

Bangladesh Red Crescent Society

National Headquarters

684-686, Red Crescent Sarak, Bara Moghbazar, Dhaka-1217



Terms of Reference (ToR)

For Hiring a Media Buying & Motion Graphic Content Creation Agency

1. About BDRCS

The Bangladesh Red Crescent Society (BDRCS) is a leading humanitarian organization and an auxiliary to the Government of Bangladesh, part of the world's largest humanitarian non-governmental organization, the International Red Cross and Red Crescent Movement. It was established in 1973 as the Bangladesh Red Cross Society through the President's Order 26. It changed its name to Bangladesh Red Crescent Society in 1988. It has its headquarters in Dhaka and has 68 Units/branches. Apart from being a leading humanitarian organization, BDRCS supports the most vulnerable communities in strengthening their resilience to all kinds of shocks and disasters. It is acknowledged as a highly credible national organization through its involvement, particularly in the domains of health and disaster management.

2. Objective of the Assignment

BDRCS seeks to engage a qualified digital marketing, media buying, and creative agency to plan, implement, manage, and optimize results-driven digital media buying and motion graphic content creation activities. The primary objective is to increase online individual donations, donor acquisition, and donor retention through performance marketing, strategic digital fundraising campaigns, short-form motion graphics, and donor engagement across digital platforms.

The assignment will be implemented under a service arrangement from the date of contract signing until June 2027, enabling BDRCS to mobilize rapid digital responses for planned seasonal appeals (e.g., Winter Response, Ramadan, and Heatwave) as well as emerging emergency appeals.

3. Scope of Work

The selected agency will work closely with the BDRCS Fundraising Department to manage the following components:

- **Monthly Media Buying & Ad Management:**
 - Manage a minimum monthly ad spend of USD 900 across Meta, LinkedIn, and Google Ads.
 - Allocate ad spend dynamically based on campaign objectives, platform performance, and audience response.
 - Execute precise targeting based on demographics, behavior, interests, and geographic locations.
 - Continuously monitor, AB test, and optimize campaigns to lower cost-per-acquisition (CPA) and maximize Return on Ad Spend (ROAS) and donation volumes.
- **Motion Graphic & Creative Content Creation:**
 - Produce 6 high-quality short motion graphic videos per month for BDRCS fundraising campaigns with clear donation CTAs. (reference: <https://canva.link/mm77rugolu2q8hu>)
 - Translate BDRCS humanitarian impact, beneficiary narratives, and statistics into compelling visual stories adhering to shared creative references.
 - Adapt all creative assets into required aspect ratios (1:1/4:5, 9:16).
- **Meta Verification Support:**
 - Provide technical and procedural guidance to assist BDRCS in verifying social media pages across platforms.
 - Assist with application submission, documentation, troubleshooting, and navigation of payment/subscription processes and payment for verification.

- **Campaign Strategy & Planning:** Develop campaign-specific strategies, target audience profiles, key messaging, media plans, and donation calls-to-action (CTAs) tailored to humanitarian moments, local emergency, and global appeals.
- **Analytics, Reporting & Optimization:**
 - Track reach, impressions, clicks, CTR, CPC, conversion rates, donation volume, and ROAS.
 - Submit monthly performance reports and conduct monthly strategy/review meetings with the BDRCS Fundraising Department.



4. Key Deliverables & Timelines

Category	Specific Deliverables	Timeline Frequency /
Media Buying	Monthly media budget allocation plan, ad campaign execution (min. USD 900 spend), and continuous ad optimization.	Monthly until June 2027
Motion Content Creation	Engaging short motion graphics, dynamic ad creatives, and editable source files (.ae, .ai, .psd).	Monthly 06 As per campaign brief
Meta Verification Support	Documentation support, procedural guidance, and execution of platform verification steps and payment.	As needed / Upon contract commencement
Reporting & Review	Monthly performance reports, ad spend records, optimization recommendations, and review meetings.	Monthly (within 5th of following month)

5. Required Technical & Agency Qualifications

- **Registration:** Valid Trade License, VAT Registration Certificate, and TIN Certificate issued by the Government of Bangladesh.
- **Experience:** Minimum 3 years of experience in performance marketing, media buying, social media management, and motion graphics production.
- **Track Record:** Proven portfolio demonstrating successful digital campaign or performance ad campaigns for Government, INGOs, non-profits, development organizations, or CSR initiatives.
- **In-House Expertise:** Certified proficiency in Meta Ads Manager, Google Ads, LinkedIn Campaign Manager, and creative tools (Adobe After Effects, Premiere Pro, Illustrator, Photoshop).
- **Operational Readiness:** Ability to rapidly activate advertising campaigns and produce creative content within 8-12 hours during sudden emergency appeals.

6. Evaluation Criteria

- **Technical Proposal (60%):**
 - Understanding of BDRCS mission, humanitarian messaging, and target audience engagement strategies.
 - Creativity, narrative strength, and visual quality of motion graphics portfolio.
 - Demonstrated media buying expertise, performance marketing methodology, and analytics approach.
 - Team qualifications, certifications, experience, and agency capacity.
- **Technical Presentation / Portfolio Interview (10%):**
 - Presentation of live/recent campaign case studies, past ad spend efficiency reports.
 - Sample motion design. (02 minimum)
- **Financial Proposal (30%):**

- Detailed and competitive fee structure, with a clear breakdown of agency service charges and demonstrated cost efficiency.
- Any other expenditure, clearly indicating the nature and basis of the cost.
- Total proposed amount, inclusive of all applicable fees and charges.



7. Payment Modalities & Financial Terms

Payment shall be made within 10 working days following the end of each billing month, subject to submission of the invoice, verification of media spend records, and receipt and acceptance of the required monthly deliverables.

Tax Deductions: Applicable VAT and Tax shall be deducted at source in accordance with the prevailing laws and regulations of the Government of Bangladesh.

8. Intellectual Property & Ethical Compliance

- **Ownership:** All design source files, final creatives, video footages, motion templates, and ad accounts created under this contract remain the exclusive intellectual property of BDRCS.
- **Data Protection & Confidentiality:** The agency must strictly safeguard all campaign data. Data or creative assets must not be shared, reused, or published externally without written consent.
- **Ethical Standards:** All creatives and ad targeting strategies must conform to BDRCS visual branding guidelines and humanitarian principles.

9. Contractual Arrangements

Upon selection, a formal Contract/Work Order will be established between BDRCS and the selected service provider, setting out the terms and conditions of the engagement, including deliverables, timelines, payment arrangements, performance requirements, and intellectual property rights.

10. Proposal Submission Requirements

Proposals will be evaluated on both technical and financial grounds. Applicants shall submit a complete Technical Proposal and Financial Proposal in accordance with the requirements set out below.

- **Technical Proposal:** A detailed work plan, methodology, team composition, relevant organizational experience, work samples/portfolio, CVs of proposed team members, and examples of previous work in digital campaign management and motion graphic production. Where applicable, QR codes or accessible links may be included for portfolio references.
- **Financial Proposal:** A detailed breakdown of all proposed costs, including agency/service fees, applicable taxes, and any other expenditure, clearly stating the nature of each cost.
- **Mandatory Documents:** Valid Trade License, TIN Certificate, BIN/VAT Registration Certificate, and other relevant legal/registration documents.

11. Submission Process

- Applicants shall submit the proposal in English and in hard copy only.

The submission deadline is 11:00 AM on 12 October 2026.

Proposals shall be submitted to:

**Director, Logistics,
Bangladesh Red Crescent Society (BDRCS),
National Headquarters,
Bhaban-1 (1st Floor), 684-686, Red Crescent Sarak, Bara Moghbazar,
Dhaka-1217, Bangladesh.**

- The Technical Proposal and Financial Proposal shall be placed in two separate sealed envelopes, clearly marked "Technical Proposal" and "Financial Proposal", respectively.
- Both sealed envelopes shall be placed inside one outer sealed envelope.
- The outer envelope shall be clearly marked: "Proposal for Hiring a Media Buying & Motion Graphic Content Creation Agency".
- Proposals received after the submission deadline will not be accepted.
- Incomplete proposals may be rejected.
- BDRCS reserves the right to accept or reject any proposal, in whole or in part, without assigning any reason, in accordance with applicable BDRCS procedures.

12. Proposal Opening

The Technical Proposals will be opened and recorded internally by the Proposal Opening Committee in the presence of any applicant or the applicant's authorized representative who may wish to attend. The Financial Proposals shall remain sealed until completion and approval of the technical evaluation. No public opening of the Financial Proposals will be conducted.



13. Performance Security

The successful Applicant (selected Agency/Service Provider) shall provide Performance Security equivalent to 3% of the Contract Price for consulting/intellectual services within seven (07) calendar days of issuance of the Notification of Award (NOA), in accordance with applicable BDRCS policy. The Performance Security shall be released following satisfactory completion of the contractual obligations, subject to the terms and conditions of the contract.

14. Confirmation and General Conditions

By signing and submitting the proposal documents, the Applicant confirms acceptance of the terms and conditions of this ToR/RFP and certifies that all information and documents submitted are true, accurate, and complete. BDRCS reserves the right to accept or reject any or all proposals, seek clarification, cancel or reprocess the procurement, or take any other action in accordance with applicable BDRCS procedures. The lowest-priced financial proposal will not necessarily be selected.

N.B.: Applicants are requested to submit their best and most competitive proposal.

15. Disclaimer and Penalty Clause

BDRCS reserves the right to accept or reject any or all proposals/applications without assigning any reason. All decisions made by BDRCS regarding the selection of the service provider shall be final and binding. In the event of a delay in delivering the agreed services or deliverables due to technical difficulties or other unavoidable circumstances, the service provider must inform BDRCS in advance, or immediately upon occurrence, with adequate justification. Otherwise, a penalty of 0.2% of the total contract amount may be charged per day of delay. If the service provider fails to complete the agreed work, services, or delivery of materials/items within 15 working days after the stipulated delivery period without a valid and duly accepted reason, subject to BDRCS Management approval, the contract may be terminated.

16. Contact Information for Queries

For technical queries only, applicants are requested to communicate by email to fund.raising@bdracs.org, with a copy to the Logistics Department at logistics@bdracs.org.