
Terms of reference: Development and implementation of marketing campaign of new MSIC clinic

Background

Marie Stopes International Cambodia (MSIC) is the leading provider of high-quality contraception, safe abortion and sexual and reproductive health (SRH) services in Cambodia. Since 1998, we have empowered our clients to make decisions on their own SRH destiny. This may mean choosing when to start a family, when to end an unintended pregnancy or when to have the next child. We are here to support our client's needs for them to pursue their plans and dreams for themselves and their families.

MSIC has a network of six centres located in Phnom Penh, Takhmao, Svay Rieng, Kampong Thom, Battambang, and Siem Reap to ensure that everyone can receive safe, high-quality and affordable safe abortion, contraception and SRH services. MSIC is a social business ensuring that everything we do support sustainability. While

MSIC wants to expand our centre network and enable us to reach more women and improve sexual and reproductive health. We will open the new clinic on October 2020 at Sensok District as part of our sustainable network of centres. We are looking for an agency, organization and/or individuals to develop and implement an integrated marketing campaign to promote the new clinic among target audience. The agency / organization will develop innovative and cost-effective ways to increase awareness of the new clinic within the given budget. We want to answer the question: *"How might we encourage women to get health services at MSI clinic?"*

MSIC clinic overview

MSIC clinic provides affordable, quality and comprehensive services on women's health. We offer safe abortion, contraception and other SRH services including safe motherhood, women wellness and STI/HIV screening and treatment. Our friendly and caring medical professionals are with you every step of the way, providing you with quality care that matters to you. We're here to support you achieve better and healthier lives.

MSIC clinic is located within the urban central area that's accessible and easy to find. The clinic is managed to the international clinical quality standards, equipped with modern facilities, and comprehensive healthcare.

MSIC clinic offers:

- **Client-centred care.** We do this by treating every woman as if she were one of our own family – politely, considerately and with the utmost respect, giving our clients clear, accurate information about our services, so that they can make informed decisions, being honest, trustworthy and always protecting people's confidentiality. Most of all, we want our clients to feel at ease and confident about using our services.
- **Quality of service.** Our friendly and caring medical professionals are here to support you hand in hand when you want advice and access to contraception and other sexual and reproductive health services.
- **Confidential and non-judgmental service.** Our medical providers are caring, professional and non-judgmental who offer confidential counselling to all women – clearly explaining their options to help them in making an informed decision.

Target audience

MSIC clinics provides safe abortion, contraception / family planning and other SRH services to women and girls from 15-49 years old. Here are the details of our target audience.

A. Primary target audience

- Women of reproductive age (15-49 years old)
- Women with and without children
- Women living in Sensok area, and nearby districts
- Public and private employees, entrepreneurs, students, workers, housewives
- Goes to private clinics in seeking health services
- Wants to have a better, healthy life

B. Secondary audience

- Men, partners or husbands of women of reproductive age
- Supports their partners or wives in accessing SRH services
- Foreigners and/or expats who prefer affordable and quality services

Communication objectives

At the end of the marketing campaign, we want to achieve the following communication objectives:

- Increase awareness among target audience that the new MSIC clinic in Sensok is now open to provide affordable, quality and comprehensive services on women's health.
- Increase awareness among target audience that they can call MSIC contact centre to get free counseling and book an appointment at MSIC clinics.

Key messages

- MSI clinic provides affordable, quality and comprehensive services on women's health.
- Our friendly and caring medical professionals are with you every step of the way, providing you with quality care that matters to you.
- MSI clinic offers safe abortion, contraception and other SRH services including safe motherhood, women wellness and STI/HIV screening and treatment.
- You are the center of what we do.
- We're here to support you achieve better and healthier lives.

Scope of Work

The agency / organization is responsible for the following:

1. Development of marketing campaign concept

- Develop a concept that is exciting and innovative, using insights from our target audience and MSIC clinic's unique value proposition. The concept must be culturally appropriate, and inspired by local insights.

- Recommend the media mix or communication channels that will be used to implement the campaign. Consider the available budget when developing concept and identifying the platform/s. You must include MSIC Facebook page as one of the platforms.
- Work with MSIC to identify key performance indicators (KPIs) to be measured during the campaign
- Develop materials and content needed for the campaign, including design and production of short videos (30sec – 1 minute). Printing of materials are not included in the budget.
- Campaign message must be aligned with key messages, MSIC values, and target audience.
- Final materials shall be in the Khmer language.

2. Implement the marketing campaign

- The campaign shall be implemented for three (3) months. Submit a workplan, to be approved by MSIC.
- Work with MSIC staff to implement the campaign activities.
- Manage, schedule, and boost content on MSIC Facebook page. Community management (answering comments and messages) will be managed by MSIC.

3. Submit campaign report

- Work with MSIC to update activities, and track progress
- Recommend changes or revisions for improvement during the campaign, if necessary.
- Submit a final report at the end of campaign, describing activities from beginning to end.

Please use MSIC brand guidelines as reference. You can present a different approach, (not strictly following the design) but ensure you use correct design elements ex. color, font, etc.

Budget

The budget for the whole campaign is \$7,000 (VAT included). MSIC is a social business that mostly depend on the service income from our centre network. We will rely on your creativity, resourcefulness and recommendations on how we can maximize the budget, as well as achieving our objectives.

Timeline

Please take note of the timeline and due dates below.

Terms of reference disseminated	September 21, 2020
Submission of proposal	October 8, 2020
Supplier identified	October 12, 2020
Campaign period	November 8 – January 10, 2020

Requirements for submission

Creative concept / proposition	<ul style="list-style-type: none"> • Proposed marketing campaign concept • Proposed media mix / communication channel
Agency credentials (max 2 page)	<ul style="list-style-type: none"> • include evidence of innovative work in the past 12 months • References of previous clients

Overview of the team (max 1 page)	<ul style="list-style-type: none">• who would work on the project and their experience• credentials of the assigned project manager
Topline work plan (max 2 pages)	<ul style="list-style-type: none">• timeline for completing all the scope of work mentioned above
Proposed budget	<ul style="list-style-type: none">• Provide cost breakdown

Please submit your proposal on or before **October 8, 2020, 5PM**. You can email your proposal to Koemchheng.chhuon@mariestopes.org.kh and cc: Makara.Doung@mariestopes.org.kh

Contact information

For more details regarding the TOR, please contact:

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