

Terms of Reference for Institutional Contracts

1. Identification

Description of the services:	LTA for a Media Monitoring Agency for measurement of media engagement and coverage
Expected start date:	January 1, 2021
Expected completion date:	December 31, 2022 with possible one-year extension
Reporting to:	UNICEF China Chief of Communication

2. Background and objectives

UNICEF China is looking for a media monitoring and insight company to provide media monitoring, intelligence and insight, so we can track our media coverage against global KPIs and to be able to better understand the impact of our campaigns, advocacy and media relations, analyses media coverage, manage brand reputation and risk, and demonstrate the impact of communication strategies.

Given the complexities and size of China's media landscape, we need a professional system that can support our ability to monitor and analyse media coverage of UNICEF and other keywords through national, regional and specialist print, online and broadcast outlets against internationally agreed KPIs.

3. Scope of Work

Under the general supervision of the Chief of Communication, this company would be able to provide the following services:

1. Monitor and report on UNICEF's media coverage against the following KPIs:
 - Share of voice on child-related issues in media*
 - Percentage of media coverage that includes UNICEF key messages*
 - Number of articles /stories with UNICEF mentions in national, provincial and key media outlets*
 - Percentage of media coverage with quotes from UNICEF spokespeople
 - Percentage of media coverage with quotes from UNICEF ambassadors and advocates
 - Percentage of media coverage with mentions of UNICEF corporate partners
 - Percentage of media coverage that is positive/negative in media
 - Number of potential impressions in media
 - Maximum potential reach in media

*Compulsory KPIs for global reporting

2. Analyse the trends and insights from this content and benchmark these insights against our competitors to have a better ROI and understand how we fare against them.
3. Provide monthly and annual e-reports of media coverage analysis and enable UNICEF staff to access this information online to create campaign specific evaluation reports.
4. Track and analyse media coverage of specific events or campaigns upon UNICEF request.
5. Monitor and flag any media coverage that might undermine UNICEF's brand and reputation.

4. Deliverables

Customized access to a database that allows us to track and monitor articles related to UNICEF and children against UNICEF KPIs.

Access to a database with the technical tools to search and identify content related to children and determine trends and types of coverage among Chinese language media.

Monthly and annual monitoring reporting on KPIs with analysis on the trends.

Monitoring report on specific event or campaign.

5. Budget and payment schedule:

Payment Term:

Quarterly payment on basis of quality service report.

6. Qualification requirements

A company with strong technical skills on China media landscape and a system to track and analyse media content with effective tools to analyse coverage.

The ability to track and monitor media in an effective way to reach a wide audience in Chinese language media.

Company must provide in the bid:

- A company profile with names of staff and skills.

An outline of how the system works, media titles and sample reports that can be generated.

- Samples of some similar work

7. Evaluation criteria

The evaluation procedure will focus on both technical and financial suitability. The weights of 70% and 30% shall be applied for technical and financial compliance respectively.

Only firms scoring at least 70% of the maximum score during technical evaluation will be considered for financial evaluation.

Technical Evaluation Criteria

The evaluation procedure will focus on both technical and commercial suitability. The weights of 70% and 30% shall be applied for technical and commercial compliance respectively.

Only firms scoring at least 70% of the maximum score during technical evaluation will be considered for commercial evaluation.

Technical Criteria

Item	Technical Evaluation Criteria	Max. Points Obtainable
1	Overall Response The understanding of the assignment by the proposer and the alignment of the proposal submitted with the ToR	15
1.1	Completeness of response	7
1.2	Overall concord between RFP requirements and proposal	8
2	Company and Key Personnel	25
2.1	Range and depth of organizational experience with similar projects	5
2.2	Samples of previous work	10
2.3	Key personnel: relevant experience and qualifications of the proposed team for the assignment	10

3	Proposed Methodology and Approach Work plan showing detail sampling methods, project implementation plan in line with the project	30
3.1	Proposed work plan and approach of implementation of the tasks as per the ToR to enable reporting against KPIs	10
3.2	Technologies used – compatibility with UNICEF	10
3.3	Innovative approach	10
	TOTAL TECHNICAL SCORES	70

Minimum technical required score: 49

Commercial Proposal

The Price Proposal shall include, but not limited to, the following:

The format shown below should be used in preparing the price schedule. The format includes specific expenditures, which may or may not be required or applicable but are indicated to serve as examples.

PRICE SCHEDULE				
CURRENCY:				
DESCRIPTION OF ACTIVITY/ITEM	NUMBER OF STAFF	UNIT RATE	DAYS REQUIRED	ESTIMATED AMOUNT

8. Award Criteria

Further to para 6 above, the following methodology will be used for evaluation of price proposals and contract award.

Only price proposals of the technically responsive Offerors will be opened and evaluated.

The price should be broken down for each component of the proposed work. The total amount of points allocated for the price component is 30. The maximum number of points will be allotted to the lowest price proposal that is opened and compared among those invited firms/institutions which obtain the threshold points in the evaluation of the technical component. All other price proposals will receive points in inverse proportion to the lowest price; e.g.:

$$30 * \text{Price of lowest priced proposal}$$

$$\text{Score for price proposal X} = \frac{\text{Price of lowest priced proposal}}{\text{Price of proposal X}}$$

All prices/rates quoted must be exclusive of all taxes as UNICEF is a tax-exempt organization.

The proposal obtaining the overall highest score after adding the scores for the technical and financial proposals is the proposal that offers best value for money.

UNICEF will award the contract to the vendor whose response is of high quality, clear and meets the project goals. The price/cost of each of the technically compliant proposals shall be considered only upon evaluation of the above technical criteria.