

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
<ul style="list-style-type: none"> A professional PR company with at least two years of experience in designing branding and creative communication products (30 points) Ability and proven experience in developing and implementing creative branding and visibility strategies targeting children, women and populations. Enclose 1 set of branded products that have been done before (70 points) 	100		30%	
<ul style="list-style-type: none"> Excellent experience on social media (30 points) Ability and proven experience crafting messages and products in creative formats for social media and experience in branding. Enclose 1 set of branded products that have been done before (70 points) 	100		25%	
<ul style="list-style-type: none"> Relevant experience to Viet Nam's context, working on children and women's right issues and parent engagement (40 points) Have strong experience working with international organizations. Experience UN agencies, especially working with UNICEF, UNFPA and UN Women would be desirable and in delivering similar assignments would be an asset (60 points) 	100		20%	
<ul style="list-style-type: none"> Excellent ability and proven experience in multi-tasking, in taking initiative and working effectively under tight deadlines (50 points) Availability of technical equipment for creative execution (50 points) 	100		10%	
<ul style="list-style-type: none"> Proficiency in English and Vietnamese, proven experience (capacity to deliver in English and Vietnamese is required). (100 points) 	100		15%	
GRAND TOTAL ALL CRITERIA	500		100%	