CENTRE FOR COMMON GOUND
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CENTRE FOR COMMON GROUND

REQUEST FOR PROPOSAL (RFP)

Marketing Agency for conducting a media campaign (Procurement of services)

Ref No: CCGSW-01/2025
(Please quote this CCG reference in all correspondence)

March 28, 2025

1. Introduction

Centre for Common Ground (CCG) has been working in North Macedonia since 2008 implementing programs to foster trust between different ethnic communities, introduce positive intercultural models of cooperation, and work towards the institutionalization of collaborative practices and democratic principles, both at the local and national level. The mission is to transform the way people and communities deal with conflict - *away from adversarial approaches and towards cooperative solutions*. It works with local partners to find culturally appropriate means to strengthen societies' capacity to constructively deal with conflicts: *to understand the differences and act on the commonalities.* Using innovative tools such as education, media production –TV and radio series, training, dialogues, music, theater and working at different levels of society, CCG engages in pragmatic long-term processes of conflict transformation.

2. Project summary

The project ***"Empowering Youth for Promoting Non-violent and Inclusive Communities"*** is supported by the Swedish International Development Cooperation Agency (SIDA) and implemented by CCG in the period of November 2024-November 2025. The project aims to increase interethnic cohesion and prevent ethnic tensions by raising awareness of the benefits of multicultural living and to build a peaceful and inclusive communities through conflict transformation and multicultural education.

CCG will launch a media campaign to generate interest in the 36 comic sketches produced, highlighting its multicultural and educational aspects. This initiative uses weekly comic sketches to celebrate and promote these positive interactions, fostering peacebuilding and unity among the country's ethnic groups. For this purpose, CCG will engage a local Marketing Agency to deliver the media campaign. The Marketing Agency will design and execute a comprehensive promotional campaign to ensure these messages resonate with diverse audiences across North Macedonia.

3. Scope of work

CCG will select, through a competitive process, a local Marketing Agency to design and execute a comprehensive promotional campaign utilizing online digital marketing to promote and raise awareness and visibility of the produced series of sketches and to ensure the messages from the sketches and the project resonates with diverse audience across the country.

The objective of the media campaign is to:

- Promote weekly comic sketches that illustrate constructive and harmonious interactions between ethnic communities in North Macedonia using various platforms such as Facebook, Instagram Page, YouTube channel and Tik-Tok;

- Raise awareness about the importance of interethnic cooperation;
- Celebrate shared values, mutual respect, and collaboration;
- Engage diverse audiences (youth, educators, community leaders) with relatable, inspiring content;
- Establish the comic sketches as a widely recognized and appreciated peacebuilding initiative.

3.1 Description of service
The Selected Marketing Company will provide the following services:

3.1.1 Strategy Development

a) Develop a *comprehensive communication strategy* to amplify the reach and impact of the comic sketches. In the strategy document, the guidelines for working with social media will be included.
b) Collaborate with CCG for the identification of the target audiences for each ethnic group, including Macedonians, Albanians, Roma, and Turks, based on the recommendations received from the Baseline Study.
c) Tailor key messages to ensure relevance while maintaining the overall positive, inclusive tone of the campaign.
d) The Marketing Agency should submit a proposal outlining a comprehensive Marketing Campaign that will create interest among the youth audience and the general public in the comic sketches. This campaign will also drive traffic to the specific YouTube channel, Facebook and Instagram profiles of the sketches at specific times when the sketches will be aired.

3.1.2 Content Adaptation and Localization

The Marketing Agency will tailor the content of the sketches to suit the requirements and audience preference of each platform.

a) Creative Promotion of Comic Sketches**:**
   - Design visually engaging posts, stories, and reels for platforms like Facebook, Instagram, and TikTok;
   - Highlight the positive themes of each comic sketch (e.g., neighbors helping each other, cultural exchange, shared celebrations);
   - Creation (design and text content) of posts for advertising on the Meta advertising network;
   - Creation of banners for advertising on the Google advertising network;
   - Creating an advertising campaign on the Meta advertising network;
   - Creation of an advertising campaign on the Google advertising network;
   - Create and share posts on Facebook, Instagram, YouTube and TikTok media lease on Meta and Google advertising networks.
b) Localized Messaging:
   - Translate and adapt promotional materials into Macedonian, Albanian, Turkish, and Romani, ensuring cultural sensitivity and authenticity.
c) Video Content:
   - Create short explainer videos introducing each week's comic sketch, featuring community members or influencers discussing the positive interaction depicted.
   - Processing video content in 9:16 format (Reels/Short).

3.1.3 Community Engagement Activities

a) Assist CCG in promotion of the planned community engagement events, polls, or contests that encourage audiences to share their own stories of interethnic collaboration.

3.1.4 Paid Media Campaigns

a) Launch targeted ad campaigns on social media platforms to reach specific ethnic communities and age groups.
b) Use the necessary resources for geo-targeting, data gathering and analysis to promote content in regions with significant diversity.

3.1.5 Monitoring and Analytics

a) Monitor engagement, sentiment, and reach weekly, ensuring the campaign resonates equally with all communities.
b) Adjust strategies based on audience feedback and data insights.

Note that the collaboration with Centre for Common Ground will be at every stage.

3.2 Deliverables:

a) Create and execute a comprehensive Communication Strategy with detailed timelines and deliverables together with CCG and production company. CCG in collaboration with the production company and the marketing agency will determine the optimal time to post the sketches on each platform for maximum visibility and engagement. Preferably, the posting schedule of the sketches will be 5-7 posts weekly on every channel;
b) Create and execute a six (6) months marketing campaign and connect with the audiences via social media platforms for promotion of the messages of the sketches that will be open for engagement of viewers of the sketches and broadcast on various social media channels;
c) Create and disseminate communication and visibility materials relating to the sketches;
d) Produce an analytic report from the monitoring on dynamics of discussions about each episode of two seasons on social networks.

3.3 Timeline:

The timeline for the above deliverables by the engaged Marketing Agency should span between May and November 2025. As mentioned previously a detailed timeline of the activities will be provided within the Communication Strategy Document.

3.4 Communication and Coordination

Regular communication and updates between the Marketing Agency and project team will be needed as well as the coordination of feedback, revisions, and approvals throughout the marketing campaign.

3.5 Reporting

The Marketing Agency will need to provide detailed reporting on the performance and social media initiatives. An evaluation of the performance will be done based on the key performance indicators to assess the impact and effectiveness of the project. Also, recommendations for future content strategies will be made based on data analysis and audience feedback.

4. Period of validity of proposals

Proposals shall remain valid for ninety (90) days after the date of Proposal submission. A Proposal valid for a shorter period may be rejected by CCG on the grounds that it is non-responsive.

5. Eligible bidders

This bid is open to all national and international suppliers who are legally constituted and can provide the requested services.

6. Selection Criteria – Requirements for the tenderer

6.1 Opening of proposals

CCG representatives will open all proposals after the deadline for submissions and in accordance with the rules and regulations of the organization.

6.2 Clarification of proposals

To assist in the examination, evaluation and comparison of proposals, CCG may, at its discretion, ask the Offeror for clarification of its proposal. The request for clarification and the response shall be in writing and no change in price or substance of the proposal shall be sought, offered or permitted.

6.3 Preliminary examination

CCG will examine the proposals to determine whether they are complete, whether any computational errors have been made, whether the documents have been properly signed, and whether the proposals are generally in order.

Prior to the detailed evaluation, CCG will determine the substantial responsiveness of each proposal to the Request for Proposals (RFP). For the purposes of these Clauses, a substantially responsive proposal is one which conforms to all the terms and conditions of the RFP without material deviations. The determination of a proposal's responsiveness is based on the contents of the proposal itself without recourse to extrinsic evidence. A proposal determined as not substantially responsive will be rejected by CCG.

6.4 Proposal Form – Presentation of the technical proposal

The technical proposal should include the following documents:

6.4.1 Registration certificate issued by a competent official authority

The tenderer must provide the company's registration certificate which will prove that the entity is legally registered under the state's official authority body.

6.4.2 Financial standing – Annual financial report

The tenderer must have a stable financial base (possibility of survival over the contract duration period). The tenderer shall submit the most recently adopted Annual Financial Report or equivalent certificate.

6.4.3 Company profile

The tenderer must submit a detailed portfolio of previous projects and assignments, including links. The tendered should demonstrate experience in developing and implementing products for television, social media and other platforms.

The tenderer must also provide at least three (3) references from previous work on communication strategy and media campaign, and placing some additional emphasis on experience in maximizing outreach across various social media channels (please use Annex B). The reference should include a list of services, results of the campaign and any adjustments that were made throughout the campaign.

6.4.4 Key personnel involved in the assignment

Please list all the members of the key personnel assigned to the Assignment. Provide CVs for each member.

6.4.5 Assignment work plan and timeline

The tenderer must provide a comprehensive work plan and timeline for implementing the tasks specified in the Scope of Work.

6.4.6 Concept idea for the assignment, in line with project goals

The tenderer must submit a concept idea outlining a comprehensive Marketing Campaign that will create interest among the youth audience and the general public in the comic sketches. This campaign will also drive traffic to the specific YouTube channel, Facebook and Instagram profiles of the sketches at specific times when the sketches will be aired. Please see Section 3.1 Description of Services under the Scope of Work.

6.5 Evaluation of proposals

A two-stage procedure will be used in evaluating the proposals, with evaluation of the technical component being completed prior to any price component being opened and compared.

The Price Component will be opened only for submissions that passed the minimum score of 70 % of the total points obtainable for the technical evaluation.

The technical proposal is evaluated based on its responsiveness to the Scope of Work and required documents for the RFP under section 6.4. The price proposal of all offerors, who have attained a minimum 70 % score in the technical evaluation, will be compared.

The contract will be awarded to the offeror that receives the highest score out of a pre-determined set of weighted technical and financial criteria as specified below.

I. Technical Proposal Evaluation Form

Summary of Technical Proposal Evaluation Forms		**Points Obtainable**	**Name of Firm / Institution**		
			A	B	C
1.	General Criteria				
	A legal entity, a marketing agency with at least 5 years' experience	50			
	Prior Experience in developing and implementing Communication comprehensive Strategy	50			
	Proven track record, experience and expertise in producing and executing digital media campaigns, development of communication strategies, and maximizing outreach across various social media channels	50			
2.	Technical Proposal				
	Presentation of the Deliverables, and Concept idea for the Marketing campaign in line with project goals	300			
	Comprehensive work plan, timeline for implementing the tasks specified in the Scope of Work	150			
3.	Personnel				
	Have a qualified team leader with an adequate background of at least 5 years of consistent working experience in producing and executing marketing campaigns.	100			
	Sub-total for Technical Evaluation	**700**			

II. Financial Proposal Evaluation Form

Summary of Financial Proposal		**Points Obtainable**	**Name of Firm / Institution**		
			A	B	C
	Financial Proposal	300			
	Sub-total for Financial Evaluation	**300**			

Evaluation of the price proposals (of all Offerors who have attained a minimum 70% score in the technical evaluation) will be based on the weight scoring method as follows:

a) Financial proposals are opened, and list of prices is prepared, where the lowest price is ranked as the first one (receiving highest number of points) and the most expensive as the last one (receiving the least number of points).

b) Lowest price is given maximum points (e.g. 300), for other prices the points are assigned based on the following formula: [Number of points = lowest price/other price * total points obtainable for financial proposal]

An example:
Offeror A – lowest price ranked as 1st in the amount of MKD 10,000 = a
Offeror B – second lowest price ranked as 2nd in the amount of MKD 15,000 = b

Points assigned to A = 300 & Points assigned to B = 200 (following formula: a/b * 300 i.e. 10,000/15,000 * 300 = 200 points)

III. Combined Technical and Financial Evaluation Form

Summary of Financial Proposal Evaluation Forms		**Points Obtainable**	**Name of Firm / Institution**			
			A	B	C	D
	Sub-total Technical Proposal	700				
	Sub-total Financial Proposal	300				
	Total	**1000**				

7. Price Proposal:

The total cost for the proposal should be submitted in MKD denars including VAT, if applicable, for Macedonian companies and EUR for foreign companies. The cost proposal should provide pricing for each of the deliverables and services listed under the expected Scope of Work, including pricing for personnel, services, travel and other costs. Please, also include payment terms in the price proposal per deliverable.

Please use Annex C for the Price Proposal Template. The price proposal must be identified and explained, all costs included. Any significant changes from the given specification must be identified and explained separately.

CCG reserves the right to accept anything other than the low offer or not to enter into any contracts or accept any offer if that is in the interest of CCG. All costs connected to the preparation of the proposal will be the responsibility of the offeror.

8. Application procedure and conditions:

Interested applicants are invited to submit their proposal in accordance with the following format and conditions:

1) **Proposal Format**: proposal should include the following components:
   a) Annex A: Proposal Submission Form;
   b) Annex B: Vendor Information Form;
   c) A profile of the Marketing Company, including evidence of registration with relevant authorities, as described under section 6.4.1, and Annual Financial Report for the past two years, as described under section 6.4.2;
   d) References to previous projects and experience in specifically conducting social media campaigns. Portfolio of previous campaigns/services, including links as described under section 6.4.3;
   e) Key personnel with CV of the key experts assigned to the services as described under section 6.4.4;
   f) A comprehensive work plan and timeline for implementing the tasks specified in the Scope of Work as described in section 6.4.5;
   g) A detailed concept idea for the media campaign as described under section 6.4.6;
   h) Annex C: Price Proposal
      Price proposal as described under section 7 using the above-mentioned annex C;

2) **Submission**: Please submit two hard copies of the proposal on company letterhead in English language. Divide the proposal into two separate envelopes; one for the technical proposal and the other for the price proposal.
   The envelope should indicate the **RFP number** but should not include any other details related to the proposal.

Proposals should be submitted in a sealed envelope by carrier and addressed to the **TENDER COMMITTEE** at the following address:

Centre for Common Ground
Address: Mitropolit Teodosij Gologanov 46a/1-7
1000 Skopje, North Macedonia

3) **Submission Deadline**: Tender documents must be received at CCG office by **28 April 2025 no later than 4pm.**

Failure to meet the Closing Date will result in disqualification.

Note that CCG is under no obligation to award the contract or to award it to the lowest bidder. Should you require further information or clarification regarding this process please contact CCG at the following address: ccg@ccg.org.mk by **14 April 2025.** All questions will be answered by **17 of April 2025.**

Annex A: Proposal Submission Form

To: CCG

Dear Sir / Madam,

Having examined the Solicitation Documents, the receipt of which is hereby duly acknowledged, we, the undersigned, offer to provide Professional Services for the sum as may be ascertained in accordance with the Price Schedule attached herewith and made part of this Proposal.

We undertake, if our Proposal is accepted, to commence and complete delivery of all services specified in the contract within the time frame stipulated.

We agree to abide by this Proposal for a period of 90 days from the Proposal Closing Date as stipulated in the Solicitation Documents, and it shall remain binding upon us and may be accepted at any time before the expiration of that period.

We understand that you are not bound to accept any Proposal you may receive.

Name of Bidder:
Address of Bidder:

Authorized Signature:

Name & title of Authorized Signature:
Date:

Annex B: Vendor Information Form

General Information

Company Name:	
City, Country	
Web Site URL:	
Contact Person:	
Title:	
Phone:	
Email Address:	

Expertise of the Bidder

Line of Business, area of expertise:	
Type of business (manufacturer, distributor, etc):	
Years of company experience:	
Proven track record, experience and expertise in digital marketing campaigns and in creating a communication strategy of at least three previous clients, provide links:	

References: Please provide at least three references including contact details for contracts for similar services to the one requested under this RFP: please provide description of each project under the reference, for the specific digital marketing campaign.

Organization Name/Country:	Contact person:	Telephone:	Email:
1.			
2.			
3.			

Annex C: Price Proposal

GENERAL INSTRUCTIONS

1. The Bidder is asked to prepare the Price Proposal as a separate file from the rest of the RFP response.
2. All prices/rates quoted must be inclusive of all taxes.
3. The Price Schedule must provide a detailed cost breakdown. Provide separate figures for each functional grouping or category. If the contractor is required to travel to perform the work described in the RFP, a lump sum must be included in the total amount or to be listed separately. No travel shall be reimbursed.
4. It is the policy of CCG not to grant advance payments except in unusual situations where the potential contractor whether a private firm, NGO or a government or other entity, specifies in the proposal that there are special circumstances warranting an advance payment. CCG, at its discretion, may however determine that such payment is not warranted or determine the conditions under which such payment would be made.

Any request for an advance payment is to be justified and documented and must be submitted with the financial proposal. This justification shall explain the need for the advance payment, itemize the amount requested and provide a time-schedule for utilization of said amount.

Financial Proposal / Price Schedule (Sample)

Request for Proposal Ref:

Total Financial Proposal

[currency/amount]: Date of submission:

Authorized Signature:

	Description of Activity/Item	Qty	Freq	Unit Cost	Total [currency/amount]
1.	**Communication Startegy**				
1.1					
1.2					
2.	**Digital Marketing Campaign**				
2.1					
2.2					
2.3					
3.	**Other Expenses**				
3.1	Travel				
3.2	Per Diem Allowances				
3.3	Communications				
3.4	Others (please specify)				

PLEASE INCLUDE PAYMENT TERMS PER DELIVARABLES, PER THE PRICE PROPOSAL.