

ANNEX III - Technical Bid Evaluation Criteria

The technical bid is evaluated on the basis of its responsiveness to the Terms of Reference (TOR) shown in Annex II, the technical proposals submitted by the bidders and the evaluation criteria published below.

(Maximum score allocated is **100 total points**, after calculations based on the weighting of each of the assessment criteria.)

Criteria	[A] Maximum Points	[B] Points attained by the bidder	[C] Weighting %	[B] x [C] = [D] Total Points
<p>A. The firm's general reliability as well as experience and capacity in developing and implementing the communications campaign on a world of 8 billion</p>	100		50%	
<p>Points to assess:</p> <ul style="list-style-type: none"> • <i>Having at least 5-years practical experience in organizing advocacy events, press conferences and communications campaigns for international organizations. A list of past and current activities with similar scope and value (30 points);</i> • <i>Proven experience in organizing competitions, including awarding ceremonies on the national scale. A list of past and current activities with similar scope and value (20 points);</i> • <i>Ability and proven experience in designing and printing of communications packages (Logo, slogan) and other promotional products (backdrop, invitation, leaflet, poster, banner, standee...) (20 points);</i> • <i>Ability and proven experience in developing advocacy video clips on social issues (15 points);</i> • <i>Ability and proven experience in doing advertising on public transportation (5 points);</i> • <i>Organizational capability (having clear governing bodies including organization chart – staff size for undertaking the consultancy work), coordination and financial management (having appropriate project management capacity including financial management system) (5 points);</i> • <i>Experience working with international development and UN agencies in Viet Nam (5 points).</i> 				
<p>B. The firm's strong knowledge and experience on working with the national media agencies, social media network, KOLs and celebrities</p>	100		20%	
<p>Points to assess:</p> <ul style="list-style-type: none"> • <i>Experience in doing advertising on social media. (30 points);</i> • <i>Ability and proven experience in working with the national media agencies, particularly with the VTV and Vietnam News Agency (25 points);</i> • <i>Ability and proven experience in supporting to set up TV talk-shows for broadcasting on VTV1 channels (25 points);</i> 				

Criteria	[A] Maximum Points	[B] Points attained by the bidder	[C] Weighting %	[B] x [C] = [D] Total Points
<ul style="list-style-type: none"> Have networks and experience in working with KOLs, celebrities and social media influencers (20 points). 				
C. Understanding of the terms of reference	100		10%	
<p>Points to assess:</p> <p>The technical proposal that addresses all requirements of this TOR with budget estimation, included a clear presentation on:</p> <ul style="list-style-type: none"> The purpose/objectives, scope, proposed final products, which meet the requirements of the TOR with the total of budget estimation (50 points); Provide detailed deliverables and report with feasible timeframe (50 points). 				
D. Response to the TOR key interventions with concrete plan	100		10%	
<p>Points to assess:</p> <ul style="list-style-type: none"> Provided a detailed technical proposal on the communications campaign, estimated budget and timeline (50 points); Provided a detailed plan on monitoring, report on the progress of activity implementation with planned timeframe (50 points). 				
E. Response to the TOR with the quality of service	100		10%	
<p>Points to assess:</p> <ul style="list-style-type: none"> Proven responsibility for conducting the assignment indicated in the TOR following all local regulations and procedures for permission to organize the awarding ceremony of the poster drawing competition and to print the 8 billion poster on the buses travelling from Hanoi to Ho Chi Minh city (60 points); Experience in multi-tasking, in taking initiative and working effectively under tight deadlines (20 points); Proficiency in English and Vietnamese, proven experience (capacity to deliver in English and Vietnamese is required) (10 points). Proposed challenges and problems that may arise and solutions (10 points). 				
GRAND TOTAL ALL CRITERIA	500		100%	