



TERMS OF REFERENCE

FOR

PRODUCTION HOUSE

Prepared by:
Belize Electricity Limited
Marketing & Sales Department
2 ½ Miles Phillip Goldson Highway
Belize City, Belize
April 2024

Bidders will be required to submit a fixed price quotation and provide all equipment and materials. Proposals will be accepted by email only and should be submitted to bidsubmittal@bel.com.bz by **Friday, May 17, 2024**, no later than **3:00 p.m.** local time labelled:

BID# 2024-2351 PRODUCTION HOUSE

IMPORTANT DATES:

- Bid Submission Due Date: **3:00 p.m. local time on Friday, May 17, 2024**

EVALUATION CRITERIA:

- A. Experience and Expertise (20%)
- B. Creativity and Innovation (20%)
- C. Quality of Work Samples (15%)
- D. Understanding of Brand and Target Audience (15%)
- E. Project Management and Communication (15%)
- F. Budget Proposal (15%)

Questions and queries related to this tender can be emailed to Bidboxrequest@bel.com.bz.

TERMS OF BIDDING AND EVALUATION

1. GENERAL

This TOR serves as a detailed guide outlining the requirements and expectations for a creative production house entrusted with creating and managing campaigns, including conceptualization, screenwriting, advertisement production, collateral creation, graphic design, and social media support for BEL products, services, and events.

2. BACKGROUND

As Belize's premier electricity provider, Belize Electricity Limited (BEL) is committed to delivering safe, reliable and sustainable energy solutions to its Customer base. The primary aim of this collaboration is to promote BEL's products and services, enhance brand visibility, influence Customer behavior, and engage with the target audience effectively.

3. SCOPE OF WORK

A. Campaign Management:

- Develop comprehensive campaign strategies leveraging various channels and touchpoints to maximize reach, engagement, and impact, aligning with BEL's brand guidelines and messaging standards.
- Strategize and execute integrated marketing campaigns across traditional and digital media, events, etc.
- Monitor campaign performance metrics, conduct data analysis, and derive actionable insights to optimize effectiveness and ROI.

B. Concept Creation:

- Develop innovative and compelling concepts aligned with BEL's objectives, ensuring resonance with the target demographic.
- Create detailed storyboards or visual representations of each concept to provide BEL with a clear understanding of the proposed creative direction.
- Present multiple concept options for approval, incorporating feedback and revisions as necessary to refine the chosen direction.

C. Graphic Design:

- Produce visually captivating graphic designs for a diverse range of promotional materials, including brochures, flyers, posters, banners, and web/digital platforms.
- Maintain consistency by incorporating BEL's branding elements, logos, color schemes, and visual identity across all designs.
- Provide editable files and formats to facilitate future adaptations and usage.

D. Ad Production:

- Translate approved concepts into high-quality advertisements tailored for various mediums such as television, radio, print, digital platforms, and outdoor displays.
- Collaborate closely with production teams to ensure seamless execution of the creative vision.
- Adhere rigorously to BEL's brand guidelines, values, and messaging tone throughout the production process.

E. Social Media Support:

- Manage BEL's social media presence across major platforms (e.g., Facebook, Twitter, Instagram, TikTok), ensuring consistent and engaging content delivery.
- Create and publish diverse content formats, including posts, stories, videos, and infographics, to promote BEL's offerings effectively.
- Monitor social media trends and foster meaningful community interactions to enhance brand engagement.
- Proactively seek opportunities to engage with influencers, advocates, and brand ambassadors to amplify BEL's message and extend its reach within the social media landscape.

4. DELIVERABLES

- Detailed campaign strategies and plans outlining key objectives, tactics, and timelines.
- Concept proposals accompanied by visuals and narratives for approval.
- Finalized advertisements tailored for various mediums with adherence to quality standards.

- Visually appealing graphic designs for promotional materials maintaining BEL's branding consistency.
- Social media content calendars encompassing diverse content formats and scheduled postings.
- Monthly performance reports and analytics encompassing campaign metrics, audience engagement, and ROI assessment.

5. TIMELINE

- The contract period will be 2 years commencing on **June 1, 2024**.
- Milestones and deadlines will be established for each project campaign, facilitating regular progress updates and performance evaluations.

6. EXPENDITURE MANAGEMENT

- A detailed budget breakdown encompassing expenses per campaign will be provided by the Production house prior to the start of the campaign.
- Any additional expenditure or unforeseen costs will be communicated promptly for approval by BEL. Approval must be granted by BEL in advance.

7. EVALUATION AND REVIEW

- Regular meetings and checkpoints will be scheduled to review project progress, solicit feedback, and address concerns or challenges.
- BEL's feedback will be incorporated to ensure alignment with project objectives and expectations.
- Performance evaluation criteria will include assessments of creativity, deliverable quality, adherence to timelines, and overall campaign effectiveness.

8. CONFIDENTIALITY

- The production house commits to maintaining strict confidentiality regarding all proprietary information and data shared by BEL.

- Any sensitive information or materials provided by BEL shall be handled with utmost discretion and utilized solely for the purposes outlined in this TOR.

9. CONTRACTUAL AGREEMENT:

- Upon approval of this TOR, a formal contract will be drafted delineating the terms, conditions, responsibilities, and deliverables agreed upon by both BEL and the production house.
- The contract will be legally binding, serving as the foundation for the engagement between BEL and the chosen production house.

10. EVALUATION CRITERIA

This bid will be evaluated using the below guidelines:

Bid evaluation criteria for production house selection for BEL's Marketing Department:

A. Experience and Expertise (20%):

- Demonstrated experience in managing comprehensive campaign strategies for utility or service-oriented industries.
- Track record of successful campaigns in promoting products/services and enhancing brand visibility.
- Specialized skills in various marketing channels relevant to the utility sector, including traditional media (TV, radio, print) and digital platforms.
- Years of experience specifically in creating marketing materials for utility companies or similar organizations.

B. Creativity and Innovation (20%):

- Ability to develop innovative and compelling concepts that resonate with BEL's objectives and target audience.
- Proven capability to bring fresh perspectives to marketing materials, particularly in the context of promoting energy services.
- Innovative approaches to engage with the target audience across multiple platforms, considering the unique challenges and opportunities of the energy sector.

C. Quality of Work Samples (15%):

- Portfolio showcasing diverse campaigns and materials specifically tailored service-oriented industries.
- Attention to detail in design and messaging, with a focus on communicating complex information effectively to diverse stakeholders.
- Consistency in branding across different mediums, ensuring alignment with BEL's brand guidelines and messaging standards.

D. Understanding of Brand and Target Audience (15%):

- Demonstrated comprehension of BEL's brand values and identity.
- Insight into the target demographic and market trends within the energy sector, including consumer behavior and preferences.
- Ability to tailor campaigns to resonate with BEL's intended audience, considering the unique needs and priorities of utility customers.

E. Project Management and Communication (15%):

- Clear communication channels and responsiveness, with a demonstrated ability to collaborate effectively with BEL's marketing team.
- Track record of meeting deadlines and managing resources efficiently within the context of similar projects.
- Collaboration and teamwork skills demonstrated in past projects, particularly in coordinating with internal and external stakeholders to achieve project objectives.

F. Budget Proposal (15%):

- Competitive pricing structure aligned with the budgetary constraints outlined by BEL.
- Detailed breakdown of costs for each aspect of the project, including production, etc.
- Transparency in pricing and willingness to negotiate to ensure cost-effectiveness without compromising quality or deliverables.