutrition:** Give each child a fair start. Waiting at least two years between pregnancies allows mothers to recover and give full care and nutrition to each baby, reducing the risk of stunting and anemia.
- 8. Affordable Health for Lactating Mothers:** Simple, affordable foods like roti with ghee, eggs and leafy greens help breastfeeding mothers stay energized and produce healthy milk.

6. Creative Requirements

6.1 Tone and Style

- **Emotional yet practical:** Connect with mothers' experiences while providing actionable solutions
- **Culturally sensitive:** Respect local traditions and customs
- **Authentic representation:** Feature real people from target communities
- **Hopeful and empowering:** Focus on positive outcomes and achievable changes

6.2 Visual Elements

- Intimate, close-up shots of mothers and children
- Local, authentic settings (rural villages, urban low-income areas)
- Traditional cooking methods and local ingredients
- Clean, simple visual storytelling
- Warm, natural lighting

6.3 Audio Elements

- Local languages (Urdu/Sindhi with subtitles as needed)
- Traditional music or jingles for emotional connection
- Clear, professional voiceover
- Natural sound from cooking/daily activities

6.4 Example Creative Concepts

Concept 1: Transformation Story

A mother in a rural village learns to prepare balanced meals using local ingredients, showing her children's health improvement over time.

Concept 2: Water Purification Journey

Following a mother as she collects, purifies and serves clean water to her family, emphasizing the care and love in everyday actions.

Concept 3: Everyday Heroes

Showcasing mothers preparing traditional nutritious foods, highlighting that every meal is a step toward a stronger future.

Concept 4: Small Start, Strong Future

Using the story of a child who starts small but thrives with the right diet with a voiceover explaining invisible consequences of malnutrition.

7. Technical Specifications

Video Specifications

- Duration: 30-45 seconds per TVC
- Format: HD 1920x1080, 25fps minimum
- Aspect Ratios: 16:9 (primary), 1:1 (social media), 9:16 (mobile/social)
- Audio: Stereo, 48kHz, professional quality
- Languages: Urdu primary, Sindhi versions required
- Subtitles: English and Urdu/Sindhi as needed

Deliverables Format

- Master files in ProRes 422 HQ or equivalent
- Broadcast-ready files for television
- Social media optimized versions (YouTube, Facebook, TikTok, Instagram)
- Audio-only versions for radio adaptation

8. Scope of services

Pre-Production

- Creative concept development and storyboarding
- Script writing in Urdu/Sindhi
- Casting (real people from target communities preferred)
- Location scouting (urban and rural settings in Sindh)
- Production planning and scheduling
- Obtaining necessary permits and clearances

Production

- Multi-day shoot covering various locations
- Director and full crew
- Professional audio recording
- Talent management and direction
- Compliance with safety/security protocols

Post-Production

- Video editing and color grading
- Audio mixing and sound design
- Music composition/licensing
- Motion graphics and titling
- Multiple format outputs
- Review cycles and revisions
- Translation services (Urdu to Sindhi)
- Subtitle creation
- Social media content adaptation
- Behind-the-scenes content for promotional use
- Photography for posters, thumbnails

9. Project Timeline

Proposed Schedule

- RFP Response Deadline: 17 June, 2025
- Vendor Selection: 30 June, 2025
- Contract Award: [Date to be specified]
- Pre-Production Phase: 2-3 weeks

- Production Phase: 1-2 weeks
- Post-Production Phase: 3-4 weeks
- Final Delivery: [Date to be specified]

Key Milestones

- Creative concept presentation and approval
- Script finalization
- Casting completion
- Production wrap
- First cut review
- Final delivery and approval

10. Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- Technical Capability (25%)
 - Production quality and equipment
 - Team expertise and experience
 - Previous work portfolio
- Creative Excellence (30%)
 - Understanding of campaign objectives
 - Quality of creative concepts
 - Cultural sensitivity and authenticity
- Relevant Experience (20%)
 - Experience with public health campaigns
 - Work with NGOs/social causes
 - Understanding of Pakistani market
- Cost Effectiveness (15%)
 - Competitive pricing
 - Value for money
 - Transparent cost breakdown
- Project Management (10%)
 - Proposed timeline
 - Communication approach
 - Risk management strategies

11. Submission Requirements

- 11.1 Company Profile

Organization overview and history

Team bios and relevant credentials

Client testimonials and references

→ 11.2 Portfolio

Minimum 3 relevant TVC examples

Public health/social cause campaign experience

Awards and recognitions

→ 11.3 Creative Approach

Understanding of project objectives

Initial creative concepts for each TVC category

Storyboards for at least one concept

→ 11.4 Technical Proposal

Detailed production methodology

Equipment and technology to be used

Quality assurance processes

→ 11.5 Project Management Plan

Detailed timeline with milestones

Team structure and responsibilities

Communication protocols

Risk mitigation strategies

→ 11.6 Financial Proposal

Detailed cost breakdown by phase

Payment terms and schedule

Inclusions and exclusions

Revision and change order policies

Submission Format

Digital submission via email (PDF format)

Maximum file size: 50MB

Include showreel/portfolio links

Submit to: amna.kausar@kashf.org

12. Terms and Conditions

General Requirements

- Valid business registration in Pakistan
- Minimum 3 years of TVC production experience
- Full insurance coverage for equipment and personnel
- Compliance with labor laws and safety regulations

Intellectual Property

- Kashf Foundation will own all rights to produced content
- No use of copyrighted material without proper licensing

Confidentiality

- All project information to be treated as confidential
- Non-disclosure agreement required before detailed briefing

Payment Terms

- Milestone-based payments as per agreed schedule
- Final payment upon delivery and approval of all deliverables
- All taxes and duties as per Pakistani law

13. Contact Information

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This RFP represents a significant opportunity to create meaningful content that will impact the lives of mothers and children across Pakistan and especially in Sindh. We look forward to partnering with a production house that shares our commitment to excellence and social impact.