



Islamic Republic of Afghanistan  
Ministry of Industry and commerce (MOIC)  
Export Promotion Directorate

## **Terms of Reference**

**FOR**

**(Marketing Promotional Materials for Afghanistan's Exporting Products)**

*[Lump Sum]*

**Contract Reference No: MOIC/99/CS-002/QCBS**  
**Fiscal Year: 1399**

# I. First Section of the Assignment

## Background:

The Afghanistan Export Promotion Division has recently developed a 'Buy From Afghanistan' marketing plan to stimulate international trade with Afghanistan during and post COVID-19 in 2020 and 2021. This sector-focused marketing plan will be integrated with sales plans from Afghanistan sector associations and trading companies.

The initial offline marketing touch points needed to support the plan are listed below as part of TOR 77777

## Confidentiality Caveat:

In the interest of preserving confidentiality, several deliverable details are not included in this document, but will be discussed with individual consultant company companies who are interested in bidding for the work.

## Deliverables:

To effectively support the launch of the recently approved 'Buy From Afghanistan' campaign, the following initial deliverables will be required. EPD will manage the process of their deployment.

These deliverables will be used by Country Attachés, within Trade Shows, and by company/sector sales people. They will also be used in support of buyer requests as a result of the online marketing advertising campaign.

### 1. Export Sales & Marketing Materials – Photographs

- Capture original pictures for promotional materials from various places and products (quantity and subjects to be defined by EPD in a detailed photographic brief)
  - After using the approved pictures in the promotional material. All raw material should be handed over/submitted to EPD and be free of royalties.

### 2. Export Sales & Marketing Materials - Videos

- Develop a video clip for each of 6 sectors (as defined in the NES strategy)
  - These clips should contain the value chain of each sector, from the starting point of the production to the end, plus the selling point in the international market
    - For example; in agri-products this would be from cultivation, growth, harvesting, process, packaging and labeling, and transporting (air and land), and finally sale of them in the international marketplace.
  - The content of each clip should be original
  - Each clip should be in Full HD and be in between 2:30 ->3:00 minutes

### 3. Export Sales & Marketing Materials – Printed Items

- The design application of the 'Buy From Afghanistan' brand and creative ideas to printed materials. For each of 6 sectors, or across sectors, as is deemed logical.
  - Brochures, data sheets, PR memos and other printed items - to be defined by EPD.
  - 'Buy From Afghanistan' label for products (design only)

### 3. Export Sales & Marketing Materials – Promotional Items

- The design application of the ‘Buy From Afghanistan’ brand and creative ideas to promotional items such pens, calendars, T-shirts, mugs etc. to be used across all sectors in Trade Shows and other customer interfaces

#### 4. Export Sales & Marketing Materials – Production

- The video clips (2) of the 6 sectors should be written onto flash drives separately
  - 2,000 flash drives for a video clip of all 6 sectors (8GB)
- The printed materials (3) should be printed after final copy and design content is approved by EPD top management.
  - 5,000 units each promotional material
- Promotional materials production (4) will be defined at a later date by EPD

#### 5. Export Sales & Marketing Materials – Branding and Design Guidelines

- A brand marketing campaign ‘guidebook’ needs to be designed and created
  - Electronic and paper versions
  - It will contain at minimum the brand Tone-of-Voice, which includes essentials such as type, color, logos and templates for basic support items needed for the ‘Buy Afghanistan’ campaign.
  - Pashtu, Dari, and English

#### **Design and Production Caveats:**

A. The consultant company - should rely on information from previous studies and surveys, already carried out in the frame of this project or conducted in the country in relevant fields. These sources will be made available by MOIC on the occasion of the contract inception meeting and may have to be augmented/fine-tuned by field investigations undertaken by the consultant company

\* The General Directorate of Industrial Parks of MOIC will provide all available data in hand to the consultant company.

B. The consultant company - will require a high degree of interaction with local authorities and business organizations, including the Governor’s office, the Provincial Council, the Provincial Investment Commission, the Chamber of Commerce, business services providers and universities.

C. The consultant company– will need to work closely with ITC, who formulated the Afghanistan National Export Strategy, and who created the creative idea behind the ‘Buy From Afghanistan’ marketing plan. ITC will be responsible for ensuring a consistent creative Brand Voice across all touch points.

#### **Project Management and Reporting:**

The consultant company will be under the direction of Director of the Export Promotion Department (EPD) of MOIC

- The consultant company will be working in close cooperation with all EPD staff and continuously inform on the progress of the assignment.
- The consultant company shall prepare various reports/documents on time and with the copies of report for printed versions as indicated below:

#### **EPD Obligations, Duties and Responsibilities towards the Consultant Company**

- Providing background documentation and materials as appropriate.

- Commenting on the draft versions of various logos, designs, patterns, clips, and all promotional material which are developed by the consultant company
- Reviewing the creative and production of all advertising and promotional materials intended for an external audience to ensure that a consistent image and message is being maintained
- Providing a technical review team to give input to the development of the deliverables detailed

Report/ Document	duration / day	Number of copies
Inception report (visit of site, staffing and office documentations, progress report, activity break down, mobilization and other administrative activities)	10 Days after NTP	One soft+ One Hard
Photography	15	Soft + Hard
Developing of videos (for 6 sector of NES value chain)	20	Soft + Hard
Designing of printed materials	HH	
Designing of promotional materials	HH	
Production of videos, printed and promotional materials	20	Soft + Hard
Developing branding guidelines for Afghanistan export and promotional materials.	20	Soft + Hard
Final Report and Submission of the Assignment to the EPD.	20	This should be presented by the consultant company and submit total assignments based on TOR.

#### **Inception Report:**

The consultant company will submit an Inception Report within 10 days from notice to proceed (NTP). This report shall contain the preliminary findings, site and staff preparation and an updated work plan. Further details of the content of this report will be agreed upon during contract negotiations between the MOIC and the consultant company

#### **Final Report:**

The consultant company must prepare and submit copies of the report to the client (MOIC) as a final report in English language for further utilization of the export promotion directorate on behalf of Ministry of Industry and Commerce.

### Duration of The Assignment:

The assignment is expected to last for the duration of (4) calendar months from sign of the contract.

Activities	Timeline							
	May	Jun	July	Aug	Sept	Oct	Nov	Dec
Photography								
Design of printed and promotional materials								
Videos (NES Sectors value chain)								
Marketing materials Production								
Guidelines								
All deliverables completed								

### Consultant Company Coordination and Logistics:

The consultant company should specify resources available to fulfil the requirements of the Terms of Reference.

The consultant company should assign a team lead for the whole duration of the contract, a team leader and a pool of technical experts (see annexes below) working both home and Provincial-based as well as a project area coordinator in the project target area until the finalization of all the expected work.

The Consultant company's bid documentation should provide a complete list of personnel deployed to undertake the services, their qualifications and the functions they will assume. The qualifications of the bidder's proposed staff will be assessed by MoIC as part of the technical proposal evaluation. Based on this assessment and below-listed requirements, MoIC reserves the right to suggest changes in the consultant company's pre-selected personnel.

The proposer's team lead will report to the MoIC Export promotion Directorate, on the status of the project and the activities undertaken. Close coordination is expected between the consultant company's personnel and MoIC field staff. The first mission should be no later than 10 days after the signature of the contract, as an inception mission to be held with the field level management of the MoIC project.

Three intermediate missions should be planned as project review meeting and a final mission should be held to present findings to MoIC. Following the inception meeting, an inception report will be produced by the consultant company and will outline the approved project work plan and specify agreed methodologies for carrying out the work envisaged in the present assignment.

The consultant company should report activities during the implementation of each assignment to the Export Promotion of MOIC and technical experts.

### Consultant Company Staffing and Skill Mix Needed

- Ability to conceptualize, plan and execute innovative ideas;

- Displays open, co-operative behavior with other team members
- Remains calm and in control, and good humored even under pressure;
- Responds positively to critical feedback and differing points of view;
- Sets priorities, produces quality outputs,
- Meets deadlines and manages time efficiently.
- Excellent oral and written skills.
- Must be able to translate between science/tech and international development
- Excellent communication skills, organized (dealing with many stakeholders)
- Planning/organizational skills
- Have the ability of content writing

### **Request For Proposal**

This RFP goes ‘hand-in-hand’ with RFP 777777, which is offline centric. The consultant/design companies hired for online and offline, will be managed together by Afghanistan’s Export Promotion Division of MOIC.

## **II. Second Section of the Assignment**

### **Background:**

The Afghanistan Export Promotion Division has recently developed a marketing plan to stimulate international trade with Afghanistan during and post COVID-19 in 2020 and 2021. This ‘Buy from Afghanistan’ sector-focused marketing campaign will be supported by various online and offline touchpoints, and integrated with sales plans of sector associations and trading companies. This RFP refers to online touchpoints.

### **Required Deliverables**

To effectively support the recently approved campaign, initial online deliverables – in the list below - will be required.

- EPD will provide more details on each list deliverable after an initial response to this RFP
- EPD will also define initial countries and sectors associated with these deliverables, plus answer any other questions you may have.

#### Lead Generation Website

- A specific ‘lead generation website’ will be created to support the ‘Buy from Afghanistan’ outbound marketing efforts. It will be focused on new buyer engagement, and generating sales leads. This website will be linked to other MOIC sites, sector sites, and government sites.
  - It’s suggested this site be built on WordPress CMS
  - A SEO strategy should also form part of this deliverable
  - The site will initially be in English, but subsequent addition of languages should be included in the design thinking
  - The website will also include landing pages from Social Media
- This website will also be linked to a new database containing leads generated by all areas of EPD marketing, to serve the sector marketing community.
- EPD will provide the wireframe guide for content (Copy and visuals)
- Elsewhere, EPD is developing a photography shoot, where needs for the website and social media will be addressed

#### Social Media – Facebook and LinkedIn

- In order to boost visibility and engagement around the ‘Buy From Afghanistan’ concept, the following is needed:
  - A Facebook and LinkedIn site (cover, profile, configuration etc.)

- An ‘interaction’ campaign via Facebook and LinkedIn ads
- A ‘click to site’ campaign via Facebook and LinkedIn ads
- EPD will provide the list of countries and associated sectors for the above

#### YouTube Channel

- In order to increase the ‘stickiness’ of the campaign, and generally increase interest levels, a YouTube channel will be created:
  - It will contain small videos that will portray existing foreign customers of Afghanistan products\_(These videos will also be used on Facebook, LinkedIn and the website itself)
    - The videos will be created by existing customer Skype and smartphones and then edited by you

#### Sites and Community Monitoring and Management

- To ensure a continual positive customer experience between buyers and Afghanistan, and to answer to messages on the website pages or via Facebook Messenger and LinkedIn chat, the sites above must continually engage the prospective buyer. This will require the creation of new content and site optimization, involving the following consultant company work.
  - The creation of weekly content upgrades
  - Website analytics reporting and recommendations
  - Sites extension implementation (over time)
    - Website version 2
    - E-Commerce
    - Twitter, WhatsApp...

#### Online Media

- At this stage, all online media will be managed by EPD. Based on the analytics, the consultant company may from time-to-time be asked to generate new content for different media. These will be requested as separate assignments

#### Lead Management

- The process of ‘lead funneling’, lead database management and ‘lead dissemination’ to the sectors will be undertaken by EPD, with the necessary knowledge provided you for seamless integration into the above work schedule

#### Brand and Creative Management and Approvals

- The overall ‘control’ of the ‘Buy From Afghanistan’ Brand ‘Voice’, as well as the specific Brand creative implementation, will be directed by EPD and managed through our UN partners ITC (International Trade Center)
- MOIC approvals needed for each segment of the project will be defined by EPD before the start of the overall assignment, so delays are kept to a minimum

#### **Timing:**

The assignment will be executed between July and Nov 2020.

#### **Next Steps - Application:**

Please send a letter of interest - in English - to MOIC.

Please include in your letter the following:

1. Why you think your company is suitable for the assignment as written above
2. What work you have done before that shows your digital capabilities to succeed with this assignment
3. Any previous work of yours that has 'crossed borders'
4. Your website and Social media URL's
5. Your digital technical scope and skills

We will get back to you within 2 weeks of your submission, as to next steps if any.

**Key Personnel requirements: (Key areas of specialty)**

No	Position	# of Expert	Qualification and Experience	working days for consultant company's
01	Project Manager	1	S/he will have a minimum Master's Degree qualification in Economics, Management, Public Administration or the same . The Project manager has should at least hold 7 years of similar experience.	120
02	Professional graphic designer	2	Bachelor's Degree in Art, graphic design or similar, expert in designing software's with the experience of at least 3 years or Secondary School Graduate with minimum experience of 7 years in the related area.	90
03	Professional photographer	2	Bachelor's degree in photography art preferred, Proven experience as a photographer in a competitive industry, Excellent verbal and written communication skills, detailed knowledge of photography art and lighting, Strong creative presence and artistic flair, Able to follow instructions clearly to achieve desired results, flexible to travel to locations as required of the job, familiarity with professional cameras	120
04	Professional video taker and editor (video producer)	2	Bachelor's degrees in video capturing and video editing and at least three to five years of professional experience in the aforementioned industries. familiarity with professional cameras, various HD and SD formats, preproduction/planning, studio and field production, lighting/grip , Audio format mixers, compression, EQ, effects processors, audio recording techniques for studio and field, multi-track and waveform editing. digital video editing, still and motion graphics design, and video compression for multiple delivery platforms, mastered in operating a camera and using editing software such as Final Cut Pro X, Adobe After Effects or Adobe Premiere.	90
05	Professional content writer	2	A minimum bachelor's degree in Communications, Marketing, Journalism, or related field with a minimum of 5 years' experience, proven content writing or copywriting experience, working knowledge of content management systems, proficient in all Microsoft Office applications, excellent writing and editing skills, the ability to work in a fast-paced environment and handle multiple projects concurrently, effective communication skills, excellent knowledge of native languages (Dari & Pashto) and English	120