



TERMS OF REFERENCE

CONSULTANCY TO DEVELOP AND EXECUTE AN INTEGRATED MARKETING COMMUNICATIONS CAMPAIGN FOR THE 2022 POPULATION AND HOUSING CENSUS

1. DESCRIPTION AND RATIONALE

The Statistical Institute of Jamaica (STATIN) will be conducting Jamaica's 15th Population and Housing Census in April 2022. This exercise is conducted in Jamaica once every ten years. It allows the country to take a "snapshot" of its population, to determine how many people reside within its borders, who they are and where they live. A census is a complex undertaking that requires "mapping the entire country, mobilizing and training a large number of enumerators, conducting a massive public campaign, canvassing all households, collecting individual information, compiling vast amounts of data in paper or electronic form, and analyzing and disseminating the data" (UNFPA, 2019).

The Census is critical to the mission of STATIN, which is "[t]o contribute to national development through the provision of quality statistics to enable effective planning and decision-making". It provides information for development planning, policy formulation and services delivery, and for monitoring and evaluating development programmes and plans. The Census is also a vital resource for other data users such as entrepreneurs, civil society groups, faith-based organisations, researchers and students. Hence, it is important that all residents participate in the census. Full participation will ensure that the 2022 Census count is as complete and accurate as possible.

To achieve universal enumeration, the population must:

- be aware that the Census is taking place,
- understand its importance, and
- be motivated to participate.

As such, an effective communications campaign is critical to the success of the 2022 Census. The purpose of this **terms of reference (TOR)** is to contract the services of a full-service communications/public relations agency (hereafter referred to as ‘the Communications Agency’) with demonstrated knowledge and experience in creating and executing national campaigns. The Communications Agency is required to create, coordinate and implement an integrated marketing communications campaign to achieve the communication goal of the 2022 Population and Housing Census.

2. BACKGROUND

Jamaica has a rich history of conducting population and housing censuses. Fourteen censuses have been conducted in Jamaica since 1844 when the first census was undertaken. A population census may be defined as the total process of gathering, compiling and publishing information on the total count of the population of a country or a specific area. Additionally, a population census provides socio-economic data such as age and sex, where people live, their level of education and employment status, among other characteristics. The housing census aspect of the exercise allows for the determination of the supply of housing units and information on the structural characteristics and facilities that have a bearing on the maintenance of privacy, health and the development of normal family living conditions.

The 2022 Census, like previous censuses in Jamaica, will be conducted in accordance with the provisions of the Statistics Act and the order and regulations made thereunder. A population and housing census is the largest undertaking by STATIN. Of note, the 2022 Census will be the first to be done using tablet computers in Jamaica.

2.1 Geographic scope of the 2022 Census

The 2022 Census will enumerate the resident population of Jamaica as at April 5, 2022. Each person will be enumerated based on their usual place of residence. The population of Jamaica is estimated at approximately 2,700,000 persons and 881,000 households. During the census enumeration phase, approximately 6,000 census takers will be deployed island-wide for approximately four months. The census takers will visit each household, private and non-private, to complete questionnaires for each household and its inhabitants. Special arrangements will be made to enumerate the institutional population, persons living on the cays and those with no fixed abode.

2.2 Census Day

Census Day, considered as the reference time, will be on Monday, April 5, 2022 and data collection for the 2022 Population and Housing Census will commence on April 6, 2022, for approximately four months.

2.3 Census Operations

The census operations involves several components which can be grouped into three key phases: (1) pre-census planning, (2) enumeration and (3) post-census processing, analysis and dissemination. Each phase is dependent on the preceding. The quality and timeliness of each phase has a direct effect on the success of subsequent phases

Pre-Census Planning - The planning activities for a census usually begin five years in advance and are critical to the successful completion of a census. A number of preparatory activities have to be undertaken before the enumeration exercise takes place. These include but are not limited to field organization, pre-test exercises, census pilot, census recruitment and training.

Enumeration – Data collection is scheduled for the period April to July 2022 and a complete canvassing of the whole population will be done.

Post-census processing, analysis and dissemination which involves data entry, editing and coding, preparation of tables and finalization of the 2022 Census database. The preparation of reports, data analysis and data /results dissemination are the main activities in this final phase. A post-enumeration survey (PES) is also conducted during this phase.

2.4 Strategic Consideration for the 2022 Population and Housing Census

Executing the census can be a challenging task. An assessment of the 2011 Population and Housing Census identified some challenges or strategic considerations that have to be taken into account when conducting surveys in general and the census in particular. Some of the strategic considerations included:



STRATEGIC CONSIDERATIONS FOR COMMUNICATION PLAN

These challenges, among others, must be considered and addressed in the communications and marketing campaign. With these strategic considerations in mind, STATIN’s goal is to improve on the 83.0 per cent coverage from the 2011 Population and Housing Census.

3. SCOPE OF WORK

STATIN requires an integrated marketing communications campaign guided by the theme for the 2022 Census: **“Yuh Count, Mi Count, All A Wi Count!”**. The successful Communications Agency will be required to:

- Create, coordinate and implement an integrated marketing communications campaign to achieve the communication goals of the 2022 Population and Housing Census. The campaign should span the following phases of the census:
 - Pre-enumeration (September 2021- March 2022),
 - Enumeration (April 2022-August 2022), and
 - Post-enumeration (June 2022 – October 2022).
- Use an appropriate mix of communication approaches, tools and channels, as well as, insights into the local context in developing and implementing the campaign. The campaign should be integrated with STATIN’s census operations and internal and external

public relations activities to ensure that consistent messages are delivered seamlessly at every stage of the process.

- Monitor the campaign activities and provide ongoing advice and periodic reports on the effectiveness of the campaign strategy.
- Conduct a post-implementation assessment and provide an evaluation report on the effectiveness of the overall communications and marketing campaign along with recommendations.

4. EXPECTED OUTCOMES

The successful execution of the integrated marketing communications campaign is expected to produce the following outcomes:

- Island-wide awareness of the 2022 Census and related activities,
- Increased interest in and understanding of the importance of the 2022 Census and the value of census data among the population,
- Improvement in the level of respondents' cooperation with census takers, and
- Increased response rate.

5. INSTITUTIONAL ARRANGEMENTS

The Communications Agency will report directly to STATIN's Corporate Communications Manager (Census Communications Manager), who is a member of STATIN's Census Steering Committee. The Communications Agency will provide briefs and updates on work progress, challenges encountered, risks foreseen, proposed mitigation measures, third-party selections of talents for use in marketing activities, advertisements and the Census Jingle and clearly identify where STATIN's support may be required. The Census Steering Committee will review for certification of acceptance, the outputs produced by the contracted communications agency. STATIN staff will provide technical support on matters relating to the 2022 Census to the contracted consultancy firm.

6. PIVOTAL ELEMENTS OF THE 2022 CENSUS INTEGRATED MARKETING COMMUNICATIONS CAMPAIGN

There are a few key components that should be embodied in the 2022 Census integrated marketing communications campaign. The strengthening of existing partnerships and forging new partnerships is one such component. Strategies will have to be designed to expand STATIN's existing partnerships with public and private sector stakeholders, local authorities and

educational institutions. Research has shown that with shared goals and consistent messaging, partners can help to generate wider public support for the 2022 Census. Of note, are:

6.1 Stakeholder Networks

STATIN has an extensive network of stakeholders who rely on census data and have a role to play in ensuring a successful census. Stakeholders include the following groups:

- the Government of Jamaica and its ministries, departments, and agencies,
- the political directorate and the parliamentary opposition,
- researchers and academia,
- non-governmental, faith-based, and private sector organisations,
- the general public, and
- regional and international development partners.

STATIN works directly with several regional and international development partners in preparation for the 2022 Census. The Communications Agency should consider in developing the integrated marketing communications campaign, the role of these stakeholders in the promotion of the census. The Communications Agency will be required to develop materials for some or all of these groups and will work with STATIN in the engagement of stakeholders. However, to the extent that the advisory committees and government are interested in the status and progress of this campaign, the Communications Agency maybe required to accompany STATIN's representatives to meetings or present information to these stakeholders in conjunction with STATIN.

6.2 The 2022 Census Partnership Programme

The 2022 Census Partnership Programme will be a critical component of the overall marketing and communications campaign for the 2022 Census. This programme will be implemented through STATIN's Communications and Marketing Unit. However, the Communications Agency will work with STATIN to identify and engage partners to secure their support. STATIN anticipates engaging over 200 partners, including local government and municipal authorities in each parish, community-based organizations, media outlets, businesses, schools, faith-based groups and other entities in communities across the country. In working with partners, one of the primary goals will be to identify trusted individuals and influencers within each community who are willing to use their credibility to encourage cooperation from those who are reluctant to participate in the census. In addition, partners will be asked to support or sponsor promotional activities to raise awareness and encourage participation in the census.

While the 2022 Census Partnership Programme is designed to reach all segments of the population, special emphasis must be placed on reaching with the hard-to-access segment of the population, as they are often unresponsive to mainstream methods of communications. The programme recognizes the value of community input and that broad-based participation must be built at the national and community levels.

6.3 The Census in Schools Programme

The Census in Schools Programme seeks to create awareness of the 2022 Census, how data are collected, its benefits to society, and develop statistical literacy skills in students. The programme will provide educators with age-appropriate resources (infant, primary and secondary levels) that they can use to teach the nation's children about the importance of the census. These resources will be tailored to the Early Childhood and National Standards Curricula and the Caribbean Examination Council's Caribbean Secondary Education Certificate (CSEC) and Caribbean Advanced Proficiency Examination (CAPE) curricula. Through this engagement, it is expected that children can help deliver this message to their families and assist in ensuring that every household member is counted.

7. SUMMARY OF KEY DELIVERABLES

A successful 2022 Census will largely depend on the Communications Agency's evidence-based and persuasive communications and marketing campaign that is well integrated across all Census operations and programmes. The campaign must be fully integrated with STATIN's internal communications activities and addresses the issues and concerns of the many partners and stakeholders described above.

The Communications Agency will be responsible for numerous tasks as part of this campaign. These will include but are not limited to:

1. reviewing and/or validating existing research, conducting additional research, and analyzing data to support the overall integrated marketing communications strategy;
2. creating an integrated marketing communications campaign and implementation plan to support the achievement of the stated goal of the 2022 Census;
3. working closely with STATIN's Communications and Marketing Unit to ensure that the campaign is carefully integrated with the other components of the Institute's communications strategy;
4. working closely with STATIN to implement the campaign, including coordinating with STATIN's field offices on promotional activities;

5. conceptualising, designing and developing advertising materials for television, print, radio, mobile, out of home and all online platforms to reach targeted groups,
6. conceptualising and creating a **Census Jingle** for use on radio, television and digital platforms;
7. preparing an advertising and media placement plan, identifying selected communications/media channels for placement and distribution of content;
8. placing advertisements including the **Census Jingle** in relevant/appropriate media;
9. developing other communications materials and identifying potential channels, mechanisms and partners for communication activities;
10. developing and executing public relations and other promotional activities;
11. developing brand identity guidelines to ensure the integrity and consistent use of the 2022 Census logo;
12. creating and implementing a procurement schedule for promotional materials;
13. creating and implementing a digital marketing campaign (including social media) across all relevant digital platforms that is consistent with the STATIN brand;
14. monitoring the progress and evaluating the activities of the campaign and providing periodic reports and ongoing advice to STATIN's Communications and Marketing Unit;
15. preparing content (print, video and static artwork) for online platforms, including the 2022 Census webpage and social media pages;
16. travelling to the field to get to know and capture census success stories for dissemination through website, social media and to media; and
17. sourcing and lawfully engaging third parties where needed to accomplish specific tasks.

7.1 Specific Requirements

7.1.1

Specific requirements include, but are not limited to:

Campaign Research

The Communications Agency must base the strategies and tactics of the 2022 Census communications campaign on a solid foundation. Hence, the Communications Agency will be required to conduct primary and secondary research in preparing the communication and marketing strategy. The final report of the 2011 Population and Housing Census has information regarding the effectiveness of operations and the characteristics of respondents and non-respondents. The selected Communications Agency will have access to this information to refine the integrated marketing and communications campaign. The Communications Agency will also be required to perform on-going monitoring of the campaign as well as a post-implementation (impact) evaluation.

7.1.2 Census Integrated Marketing Communications Campaign and Implementation Plan

Develop an evidence-based communication and marketing campaign utilising an appropriate mix of communication approaches, tools and channels. This campaign should take into account the strategic consideration outlined above in Section 2.1 as well as any new insight gained from formative research. Among others, the strategy should also include a social media marketing campaign and clearly outlined action plans for engaging the hard-to-count groups which include gated communities, returning residents, millennials, persons with disability and migrant populations. A detailed campaign schedule for the implementation of campaign activities is also required along with a plan to monitor and evaluate the campaign.

7.1.3 Advertising

The Communications Agency shall be responsible for the development and placement of a **Census jingle** and all other advertisements (e.g. radio, print, television, out-of-home, mobile, digital and social media). The Communications Agency shall obtain best commercial rates available and pursue negotiated added value in media points, sponsorships and/or promotions to increase the overall value of the media buy. Any discount arising out of the placing of advertisements resulting from this campaign is to be applied to the benefit of STATIN's account.

The Communications Agency shall develop, maintain, and administer an advertisement tracking system that permits continuous tracking against the key target populations that would allow for rapid course corrections in the level of media weight or shifts in message through time.

The Communications Agency shall obtain and maintain on file, all cost-related records, including affidavits, tear-sheets, or other advertising industry standard proof-of-performance documents for review by STATIN and for purposes of audit as required. These records shall be submitted to the Institute for archiving.

The Communications Agency shall preserve all films, tapes, commercials, slides, negatives, and any and all other items produced for the 2022 Census communications campaign for a period of six months after completion of the contract. The Communication Agency shall provide an archival copy of all final products to STATIN as part of the final report. An inventory shall be maintained and provided to STATIN on agreed dates.

7.1.4 Brand Identity Guidelines

The Communications Agency is responsible for developing a brand identity guideline for the 2022 Population and Housing Census to ensure the integrity and consistent use of the 2022 Census logo and tagline by the Institute and Census Partners. The campaign for the 2022 Census should be consistent with STATIN's corporate brand, and should support/reinforce the census as a product of STATIN. The brand identity guide must also outline protocols for cross branding.

7.1.5 Census Partnerships

In developing the overall integrated marketing communications campaign, the Communications Agency is expected to incorporate the use of partnership as part of the strategy. The Communications Agency will be required to identify potential census partners, develop tactics to secure their commitment to the 2022 Census Partnership Programme and design and produce materials (Census Partner Information Kit) for use by Census partners in engaging their constituents including those on social media. The implementation of the 2022 Census Partnership Programme will be lead by the Communications Agency with support from STATIN's Communications and Marketing Unit.

7.1.6 Census in Schools

The Communications Agency will be expected to design and produce age-appropriate materials for use as part of the Census in Schools Programme. The materials may include print and audio-visual products (inclusive of animations and games) for use by educators, caregivers and children. In addition to printed copies for dissemination, the materials will also be placed on electronic platforms including the 2022 Census webpage and the Institute's social media pages. STATIN will undertake the actual implementation of the Census in Schools Programme. However, the Communications Agency will be required to provide advice and technical and personnel support in addition to designing and producing the required age-appropriate materials.

7.1.7 Digital /Social Media Campaign

The Communications Agency should be able to provide a personified approach to the digital space, utilizing the idea of storytelling while engaging with the target audience

interactively. The stories should seek to emphasize why persons should participate in the census.

As STATIN plans to conduct the most automated, modern, and dynamic decennial census in Jamaica's history, it is important that the digital/social media campaign embraces this digital transformation.

STATIN will provide information for content, finalize captions and approve all final content for dissemination while the Communications Agency is expected to:

- create a comprehensive social media plan for the campaign,
- create and execute social media activities to engage different segment of the population as necessary,
- undertake programmatic Ad buy and Sponsored Posts (Static and video Ads),
- create and disseminate infographics,
- use a social media management tool to engage, monitor and manage the Institute's social media platforms: Facebook, Instagram, Twitter, LinkedIn, any other relevant platform,
- prepare content for the 2022 Census website,
- identify, engage and act as a liaison between STATIN and social media influencers,
- prepare a social media influencer kit that can be used by influencers to engage their audience on social media and their websites.
- boost visibility and engagement with audience through the creation of hashtags, the use of short videos, GIFs, appropriate images, etc., and
- create and provide a bi-weekly social media metrics report.

7.1.8 Procurement/Inventory

The Communications Agency will be responsible for:

- creating a promotional product plan
- creating an inventory system to track all promotional items throughout the campaign,
- preparing a monthly report items in stock,
- disseminating all promotional items at designated events, and
- returning unused promotional items to STATIN at least one month after the campaign ends.

7.1.9 *Public Relations and Promotional Activities*

STATIN's Communications and Marketing Unit will play an integral role in public relations and promotional activities for the Census; however, the Communications Agency has two primary functions in this area. The first function is to manage and direct selected aspects of media relations and public relations. The Communications Agency will also manage the sourcing and contracting with external third parties for the production of communication materials and the delivery of communication services subjected to the prior approval of STATIN.

Island-wide Census Day Activation

Key among the promotional activities is the **island-wide Census Day Activation**. The Communication Agency will be required to plan, coordinate and execute activities across the island in key locations that will achieve the greatest level of visibility and interaction with the public. Census Day activities should be designed to leave a lasting positive impression in the minds of Jamaicans about census day, as this is the reference point for the Census.

Other essential functions include:

- the preparation of news articles and press releases (to be submitted for approval),
- participation in islandwide roadshows and other appropriate outside broadcast initiatives,
- arrangement of pre-scheduled and ad hoc media interviews and talk show discussions,
- planning of and participation in stakeholder engagements/meetings (including activities to engage the hard-to-count populations),
- assist with the distribution of brochures, promotional and other print materials,
- plan and execute the official launch of the 2022 Census (October 15, 2021), and
- plan and execute the official launch of the 2022 Census in Schools Programme (January 2022),
- plan and execute activities to thank respondents and other key stakeholders/partners for participating in the 2022 Census post enumeration.

7.1.10 *Post-enumeration Survey*

The 2022 Post-enumeration Survey (PES) will be undertaken shortly after the 2022 Census as an independent re-enumeration of a sample of Enumeration Districts (EDs). The target population for the PES are households and individuals enumerated in the 2022 Population and Housing Census. Excluded from the survey are persons living in non-private dwellings including group dwellings, e.g. military camps, mental institutions, hospitals, prisons and foreign diplomats. The Communications Agency will be required to develop and implement activities to widely publicise

the objectives of the PES to ensure public cooperation, a high response rate and general acceptance of the results.

8. "SIGN-OFF" PROCEDURE

Deliverables are considered approved when accepted by the Chief Census Officer (STATIN's Director General) or his/her designate in consultation with the Census Steering Committee and STATIN's Corporate Communications Manager, based on the defined and agreed performance standards for delivery.

The Communications Agency will provide copies for approval before producing the final communication products and plans. The Communications Agency will provide at least one week for review and approval of all materials. In addition, STATIN may disapprove any product or professional talent deemed to be inconsistent with the Institute's corporate image, in spite of the individual's professional qualifications. Cause for disapproval may result from items including, but not limited to, events in the individual's public or private life which could cast doubt about his/her veracity or credibility as a STATIN spokesperson or which would otherwise create a negative impression of STATIN. Likewise, STATIN will disapprove any strategy, tactic or communications material that could in any way erode public confidence in STATIN's commitment to maintaining confidentiality of the data collected.

9. TARGET AUDIENCE CAPABILITY

The Communications Agency shall have expertise and experience in marketing to historically hard-to-access population. Based on STATIN's experience and the 2011 Population and Housing Census Report, these populations include such groups as residents of gated communities, migrants, returning residents, millennials, persons with disabilities and deep rural communities.

In developing the integrated marketing communications campaign, the Communications Agency should further identify and propose strategies that target population groups that require special attention.

10. QUALIFICATIONS, EXPERIENCE AND COMPETENCIES

Bidders must be a full-service marketing/communications agency in existence for at least two years. The agency should have resources for research, content and collateral development, event management, digital advertising and public relations. The team for this project should include a project manager/lead account manager with a master's degree in the field of communications,

public relations, journalism or marketing and have at least five years' experience in leading national awareness and promotional campaigns.

The Communications Agency should have:

- a) Qualified staff at bachelors or master's degree level in the field of communications, public relations, journalism or marketing or a related field.
- b) A minimum of two years' professional experience in the development of national communications and marketing campaigns.
- c) Staff with capability and proven experience in crafting and implementing national public relations strategies.
- d) Capability and proven experience in crafting messages and products in various formats (press releases, websites, success stories, audio, video, blog entries, tweets, etc.) targeting a variety of audiences.
- e) Ability and proven experience in multi-tasking, in taking initiative and working effectively under pressure.
- f) Familiarity with branding compliance.
- g) Excellent written, oral and interpersonal skills.
- h) Familiarity with website development and social media platforms is an asset.
- i) Portfolio with samples of previous work (particularly for Government entities or projects of national importance within the scope of items listed in this TOR).

11. LANGUAGE OF MATERIALS

The Communications Agency must be able to create materials in language that is appropriate for advertising and public use. In addition, the Communications Agency may be asked to create materials in language and dialect that are linguistically, conceptually, and culturally appropriate for Jamaica.

12. ROLES AND RESPONSIBILITIES

- The Communications Agency shall manage the 2022 Population and Housing Census integrated marketing communications campaign from their place of business but in close contact with STATIN's Communications and Marketing Unit in accordance with this terms of reference.
- The Communications Agency will be responsible for, including costs, its working facilities and all of its materials, consumables and devices needed to carry out this campaign and will be responsible for any travelling and accommodation costs associated with this project.

- The Communications Agency will be responsible for sourcing relevant third parties where needed to accomplish tasks. However, STATIN will have final approval of third-party selections for talents used in the Census Jingle and other advertisements and marketing activities before engagement. The cost of third-party engagement should be factored in the Communications Agency's overall campaign cost.
- STATIN may provide other assistance as may be reasonably required.

13. EXPECTED KEY DELIVERABLES AND DELIVERY DATES

The deliverables for the Communications Agency are as specified in the below table. Assuming a project start date of September 1, 2021, the project is expected to be conducted over a period of fifteen (15) months. Payment schedule will be negotiated with successful bidder.

Expected Key Deliverables and Delivery Dates		
Key Deliverables	Deadline	Review Period
<p>Deliverable 1: Integrated marketing communications strategy and implementation plan. Following an inception meeting with STATIN's Census Steering Committee:</p> <ul style="list-style-type: none"> ○ Submit revised 12 - months integrated marketing communications campaign strategy and action plan for approval to include: <ul style="list-style-type: none"> ○ Campaign strategy and implementation plan ○ Advertising and media placement plan ○ Procurement plan ○ Budget 	End of Week 2	1 Weeks
<p>Deliverable 2: Production of core creatives and collateral (Phase 1/ Pre-enumeration phase)</p> <ul style="list-style-type: none"> ○ Production and approval of primary marketing creative and collateral materials for the various components including the Census Partnership Programme, census recruitment and the Census in Schools Programme in keeping with approved integrated marketing communications strategy and implementation plan for the pre-enumeration phase. 	End of Week 17	On-going
<p>Deliverable 3: Execution of events for the first phase of the 2022 Census integrated marketing communications strategy and monthly reports</p>	Weeks 7- 31	N/A

Expected Key Deliverables and Delivery Dates		
Key Deliverables	Deadline	Review Period
<ul style="list-style-type: none"> ○ Execution of events and public relations activities including the Census launch 2021), the hosting of other stakeholders' engagement session, preparing news releases and news features etc. ○ Execution of digital/social marketing campaign ○ Advertising and media placement including for census recruitment activities etc. ○ Prepare and submit monthly reports, including the status and impact of activities executed in furtherance of deliverables, upcoming activities, up-to-date list of contracts for goods and services and inventory of campaign items in keeping with the approved activities, execution schedule and budget. 		
<p>Deliverable 4: Production of core creative and collateral (Phase 2/ Enumeration phase)</p> <ul style="list-style-type: none"> ○ Production and approval of primary marketing creatives and collateral materials in keeping with approved integrated marketing communications strategy and implementation plan for the enumeration phase including the creation of the Census Jingle and other radio, TV, OOH and mobile advertisements etc. 	End of week 27	on-going
<p>Delivery 5: Execution of events for the second phase (enumeration phase) of the 2022 Census integrated marketing communications strategy and monthly reports.</p> <ul style="list-style-type: none"> ○ Execution of events including the Census Day Activations island-wide (April 5, 2022) and the hosting of other stakeholders' engagement and promotional events etc. ○ Execution of social media marketing campaign ○ Advertising and media placement ○ Prepare and submit monthly reports, including the status and impact of activities executed in furtherance of deliverables, upcoming activities, up-to-date list of contracts for goods and services and inventory of campaign items in keeping with the approved activities, execution schedule and budget. 	Weeks 32-50	N/A

Expected Key Deliverables and Delivery Dates		
Key Deliverables	Deadline	Review Period
<p>Deliverable 6 : Production of core creatives and marketing collateral (Phase 3/ post-enumeration survey)</p> <ul style="list-style-type: none"> ○ Production and approval of primary marketing creative and collateral materials of key events in keeping with approved integrated marketing communications and public relations strategy and action plan for the pre-enumeration phase. 	End of week 44	On-going
<p>Deliverable 7: Execution of events for the third phase (post-enumeration survey) of the 2022 Census integrated marketing communications and public relations strategy and monthly reports</p> <ul style="list-style-type: none"> ○ Execution of events such as media briefings and the hosting of other stakeholders' engagement and promotional events. ○ Execution of digital marketing campaign ○ Advertising and media placement ○ Prepare and submit monthly reports, including the status and impact of activities executed in furtherance of deliverables, upcoming activities, up-to-date list of contracts for goods and services and inventory of campaign items in keeping with the approved activities, execution schedule and budget. 	Weeks 51-59	N/A
<p>Deliverable 8: Submission of final report to include:</p> <ul style="list-style-type: none"> ○ Insights from campaign evaluation and recommendations for subsequent awareness and promotional campaigns. ○ Archival copy of all final products that were created and used as part of the campaign. ○ Inventory of promotional items ○ Financial records. ○ Return of unused items. 	Week 66	2 weeks

14. PAYMENTS

Payments will be made in accordance with the payment schedule in the contract.

15. SUBMISSION OF PROPOSALS

Proposals from interested Communications Agencies demonstrating their suitability, should be submitted in accordance with the schedule below. Bidders (Communications Agencies) should submit the technical and financial proposals in separate documents at the same time on the same day.

Item	Delivery Date
1. Detailed 2022 Census communications and marketing proposal inclusive of: a. Portfolio with samples of previous work (particularly for Ministries, Departments or Agencies of the government of Jamaica for projects of a national importance and within the scope of this TOR) b. Curriculum vitae for key technical personnel within the agency who will lead or manage major tasks in the project c. Clearly outlined work plan with timelines d. Monitoring and evaluation plan e. Two written recommendations from previous employers (may be from Ministries, Departments or Agencies of the Government of Jamaica for projects of a national importance and within the scope of this TOR)	July 05, 2021
2. Financial proposal	July 05, 2021
3. Oral presentation of proposal	During the week of July 12, 2021

16. EVALUATION

An evaluation team will review the proposals using a two-step process. Their first step will be to examine the technical proposals to determine if bidders are qualified as per the terms of reference. The second step will be to review the financial proposals.

This project is for the engagement of a Communications Agency to produce and implement an integrated communications and marketing campaign for the 2022 Census. This falls under the ambit of creative expression. As stipulated in the *Public Procurement Act, 2015* and its amendments, the rules of public procurement including methodologies and processes do not apply to the subject of this campaign. Notwithstanding, STATIN seeks to promote fairness and transparency in the selection of a Communications Agency. Consequently, STATIN will utilize the

following Quality and Cost Based Selection (QCBS) method of evaluation to determine the proposal with the highest total score (TS):

Quality Weighting

$$\text{Quality Score (Q)} = \frac{S \times q}{100}$$

1. Cost Score Weighting

$$\text{Cost Score (C)} = \frac{LT \times c}{XT}$$

2. Total Score

$$\text{Total Score} = Q + C$$

Where:

S is Score given out of 100 for Technical (quality) Criteria

q is Quality Weighting (75%)

c is Cost Weighting (25%)

LT is Lowest Tender

XT is Other Tender

Q is Quality Score

C is Cost Score

The weighting given for quality will be 75 per cent (q) while weighting given for cost will be 25 per cent (c). Financial proposal will only be opened and evaluated for bids that receive a score of 50 per cent or over for the technical proposal.

Technical Proposal

The quality of the technical proposal will be evaluated as follows:

Criteria and point system for the evaluation of Full Technical Proposals	
Criterion	Points
Consultants Specific Experience :	[20]
Evidence of relevant experience during the last five (5) years working in other communications campaign(s) similar in size, scope and complexity	
a) 5 years or more	[20]
b) 2-4 years' experience	[10]
c) 1-3 years' experience	[5]
Past Performance	[10]
Evidence of past performance information should be submitted from references on contracts described in the Offeror's proposal	
Adequacy of the Proposed Methodology and Work Plan in Responding to the Terms of Reference:	[50]
a) Technical approach	[30]
b) Work plan	[10]
c) Organization and staffing	[10]
Academic and Professional Qualification	[20]
(Qualifications adequate in accordance with the requirements outlined in TOR)	
a) Team Leader	[10]
b) Support Staff	[10]
The number of points to be assigned to each of the above positions or disciplines shall be determined considering the following four sub criteria and relevant percentage weights:	
1) Experience in similar campaign	[20%]
2) Past performance	[10%]
3) Adequacy for the assignment	[50%]
4) General qualifications	[20%]
Total weight:	100%
Total points for the three (4) criteria:	100
The minimum technical score required to pass is:	50 Points

Financial Proposal

Bidders are also required to include in their submission, a quotation for the estimated maximum amount inclusive of GCT to undertake the campaign. The stated amount should be in Jamaican dollars and valid for a minimum period of 90 days following the date of bid submission which is July 05, 2021.

17. DURATION/SCHEDULE OF ASSIGNMENT

The duration of the assignment is estimated at fifteen (15) months. The Communications Agency is expected to be available throughout the duration of the project and to produce and make available the various deliverables as per an established 15-month schedule.

18. INTELLECTUAL PROPERTY OWNERSHIP

All outputs produced under this campaign including but not limited to advertising and creative concepts, and original materials formulated and designed for this campaign shall be transferred to, owned by and remain the exclusive property of the Government of Jamaica through STATIN who shall have exclusive rights over their use without cost. The products shall not be disclosed to the public nor used in whatever format without the prior written permission of STATIN and in line with applicable national and international copyright laws. The successful Communications Agency is responsible to make sure that the content created for STATIN is available for use in commerce, original, free of any plagiarism, subject to STATIN's exclusive and perpetual rights of all material including images, likeness and audio recordings as described herein, and protectable under copyright law.

The successful Communications Agency must ensure that talent engaged for the creation of content to be used in this campaign have in place appropriate talent release forms which assign to STATIN exclusive and perpetual rights of all materials including images, likeness and audio recordings with the right to re-use and or share same as needed. This includes but is not limited to using names, likenesses, and audio for the purposes of education, promotion or advertising whether in whole or in part and in any format including but not limited to print, television, radio and electronic media (including the internet). The successful Communications Agency will indemnify STATIN for any claims whatsoever arising from a demand or legal proceeding related to talent engaged for this campaign or content used in this campaign. Additionally, the Communications Agency assigns to STATIN, at no additional cost, all its rights, including trademark and copyrights in and to trademarks created by the Communications Agency. The rights granted to STATIN are for usage of the Final Works in their original and modified (if applicable) form and include the rights to adapt, modify, and share the Final Works. The Communications Agency shall cooperate with STATIN and shall execute any additional documents reasonably requested by STATIN to evidence such assignment.

STATIN hereby grants to the successful Communications Agency, a nonexclusive, nontransferable license to use, reproduce, modify, display and publish STATIN content solely in connection with

the Communications Agency's performance in relation to this assignment. Save for the aforementioned, the Communications Agency shall not retain the right to use the final design(s) and all preliminary designs for purposes unrelated to this assignment without the prior written approval of the STATIN.

