

## Terms of Reference

### **Consultancy for Digital Advertising in 2025**

#### **Summary**

<b>Title</b>	Consultancy for Digital Advertising in 2025 for UNICEF Viet Nam
<b>Purpose</b>	UNICEF Viet Nam seeks to hire a local agency to support digital advertising in 2025
<b>Location</b>	Ho Chi Minh City
<b>Duration</b>	Tentatively September – December 2025
<b>Start Date</b>	Tentatively 15 August 2025
<b>Reporting to</b>	Strategic Partnership and Marketing Specialist

#### **1. Background**

UNICEF Viet Nam is one of more than 190 offices of the United Nations Children’s Fund globally and part of the United Nations system in Viet Nam, working in close collaboration with the Government, UN agencies and partners from the civil society and private sector. Guided by the Convention on the Rights of the Child (CRC), UNICEF has a universal mandate to promote and protect the rights of all children, everywhere – especially those hardest to reach and most at risk.

UNICEF’s mission in Viet Nam is to help ensure every child in the country is healthy, educated and safe from harm, therefore having the best start in life and a fair chance to reach their full potential and benefit from the country’s prosperity. Every child has a right to live in a safe and equitable environment, where their voices are heard and needs met as a matter of priority in line with the CRC and Sustainable Development Goals (SDG).

Resources to UNICEF’s programmes come from the voluntary contributions of governments, intergovernmental organizations, the private sector and individuals. UNICEF relies on this mixture of funding sources to uphold our mission of realizing the rights of every child, especially the most vulnerable.

Over the past years, international aid has been reduced, while Viet Nam’s economy has progressively grown. UNICEF Viet Nam seeks to identify new partnership opportunities, introducing financial and non-financial opportunities to ensure the organization’s support to further contribute to address challenges facing children. By engaging individuals as “Friends of UNICEF” and corporates, UNICEF aims to forge new partnerships who share our mission for every child in Viet Nam.

#### **2. Justification for Requesting an Agency**

To explore new opportunities to strengthen partnerships with private sector and individuals, UNICEF Viet Nam plans to implement digital advertising campaigns. To ensure the effectiveness of these targeted campaigns, UNICEF requires the solid expertise, capacity and systems of a digital media agency to explore targeted opportunities, plan, implement and deploy a digital advertising campaign targeting a

range of audiences. The digital advertisements will be disseminated through different channels including LinkedIn, Google, Youtube, Facebook, and other local advertising channels.

### 3. Purposes and Objectives

Through this Request for Proposal (RFP), UNICEF Viet Nam seeks to hire **a digital advertising agency based in Viet Nam** to provide digital advertising services targeting the private sector and individuals.

This will contribute to Office Objectives such as:

- Strengthen UNICEF's trust and brand among targeted audiences who are not familiar with UNICEF's mission and work.
- Engage new audiences in learning more about UNICEF and supporting the organization.
- Expand the database of individuals and corporates to cultivate relations with as prospects for resource mobilization.

### 4. Methodology and technical approach

The selected agency is expected to adopt a structured, data-driven, and audience-first approach throughout the campaign lifecycle. The methodology should include:

- **Planning:** Use audience insights, past performance data, and platform-specific benchmarks to design tailored media plans. Define SMART KPIs aligned with UNICEF's campaign goals.
- **Execution:** Deploy campaigns across selected platforms (e.g., Facebook, Google, YouTube, LinkedIn) using optimized creatives, targeting parameters, and A/B testing. Ensure full integration with UNICEF's campaign timelines and compliance requirements.
- **Tracking and Optimization:** Implement robust tracking (e.g., pixels, UTMs) for real-time monitoring. Continuously adjust creatives, bidding strategies, and audience segments based on performance data.
- **Reporting and Learning:** Provide UNICEF with clear, periodic reports (daily/weekly) and actionable insights. A final case-study report will distill lessons learned and recommendations for future campaigns.

This technical approach ensures transparency, flexibility, and maximum return on UNICEF's digital advertising investments.

### 5. Scope of work, deliverables and timeframe

The selected agency/company is expected to complete the following deliverables and tasks:

#### **Deliverable 5.1: Completion of an advertising plan for digital media, including a budget and KPI. (September 2025)**

##### **Task 5.1 Develop an advertising plan for digital media, including a budget and KPI.**

- Identify target audiences: Conduct market research to identify your target audience, including demographics, interests, and online behavior.

- Set advertising budget: Determine the total budget allocated for digital advertising. Consider factors like industry benchmarks, previous campaign performance, and business goals when deciding on the budget.
- Select digital advertising channels: Assess various digital advertising channels based on target audience and budget.
- Define key performance indicators (KPIs): Identify the specific metrics that will help measure the success of advertising plan.

**Deliverable 5.2: Successful execution of digital advertising activities in coordination with UNICEF's campaign lead and other integrated campaigns. (September 2025 – October 2025)**

**Task 5.2 Coordinate the implementation of the advertising in close coordination with UNICEF's campaign lead and other integrated campaigns.**

- Set up advertising accounts: Create accounts on advertising platforms relevant to the chosen digital advertising channels (e.g., Facebook Ads Manager, etc.). Ensure that the accounts are properly set up with accurate billing information and permissions.
- Create ad campaigns: Within each advertising platform, set up individual campaigns based on defined objectives, target audience, and budget allocation.
- Provide campaign details such as campaign name, budget, start and end dates, targeting options, ad scheduling, etc.
- Define targeting parameters: Utilize the targeting options available on the advertising platforms to narrow down audience based on demographics, interests, location, behavior, etc. Tailor the targeting parameters to reach the desired audience effectively.
- Set bids and budgets: Determine bidding strategies that align with campaign goals (e.g., cost per click [CPC], cost per thousand impressions [CPM], etc.). Set appropriate bids for your ads to ensure optimal visibility and ad placement. Monitor budget allocation to stay within the predefined budget limits.
- Implement conversion tracking: Install conversion tracking codes or pixels provided by the advertising platforms on UNICEF website or landing pages.
- Configure the tracking to capture relevant actions, such as form submissions, purchases, or other desired conversions.
- Test the tracking implementation to ensure accuracy.
- Test and iterate: Conduct A/B testing by creating variations of the ads, targeting, or landing pages to compare their performance.
- Ensure compliance and quality control: Regularly review ads to ensure compliance with the platform's policies and guidelines. Monitor and address any ad disapprovals, warnings, or violations promptly. Maintain quality control by regularly checking the accuracy and relevance of the ads to ensure a positive user experience.

**Deliverable 5.3: Submission of daily/weekly periodic analytical monitoring reports on campaign performance as required by UNICEF. (September 2025 - October 2025)**

**Task 5.3 Periodic analytical reports to monitor campaigns performance –daily/weekly as needed during implementation.**

- Track and analyze results: Continuously track and analyze the performance of digital ad campaigns against the defined KPIs.
- Generate reports using the advertising platform's analytics tools or third-party reporting tools.

- Extract meaningful insights from the data and identify opportunities for further optimization or adjustments.

**Deliverable 5.4: Successful completion of evaluation and adjustment of campaign execution in consultation with UNICEF according to circumstances. (November 2025)**

**Task 5.4 Evaluate and adjust strategies/execution in consultation with UNICEF according to evolving circumstances –during campaign implementation.**

- Based on the performance data and insights, make informed adjustments to your campaigns.
- Optimize your targeting, bidding strategies, ad creatives, or landing pages to improve campaign performance.
- Implement the necessary changes to enhance the effectiveness of your digital ads.

**Deliverable 5.5: Submission of final report on campaign performance on case-study format one week after the completion of the campaign. (December 2025)**

**Task 5.5 Final report on results in case-study format – one week after the campaign is over.**

- Gather campaign data.
- Analyze campaign performance.
- Organize the report structure.
- Provide campaign overview.
- Present key metrics and results.
- Highlight significant findings and insights.
- Evaluate against goals and KPIs.
- Provide actionable recommendations.
- Summarize key takeaways.

**6. Estimated budget breakdown**

#	Activities	Estimated proportion to the overall budget	Notes
1	Digital Advertising Planning Cost	7.5%	
2	Digital Advertising Buying Cost	75%	DAC represents expenses for purchasing digital ad space on platforms like Facebook, LinkedIn, etc. No profit margin added to DAC; it's the actual cost paid to advertising channels.
3	Digital Advertising Optimization	10%	
4	Digital Advertising Agency Fee	7.5%	

**7. Payment Schedules**

Payment will be made upon acceptance of the deliverables by UNICEF, per the following schedules:

#	Payment schedules	Outputs
1 <sup>st</sup> payment	June 2025: 30% payment upon satisfactory completion of Deliverable 5.1	Digital advertising plan, research and strategy & Advertising buying cost prepaid
2 <sup>nd</sup> payment	August 2025: 40% payment upon satisfactory completion of Deliverables 5.2, 5.3	Advertising buying and advertising optimization
Last payment	October 2025: Last payment (30%) upon satisfactory completion of all advertising campaigns as planned and Deliverable 5.4, 5.5	Final report, analysis and recommendations, agency and service fee to implement digital advertising activities

## 8. Management

The assignment is undertaken under the overall supervision of UNICEF Viet Nam Strategic Partnerships and Marketing Specialist; under the day-to-day supervision and deliverables endorsement of UNICEF Viet Nam Partnership Officer and Communication Officer.

## 9. Qualifications and experiences required:

Interested agencies should have:

- Eight to ten years of proven experience in developing and implementing advertising campaigns.
- **Agencies should be based in Viet Nam.**
- Relevant experience to Viet Nam's context, working with children or/and children related issues.
- Qualified staff with higher education degree level in the field of communication, advertising, public relations, and a minimum of ten years of relevant professional experience.
- Availability of technical equipment for advertising execution.
- Ability and proven experience in multi-tasking, taking initiative and working effectively under tight deadlines.
- Excellent written, oral and interpersonal skills (capacity to deliver in English and Vietnamese is required).
- Working experience with UNICEF and UN agencies are assets.

## 10. Structure of the Proposals

### Technical Proposals:

- Company profile including reference to customers, scope of projects, number of staff, client references.
- Portfolio of work of the last five years.
- CVs of dedicated team
- Proposed methodology/approach to execute campaign

- Submissions must be made in English, presented in pdf. format, duly signed and sealed by the bidders' authorized representatives. No price information should be attached to the technical documentation.
- Any submissions made outside of the allotted timeframe or without adequate information will be automatically disqualified.

#### • Financial Proposals

Bidders are required to provide a financial proposal by providing an all-inclusive rate for all tasks in section 5 of this ToR, and therefore taken together sufficiently to cover the efforts of teams assigned to each assignment. All-inclusive rate must also include all associated costs such as those required for communications, IT infrastructure, supplies and other forms of "contingencies", "overhead", "indirect costs", "travel" or "administrative expenses". The rate should take into account any discounts based on volume of business.

The financial proposal must also include the budget allocation for:

- Advertising Planning Cost: including Deliverable 5.1
- Advertising Buying Cost: which is broken into advertising channels.
- Advertising Optimization: including Deliverable 5.2
- Advertising Buying Cost: which is paid for advertising channels.
- Advertising Agency Fee

Mandatories:

- All prices/rates quoted must exclude all taxes as UNICEF is a tax-exempted organization.
- Financial Proposals must be submitted separately to Technical Proposals
- Prices/rates must be submitted in Vietnam Dong (VND).

### 11. Technical and Financial evaluation criteria and relative points

#### Technical evaluation

Technical Criteria	Technical Sub-criteria	Maximum Points
<b>Company and Key Personnel</b>	Reputation of Agency and Staff (Competence/Reliability)	<b>5</b>
	Range and depth of experience with similar projects - Number of customers - Size of projects - Number of staff per project - Client references	10
	Personnel qualifications: - Relevant experience, qualifications and position with firm	10
<b>Maximum Points for Company and Key Personnel</b>		<b>25</b>
<b>Proposed Methodology &amp; Approach</b>	Strategic approach	15
	Project management, monitoring and quality assurance process	15
	KPI committed	15

<b>Maximum Points for Proposed Methodology and Approach</b>	<b>45</b>
<b>TOTAL Maximum</b>	<b>70</b>

### Financial evaluation

- Basis: Digital Advertising Buying Cost (DAC) is the reference point. DAC represents expenses for purchasing digital ad space on platforms like Facebook, LinkedIn, etc. No profit margin added to DAC; it's the actual cost paid to advertising channels.
- Financial evaluation is done by reviewing and comparing percentage of additional costs for each agency against DAC.
- The most competitive financial proposal: Agency with lowest percentage of added expenses compared to DAC.

Estimated percentage of additional costs against DAC:

#	Activities	Estimated proportion to the overall budget
1	Digital Advertising Planning Cost	7.5%
2	Digital Advertising Buying Cost	75%
3	Digital Advertising Optimization	10%
4	Digital Advertising Agency Fee	7.5%
	TOTAL	100%

### Weighted ratio between the technical and the price criteria: 70:30

Given the complexity, and strong requirement of creativity of the assignment, the ratio between the technical and the financial proposal for this task is 70:30 respectively. Only those proposals that score minimum **55 points** on the technical proposal will be shortlisted.

Each technical proposal will be assessed first on its technical merits and subsequently on its price. A maximum of 70 points is allocated to the technical component and 30 points for the price component, with a maximum possible total score of 100 points.

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 and will be recommended for award of the contract. UNICEF Viet Nam PARMO will set up an evaluation panel composed of technical UNICEF staff.

### 12. General Conditions

Agencies are required to use corporate bank accounts only (no individual bank accounts shall be accepted for UNICEF's contracts).

No advance payments or deposits shall be disbursed by UNICEF. Payment will be made within 30 days of submission of the corresponding authenticated and accepted validation report, also including:

- a) Invoice
- b) Reference contract number
- c) Proof of delivery of the required tasks and deliverables accepted by UNICEF.

**Women-owned companies are encouraged to bid. Preference will be given to equally technically qualified women-owned companies.**