

Terms and Reference

Hiring a Firm to Develop Communication Materials and Implementing a Media Scheduling Plan

1. Background

The Welfare Benefits Board (WBB) is a government agency established under the Welfare Benefits Act No. 24 of 2002. It is mandated to build and maintain Sri Lanka's Social Registry, known as the Welfare Beneficiary Information System (WBIS), which centralizes social protection programs that until recently functioned under 38 programs in 12 Ministries. The first welfare benefit scheme implemented by the WBB is the Aswesuma programme which, targets low come families, the elderly community, persons with disabilities and persons with chronic kidney disease or CKDU.

The Aswesuma program is implemented under the Welfare Benefit Act and its regulations that lay down procedures for its implementation. Aswesuma categorizes beneficiaries into four groups: (i) extreme poor; (ii) poor; (iii) vulnerable; and (iv) transient. It is expected to provide cash transfers to about 35 percent of the population, or the poorest 2.4 million Sri Lankan households.

The program is designed to include periodic entry and exit of population groups based on the level of poverty. Beneficiaries will be selected among 3.7 million households registered for the program and whose data was validated through household visits. Beneficiary households will be provided differentiated payments based on their poverty ranking for the duration of the scheme (3 years subject to yearly recertification), except for the vulnerable and transient poor. Those beneficiary households with vulnerable members (older persons, persons with disabilities, and Chronic Kidney Disease Patients) will be able to receive additional payments (top-ups) to complement the poverty-targeted transfers and thus offset these households' increased and more complex needs. The implementation of Aswesuma will be the responsibility of the Welfare Benefits Board (WBB), established through the Welfare Benefits Act with a mandate for coordinating the management of data on welfare applicants and on the design and implementation of cash transfers. The government expects to spend Rs. 205 billion on the provision of welfare during 2024.

Acceptance of applications for the second phase of 'Aswasuma' commenced on 15 February and closes on 22 March 2024. During the second phase of 'Aswasuma', it is intended to select 400,000 more beneficiaries, bringing the total number to 2.4 million families.

More information is available from the official website: <https://wbb.gov.lk/>

WBB requires to effectively communicate and create awareness among potential applicants/beneficiaries and other stakeholders throughout the Aswesuma programme's implementation. Following are the three layers of target audience already defined:

- **Primary Audience:** potential new applicants and beneficiaries
- **Secondary Audience:** Aswesuma Programme partners, related line agencies, political leaders and opinion-makers, including mass media and religious/community leaders, influence groups in community level, etc.
- **Tertiary Audience:** Tax payers and the wider public

02.Scope of the Work

WBB is seeking a dynamic and innovative firm for designing and producing appropriate public communication materials and to implement effective media roll-out plan.

03.Proposed Communication Materials

The firm selected will be required to produce the draft concept, story line, story board, outline of visual elements and audio and narration outline of the following communication deliverables.

No	Materials	Duration / Quality	Language	Quantity	Audience	Time Basis
01	Television Commercials (Regarding Recertification /Appeals Process)	30 Sec & 10 Sec Visual Quality - Full HD	Sinhala & Tamil	4	Primary Tertiary	Short Term
02	Role Play Video (Role of Selection/Appeals Committee)	1 Min Visual Quality - Full HD	Sinhala & Tamil	4	Secondary	Long Term
03	Infographic Poster (Regarding Social Registry)	Colours - 4 Colours Size - 18*24 Art Board / 120 Quantity 15000	Sinhala & Tamil	2	Primary Secondary Tertiary	Long Term
04	Infographic Video (Process of the Program)	2 Min 2D Animated	Sinhala & Tamil	2	Primary Secondary Tertiary	Long Term
05	Radio Snippets with Jingles (Regarding Recertification / Appeals Process)	30 Sec & 10 Sec Audio Quality- MP3	Sinhala & Tamil	2	Primary Tertiary	Short Term

04.Objectives and Key Messages

- Inform potential applicants/beneficiaries regarding rectification / appeals process of Aswesuma, encouraging them to apply.
- Encourage and motivate the applicants / beneficiaries to provide correct and true information about their socio-economic situation and needs
- To build public trust and active engagement regarding the Social Registry Information System.
- To create brand visibility and awareness of Welfare Benefits Board and Social Registry Information System that administers the Aswesuma programme
- Communicate simply and attractively about the scoring system for selecting beneficiaries
- To popularize the message that social welfare is a social responsibility and accountability

05.Ethical Issues

- Cultural, linguistic and religious sensitivities as well as concerns related to social inclusion should be addressed in the design and deployment plan.
- Designs and layouts should be original, and not be copied from any other creative works.

06. Selection Criteria

- General experience in the registered field of Advertising
- Specific experience in handling similar assignments
- Technical, Financial and Organizational Strength of the Firm
- Having received an internationally or nationally recognized industry award from a prestigious institution would be advantageous

07. Team of professional

	Qualification & Experience
Creative Director	Expertise in conceptualizing, designing and producing creative contents for sensitive and multi-faceted mass campaigns with a minimum work experience of 5 years each.
Copy Writer	Expertise in developing, designing and producing creative contents for sensitive and multi-faceted mass campaigns with a minimum work experience of 5 years each Knowledge of local languages (Sinhala / Tamil) and local socio-cultural context is mandatory.
Art Director	Expertise in developing, designing and producing creative contents for sensitive and multi-faceted mass campaigns with a minimum work experience of 5 years each
Editor & Colour Grader	Expertise in video editing / colour grading and higher diploma in video editing / colour grading and skills in using editing equipment and professional editing / grading software with a minimum work experience of 5 years each.
Cameramen	Expertise in videography / Cinematography and higher diploma in videography / Cinematography and skills in operating latest, relevant camera technology with a 5 years minimum work experience
Sound Designer	Expertise in sound designing and higher diploma in sound design and skills in operating professional software and equipment with a 5 years minimum work experience
Animator	Expertise in 3D animation and higher diploma in computer animation, illustration or digital art and skills in operating professional software with a 5 years minimum work experience

08. Media Scheduling Plan and Implementation

The proposed communication materials should be aired / Broadcasted in the mass media channels that have the highest audience. The television and radio advertisement should be telecast/broadcast for a month covering the target audience and a media scheduling plan should be developed by the firm. The firm should include the following points in the media scheduling plan.

- Viewership rating reports about the selected mass media channels and their audience and the high reached air belt / time slot
- The audience covered by the selected air belt / time slot
- Optimal magnitude and frequency of media scheduling plan
- Mechanisms for monitoring and evaluating to implementation of media scheduling plan

09. Implementation Timeline of the Work

No	Description	Time Line
01	Presentation of draft Concept / Storyboard /Script	Within one week of the signing the contract and client's brief
02	Prepare and submit Media Scheduling plan	Within one week of the signing the contract and client's brief
03	Submit revised Storyboard / Script / Concept of the incorporate inputs / comments of the client	Within two weeks of the signing the contract
04	Submit Final Story Board / Script / Concept	Within two weeks of the signing the contract
05	Submit and present the Draft Materials for client's final preview	Within five weeks of the signing the contract
06	Incorporate the final inputs / comments of the client	Within five weeks of the signing the contract
07	Submit Final Edited Materials	Within five weeks of the signing the contract
08	Implement the Media Scheduling Plan	30 days from the date of commencement of the media scheduling plan
09	Submit Monitoring and transmission Report / Documents	On the last day of the media schedule plan or within a week

10. Client Input

The welfare Benefits Board / Social Protection Project provides an initial briefing / Presentation of each communication materials and communication objectives, the process of the program.