

TO HIRE A PARTY FOR ONLINE CAMPAIGN AND CONTENT DEVELOPMENT SERVICES IN INDIA

RFP Number: (IUL)MMPRC-PRO/PRIV/2019/37

## **REQUEST FOR PROPOSALS (RFP)**

**FOR THE PURPOSE OF HIRING A PARTY FOR ONLINE CAMPAIGN AND CONTENT  
DEVELOPMENT SERVICES IN INDIA**

**MALDIVES MARKETING AND PUBLIC RELATIONS CORPORATION  
1ST FLOOR (FORMER PROSECUTOR GENERAL OFFICE),  
MAJEEEDHEE MAGU, MALE', MALDIVES**

**10<sup>th</sup> June 2019**

REQUEST FOR PROPOSALS

1. TENDER PROCESS SCHEDULE

1.1. The indicative schedule of the Tender Process to be conducted in accordance with this RFP is as set out herein below;

#	Event Description	Date, Time & Location
1	HIRING A PARTY FOR ONLINE CAMPAIGN AND CONTENT DEVELOPMENT SERVICES IN INDIA	24 <sup>th</sup> June 2019 (GMT 1500 Hours)

1.2. The above Tender Process Schedule is indicative and is subject to change at the sole discretion of MMPRC; and MMPRC shall not be responsible for any change in timelines in any manner whatsoever.

2. INTRODUCTION

2.1. The Maldives Marketing & Public Relations Corporation (MMPRC) is the national tourism office of Maldives responsible for carrying out promotional activities to become the most preferred island destination of the world under the slogan of “Maldives...the Sunny Side of Life”, whilst adhering to its mission to promote quality and sustainable growth in the local tourism industry to deliver long term economic, social and cultural benefits to the country.

2.2. **Brand VisitMaldives** is interested in contracting a **Digital Marketing Agency** and **Content Creator** to **Plan and Execute a Digital Marketing Campaign in India** and produce video, articles, images, graphics and art that will inspire visitation to the **Maldives**.

2.3. MMPRC reserves the right to, without limitation, without incurring any obligation or liability vis-à-vis any respondent and without expressing any cause or reason thereof, at any time before the Proposal Due Date and at its sole discretion, to amend RFP and/or the Tender Process including but not limited to the dates or other terms and conditions relating thereto, and/or suspend or cancel the Tender Process, and/or reject all of the Proposals.

2.4. MMPRC reserves the right to verify any or all statements made by a Respondent in response to the RFP to establish to its satisfaction about the Respondent’s capacity to perform.

2.5. A Respondent, including the respective member’s/ shareholders officers, employees, agents or its advisers shall not engage in collusion, anti-competitive conduct or any other similar conduct, in any form or manner, with any other person or in relation to.

2.6. The Respondent shall not engage in corrupt or fraudulent practices in the preparation or lodgment of a Proposal. The Respondent shall not have any commercial mutual benefits with other Respondent(s) submitting the Proposals on the date of submission of the Proposal.

2.7. This RFP does not bind MMPRC to a Respondent with respect to the subject matter of the RFP; and MMPRC shall not under any circumstances be responsible for any costs incurred by any Respondent, including the respective members’/ shareholders officers, employees, agents and advisers of the Respondent in participating in the Tender Process.

2.8. The Respondent shall be responsible for all of the costs associated with the preparation of its Proposal and its participation in the Tender Process. MMPRC will not be responsible or in any way liable for any

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costs, expenses and charges incurred by any Respondent in connection with the preparation and submission of its Proposal or the Tender Process in any manner whatsoever, regardless of the conduct or outcome of the Tender Process including cancellation of the Tender Process by MMPRC.

- 2.9. Unless specifically stated otherwise in this RFP, all queries and communications in respect to the RFP or the Tender Process shall be addressed by any Respondent to MMPRC, by e-mail or in writing and shall be delivered in person, or by courier or by certified or registered mail, postage prepaid, at the address as set out hereunder, or such other address as may be informed by MMPRC from time to time;

Mr. Ahmed Shareef, Creative Director

Mr. Ayas Nasih, IT Executive

Maldives Marketing and Public Relations Corporation

1<sup>st</sup> Floor (Former Prosecutor General Office building), 20040, Majeedhee Magu, Male'

Republic of Maldives

Telephone: +960 3323228

Email: [shareef@visitmaldives.com](mailto:shareef@visitmaldives.com)

[ayas@visitmaldives.com](mailto:ayas@visitmaldives.com)

[procurement@visitmaldives.com](mailto:procurement@visitmaldives.com)

[info@visitmaldives.com](mailto:info@visitmaldives.com)

- 2.10. This RFP and all the entities participating in the Tender Process shall be governed by the laws of Maldives, without having regard to its principles of conflict of laws. Only the courts at Maldives shall have exclusive jurisdiction to entertain, hold trial, and adjudicate upon any dispute in relation to the RFP, Tender Process or any other aspect in relation thereto.

### 3. OVERVIEW OF THE PROJECT:

The Maldives Marketing and Public Relations Corporation intends to carry out over a six (06) month period a series of online marketing campaigns using genuine local content with the goals of:

- 3.1. Developing content communities with the destination to improve DMO (Destination Marketing Organization) access to content from the trade and their clients.
- 3.2. Using this content to develop and implement targeted clientele to specified demographics with appropriate content via measurable manageable social media channels

### 3.3. REQUIREMENTS OVERVIEW;

- 3.3.1. Identify **Target Audiences**.
- 3.3.2. Analytical analysis of all metrics from the **Target Markets** to get more engagement and interactions.
- 3.3.3. Create a **Communications Strategy & Plan**.
- 3.3.4. Develop content targeted to specific **Products, Segments & Demographics**.
- 3.3.5. Increase the awareness of **Maldives** via consistent **Digital Media Campaigns**.
- 3.3.6. Provide quick **Monitoring and Insights**; content repositioning based on various campaign goals, social media listening and ongoing monitoring
- 3.3.7. The bidder/Respondent shall carry out all the relevant works in the respective market

### 4. SCOPE OF WORK

- Main scope of the project is to carry out a series of online marketing campaigns over a period of six months.
- **Digital Marketing Agencies** and **Content Creators** must be specialized in all endeavours, or in all of the content creation areas. For example, the agency will have to provide **Brand VisitMaldives** with videos, articles and images and should be capable of producing articles, images, video, graphics and art.
- Create high-quality, experiential travel content that aligns with **Brand VisitMaldives's** visuals, voice, mission, personas and market preferences.
  - 4.1 Digital Marketing Plan and Content must establish a sense of place and be uniquely **VisitMaldives**.
  - 4.2 Digital Marketing Plan and Content must be compelling to the intended market.
  - 4.3 Content must be entertaining, informative and creative.
  - 4.4 Manage the entire content creation process from concept - to draft- to revisions - to delivery of final product, across any single-area of focus.
  - 4.5 Create channel-specific content for VisitMaldivesTV YouTube Channel, www.visitmaldives.com, Instagram, Facebook, WeChat, Sina Weibo, Snapchat and other platforms.
  - 4.6 Craft journalistic-style articles with insider information that's more than research aggregated from web searches. Superior editing skills are a must.
  - 4.7 Produce immersive video that tells an entertaining, informative and creative story.
  - 4.8 Shoot and edit amazing photos that make the viewer want to visit the featured location.
  - 4.9 Create unique art (graphics, infographics and custom art) that has a purpose in motivating travel.
  - 4.10 Secure content creation release forms, model releases and obtain licenses, or permits as needed.
  - 4.11 Collaborate with several **Brand VisitMaldives Members** - in a fast-paced, multi-agency environment.
  - 4.12 Have experience working with content management systems, digital asset management platforms and content marketing software.
  - 4.13 The team should include: Videographers, Video Editors; Photographers, Photo Editors; Graphic Designers; Writers; or Copy Editors. All should be storytellers.

## 5. ELIGIBILITY CRITERIA

- 5.1. Any Interested Party that meets the Eligibility Criteria may submit a Proposal.
  - 5.1.1. The Bidder/Respondent shall be a registered company or partnership or a registered subsidiary of a parent company.
  - 5.1.2. The Bidder/Respondent shall have minimum three years (3) of experience in a similar field.
  - 5.1.3. Sound financial background
  - 5.1.4. All the documents specified in this RFP should be included in the proposal.
- 5.2. Each Bidder/Respondent shall examine the RFP carefully as it contains legal and business terms and other information, which each Respondent must review in order to submit a responsive Proposal.
- 5.3. MMPRC will, to the extent necessary, where MMPRC may deem necessary, respond in writing to a Registered Party for any questions and concerns they may have regarding any element of the issued RFP; and the response by MMPRC, if any, where MMPRC may deem necessary, will also be communicated to all the Registered Parties that are eligible to submit Proposals.

## 6. PREPARATION AND SEALING OF THE PROPOSAL

- 6.1. Each Respondent shall submit a single proposal (options may be submitted)
- 6.2. All correspondence in connection with the Proposal and all accompanying documents, which are relevant to its examination, shall be written in **ENGLISH** language only.
- 6.3. All measurements shall be expressed in units of the metric system.
- 6.4. Each Proposal shall be accompanied by the following documents; parties that do not provide the requested documents shall be disqualified in the evaluation process:
  - 6.4.1. Completed Cover Letter as provided in Appendix A;
  - 6.4.2. Each Bidder/Respondent shall state with clarity the type of business entity their Company is (E.g. Sole Proprietorship or Partnership or Corporation or a Subsidiary of a Parent Company etc.), and submit the relevant Registration Certificate and Tax Registration Certificate;
  - 6.4.3. If Bidder/Respondent is part of a Corporation or has a Parent Company, but has been legally incorporated independent of the Corporation or the Parent Company, the Bidder/Respondent shall submit a copy of their own Certificate of Incorporation and Tax Registration Certificate. If these certificates are in any other language, the Bidder/Respondent shall submit an English translation along with the proposal;
  - 6.4.4. A Profile of the Bidder/Respondent shall be submitted by the Bidder/Respondent inclusive of the organizational capacity and structure;
  - 6.4.5. Proof of Previous works and awards for similar projects shall be provided, including testimonials and contact details for references (at least three clients);
  - 6.4.6. Each Bidder/Respondent should submit proof of financial capability by submitting a bank reference letter. This letter should be in bank letterhead with authorized signature and bank stamp should be on it. The Bidder/Respondent should have a minimum of 20 percent of the

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quoted price in their bank account and this should be also stated in the reference letter. Where the provided documents are in any other language, it shall be translated to English and sealed;

- 6.4.7. Each bidder shall provide a detail timeline;
- 6.4.8. **Contract Price, which shall include detailed cost breakdown. All calculation and costing should be in USD (\$)**
- 6.5. The Proposal shall be signed by the authorized signatory of the Respondent.
- 6.6. The Proposal shall contain no alterations, omissions or additions, except those to comply with instructions issued by MMPRC, or as necessary to correct errors made by the Respondent, in which case such corrections shall be initialed by the person or persons signing the Proposal.
- 6.7. The Proposal shall be typed/ written and signed/ initialed in indelible ink and address as given below.

**“TO HIRE A PARTY FOR ONLINE CAMPAIGN AND CONTENT DEVELOPMENT SERVICES IN INDIA”**  
”

Maldives Marketing and Public Relations Corporation  
1<sup>st</sup> Floor (Former Prosecutor General Office building, Majeedhee Magu, Male’  
Republic of Maldives

Proposal sent from overseas should be email to the following email address.

E-mail: [procurement@visitmaldives.com](mailto:procurement@visitmaldives.com) and copied to  
[ib@visitmaldives.com](mailto:ib@visitmaldives.com), [info@visitmaldives.com](mailto:info@visitmaldives.com)

## **7. SUBMISSION AND DISQUALIFICATION**

- 7.1. MMPRC shall have absolute discretion to disqualify any Proposal made by a Respondent on any one or more of the following grounds;
- 7.1.1. The Proposal is not accompanied by documents required to be submitted in accordance with this RFP;
  - 7.1.2. The Proposal is not in the prescribed manner/format;
  - 7.1.3. Failure to comply with the requirements of the RFP;
  - 7.1.4. If the Proposal is not signed and marked as stipulated in the RFP or does not contain all the information as requested in the RFP or in the format as specified in the RFP;
  - 7.1.5. If the Respondent submits incorrect/ inaccurate/ misleading information or conceals/suppresses any relevant information;
  - 7.1.6. Where the Respondent seeks to modify the Proposal after Proposal Due Date without the consent of MMPRC;
  - 7.1.7. Any Proposal that is received after the Proposal Due Date;
  - 7.1.8. Pending, active, or previous legal action by/ against a Bidder/Respondent that may prevent its participation in the Tender Process or prevent it from fulfilling its respective obligations as specified and/ or as required in/under this RFP and the Agreement; and/ or
  - 7.1.9. If the Respondent is in breach of any of its material contractual obligations at any of its previous contracts with the Government of Maldives or MMPRC.

## **8. SUBMISSION AND WITHDRAWAL OF PROPOSAL**

- 8.1. The Proposal, complete in all respect, must be received by MMPRC, in the manner and address, and no later than the date and time, as specified in the Tender Process Schedule.
- 8.2. Any Proposal received after the Proposal Due Date is liable to be rejected by MMPRC as non-responsive.
- 8.3. MMPRC may, at its discretion, extend the time line for submission of Proposals by issuing an Addendum, and also ask the Respondents to submit any further information, clarification or modification in their Proposals, in which case all rights and obligations of MMPRC and the Respondent, previously subject to the original time line and terms, will thereafter be subject to the extended time line and the amended terms and requirements.
- 8.4. The Respondents may withdraw at any time before the Proposal Due Date. The submission/ resubmission of any Proposal shall not be permitted after the Proposal Due Date.

**9. RECEIVAL OF PROPOSALS**

- 9.1. MMPRC will accept proposals received before the given deadline.
- 9.2. Each Bidder/Respondent shall send their proposal via post to the given addresses in this RFP
- 9.3. If a minimum of three separate Respondents have not submitted Proposal(s) by the Proposal Due Date, the Proposals submitted will be returned and the Tender Process shall be cancelled by MMPRC.

**10. EVALUATION PROCESS**

- 10.1. To assist in the examination, evaluation, and comparison of Proposals, MMPRC may, at its discretion, ask any Respondent for clarification of its Proposal. The request for clarification and the response shall be in writing, but no change in the price or substance of the Proposal shall be sought, offered, or permitted except as required to confirm the correction of arithmetic errors discovered by MMPRC in the evaluation of the Proposals.
- 10.2. From the Proposal Due Date until the issue of the Letter of Award, if any Respondent wishes to contact MMPRC on any matter related to the Proposal or the Tender Process, it should do so in writing.
- 10.3. Any effort on the part of the Respondents to influence MMPRC in the examination, evaluation, ranking of Proposals may result in the rejection of the respective Respondent's Proposal.
- 10.4. Prior to detailed evaluation of the Proposal, MMPRC will examine the Proposal to determine whether it is compliant, i.e. whether;
  - 10.4.1. The Proposal is complete in all respects with due authorization;
  - 10.4.2. The documents have been properly signed and provided in the prescribed Formats;
  - 10.4.3. The Proposal is responsive.
- 10.5. A responsive Proposal is one that conforms to all the terms, conditions, and specifications of the RFP without material deviation or reservation.
- 10.6. A material deviation or reservation is one:
  - 10.6.1. Which limits in any substantial way, MMPRC's rights or the Respondent's obligations; or
  - 10.6.2. The rectification of which would affect unfairly the competitive position of other Respondents presenting responsive Proposals.



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- 10.7. If a Proposal is not responsive and/or is incomplete, it will not be included for further consideration, and may not subsequently be made responsive by correction or withdrawal of the non-conforming deviation or reservation.
- 10.8. Proposals determined to be responsive will be checked by MMPRC for any arithmetic errors.
- 10.9. Where there is a discrepancy between the amounts in figures and in words, the amount in words shall govern.
- 10.10. The discrepancy between the amounts in figures and in words will be adjusted by MMPRC with the concurrence of the Respondent, and shall be considered as binding upon the Respondent. If the Respondent does not accept the corrected amount, the Respondent's Proposal shall be rejected.
- 10.11. Proposals determined to be responsive, the arithmetic errors of which, if any, have been corrected, shall be evaluated and compared based on the Evaluation Criteria stated in this RFP.

**11. EVALUATION CRITERIA**

Responsive Proposals will be evaluated according to the following criteria;

Details	Marks
Budget	30
Past Experience	20
Strategic Thinking	15
Creativity	10
Timeline	5
Financial Capability	10
Company Profile	10
<b>Total Score</b>	<b>100</b>

11.1.1. **Budget (30 Marks):** The Proposal proposing the lowest “budget” shall receive a maximum score of Thirty (30), and points will be allocated to other Proposals according to the following formula;

$$\frac{\text{Lowest “budget” among the responsive Proposals}}{\text{“budget” of the Proposal under consideration}} \times 30 = \text{The Score for “budget” of the Proposal Under Consideration}$$

11.1.2. **Past Experience:** where supporting documents have been provided to MMPRCs’ satisfaction, points for experience with related works will be given as per the table provide below. Each bidder should submit evidence of successful completion of a project of a similar size and complexity. The URL should be submitted. Only sites that are live will qualify during evaluation. (20 Marks)

Number of contracts/projects of similar nature completed by the Respondent from 1 <sup>st</sup> January 2014 onwards	Maximum score of 20 Marks
No previous projects	0
1 to 3 projects with reference letter	7
4 to 6 projects with reference letter	15
More than 6 projects reference letter	20

11.1.3. **Strategic Thinking:**

Demonstrate understanding of the brief and service required, knowledge of the tourism value chain and travel trends. (15 marks)

11.1.4. **Creativity:**

Originality in the proposed 06-month campaign in boosting the reputation of the destination through Awareness and Familiarity to drive sales and consumer advocacy. A campaign proposal that is expandable to incorporate a call to action with the travel trade. (10 marks)

11.1.5. **Timeline:**

Each bidder should submit a detail timeline for the project. Most points will be awarded for the most comprehensively detailed and time-efficient timeline. Each bidder will be judged based on the comprehensiveness (task breakdown) and feasibility of the proposed project timeline. (5 marks)

11.1.6. **Financial Capability:**

Each Bidder/Respondent should submit proof of financial capability by submitting a bank reference letter. This letter should be in bank letterhead with authorized signature and bank stamp should be on it. The Bidder/Respondent should have a minimum of 20 percent of the quoted price in their bank account and this should be also stated in the reference letter. Where the provided documents are in any other language, it shall be translated to English and sealed; (10 marks)

11.1.7. **Company Profile:** Each bidder should submit a Profile of the Company, Company Registration Certificate and Tax Registration Certificate along with the proposal. Certificates should be translated if it is not in ENGLISH. Each bidder should submit details about their experience in producing websites. They should also provide brief information of the team members, their role and capability. (10 Marks)

**12. AWARD OF CONTRACT**

- 12.1. MMPRC will issue the Letter of Award to the Respondent whose Proposal has been determined to be responsive, and has the highest score (the “Selected Respondent”).
- 12.2. The Letter of Award will be issued to the Selected Respondent or posted to the Selected Respondent’s address or a scanned version of the Letter of Award shall be sent via e-mail at the address given in the Proposal and such handing or posting or e-mail shall be deemed good service of such a notice.
- 12.3. If the Selected Respondent fails to sign the Agreement within the period prescribed in the Letter of Award, MMPRC shall have the right at its absolute discretion to select the Proposal with the highest score among the remaining responsive Respondents, or annul the Tender Process.
- 12.4. MMPRC reserves the right to annul the Tender Process and reject all Proposals, at any time prior to signing of the Agreement, without thereby incurring any liability to the Respondents, or any obligation to inform the Respondents of the grounds for MMPRC’s action.

[END]

APPENDIX A

COVER LETTER

The Managing Director,  
 Maldives Marketing and Public Relations Corporation  
 1<sup>st</sup> Floor (Former Prosecutor General Office Building), Majeedhee Magu, Male'  
 Republic of Maldives

Dear Sir,

**Sub: Bid to hire a party for online campaign and content development services in India.**

Having examined all the information provided, we the undersigned offer to hire a party for online campaign and content development services in India.

We agree to undertake and complete the Works for a total sum of USD (\$) ..... (In words) USD (\$) ..... (In numbers). (The "Contract Price") inclusive of all applicable taxes (including/Withholding Tax). A summary of the annual breakdown of the Contract Price is provided below;

Description	Tax (\$)	Total Price (\$)
Budget		
<b>Contract Price(\$)</b>		

We undertake, if our Proposal is accepted, to complete the Works within the deadlines and as per the specifications provided by MMPRC. We have examined the RFP and have no reservations to the RFP Documents, including Addenda issued.

We are not insolvent, in receivership, bankrupt or being wound up. Our affairs are not being administered by a court or a judicial officer and our business activities are not being suspended and not the subject of legal proceedings for any of the foregoing.

Until a formal agreement is executed with MMPRC, this Proposal, together with written acceptance thereof and MMPRC's notification of award, shall constitute a binding contract if we are selected as the Successful Respondent.

*Date:* .....

*Name of the Bidder/Respondent:* .....

*Signature of the Authorized Person:* .....

*Name of the Authorized Person:* .....

*Company rubber stamp/seal*

.....

**APPENDIX B  
PAYMENT TERMS**

As consideration for hire a party for online campaign and content development services in India, the Selected Respondent/Contractor shall be compensated in the manner provided below;

1. The amount in USD (\$) equivalent to 15% of the Total Price quoted shall be transferred by MMPRC to the Selected Respondent/Contractor, signing of this Agreement, within 20 working days and,
2. The amount in USD (\$) equivalent to 35% of the Total Price quoted shall be transferred by MMPRC to the Selected Respondent/Contractor, after starting of the campaign, within 20 working days and,
3. Remaining 50% of the Total Price quoted shall be transferred by MMPRC to the Selected Respondent/Contractor, after the end of the event within 30 working days and,
4. Days will start counting after MMPRC receives the invoice from the bidder

**ADJUSTMENTS**

- The Contract Price may only be adjusted by the parties as per the terms and conditions of the Agreement.
- In case the payment for advance booking or any other such advance payments to the venue, it should be paid by the Selected Respondent/Contractor on behalf of MMPRC and bill it after, which will be reimbursed.

**APPENDIX C  
CHECKLIST**

#	Description	Page Number	Remark (✓)
1	Copy of Company Registration Certificate (If the Certificate is in any other language than ENGLISH, Bidder shall submit a translated copy of the Certificate)		
2	Copy of Tax Registration Certificate (If the Certificate is in any other language than ENGLISH, Bidder shall submit a translated copy of the Certificate)		
3	Proof of Past Experience (reference letters)		
5	Budget (A detailed breakdown, with technical specification) (All calculation and costing should be in USD (\$))		
6	Sound Financial Background		
7	Detail Timeline		