



Maldives Marketing and Public Relations Corporations  
Republic of Maldives

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**Information Sheet**  
**To Hire a Creative Agency for a Period of 1**  
**Year**

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24<sup>th</sup> August 2020

<b>Section 1 - Instruction to Tenderers</b>		
<b>1.</b>	<b>General</b>	
1.1	Announcement Number:	(IUL)MMPRC-PRO/MMPRC/2020/28
1.2	Announcement Date:	24 <sup>th</sup> August 2020
1.3	Project:	To Hire a Creative Agency for a Period of 1 Year and possible extension upon satisfactory performance
1.4	Purpose :	The purpose of this RFP is to invite vendors to submit their proposals to become the chosen creative agency/firm to work with MMPRC with creatives (digital contents) and designs that are needed to carry out its marketing activities worldwide. MMPRC wishes to outsource this creative component in order to maximize its creative and effective marketing activities at this difficult time.
<b>2.</b>	<b>Procedure of Tendering</b>	
2.1	<b>Eligible Tenderers:</b>	A Tenderer may be a natural person, private entity, or government-owned entity or any combination of them in the form of a joint venture, under an existing agreement, or with the intent to constitute a legally enforceable joint venture
2.2	<b>Amendments to Tender Documents:</b>	<p>(a) At any time prior to the deadline for submission of Tenders, the MMPRC may amend the Tendering Document by issuing addenda.</p> <p>(b) Any addendum issued shall be part of the Tendering Document and shall be communicated in writing to all who have obtained the Tendering Document from MMPRC</p> <p>(c) To give prospective Tenderers reasonable time in which to take an addendum into account in preparing their Tenders, the Employer may, at its discretion, extend the deadline for the submission of Tenders</p>

2.3	Registration of Tenderers: To register please email to procurement@visitmaldives.com by Monday, <b>31st August 2020 before 1500 hrs. (local time)</b>
2.4	Pre-bid meeting: Not applicable
2.5	Clarifications of Bidding document, project, scope of works: on or before <b>Thursday, 03<sup>rd</sup> September 2020, 1300 hrs. (local time)</b>
2.6	<p><b>Submission of Tenders:</b></p> <p>Venue: Maldives Marketing &amp; Public Relations Corporation, 2nd Floor, H.Zonaria, Male'</p> <p><b>Date: Sunday, 06<sup>th</sup> September 2020</b></p> <p><b>Time: 1330 hrs.</b></p> <p>Proposals that are received by MMPRC after the deadline indicated above, for whatever reason, shall not be considered for evaluation.</p>
<b>3.</b>	<b>Preparation of Tenders</b>
3.1	<p><b>Cost of Tendering:</b></p> <p>The Tenderer shall bear all costs associated with the preparation and submission of its Tender, and MMPRC shall in no case be responsible or liable for those costs, regardless of the conduct or outcome of the tendering process.</p>
3.2	<p><b>Language of Tender:</b></p> <p>The Tender, as well as all correspondence and documents relating to the Tender exchanged by the Tenderer and MMPRC, shall be written in <b>English or Dhivehi</b> Language. Supporting documents and printed literature that are part of the Tender may be in another language provided they are accompanied by an accurate translation of the relevant passages in <b>English or Dhivehi</b>, in which case, for purposes of interpretation of the Tender, such translation shall govern.</p>
3.3	<p><b>Documents Comprising the Tender:</b></p> <p>(a) A cover letter</p> <p>(b) Total Retainer Price</p> <p>(c) Agency case studies</p> <p>(d) Profile of the Tenderer</p>

	<p>(e) Team members: Indicating the persons responsible for each area of activity and their CV's including past experience in similar projects. Project leader and account liaison officer should be clearly mentioned in this area.</p> <p>(f) Methodology, or creative frameworks the bidder had worked with other companies with similar work undertaken. Also how the Agency propose to work with MMPRC.</p> <p>(g) Reference letters from previous customers/clients reflecting the nature of the projects implemented and the role of the company.</p> <p>(h) Proposed equipments and technical facilities that will be used. Please specify the software's and the hardware's that will be used during the course of the project.</p> <p>(i) Copy of Registration Certificate of Sole proprietorship / Partnership / Company / Corporative Society</p> <p>(j) Copy of Registration Certificate of Sole proprietorship / Partnership / Company / Corporative Society</p> <p>(k) Copy of GST Registration Certificate</p> <p>(l) Tax Clearance Certificate issued by MIRA</p> <p>(m) Other documents, if required by this document</p>
<p>3.4</p>	<p><b>Estimate work load for the creative agency/firm:</b></p> <p>a) Production of short video clips (30 to 120 seconds) includes all the production process like conceptual development, shooting, hiring of equipments, recce, editing, music, SFX, voice overs etc. ( 1 x 30 days)</p> <p>b) Editing of short video clips (30 to 120 seconds) ( 3 x monthly)</p> <p>c) Concept, design templates and layouts for: letterheads, circulars from MMPRC, newsletter (monthly), flyers &amp; brochures 1-2 pages (2x monthly), presentation templates, certificates, layout of media advertising and editorial content, Outdoor (billboards, vehicle wrap, signage)</p> <p>d) Backdrops, digital posters, digital banners, posts for Social Media channels and productions for other digital medias.</p> <p>e) Designing of promotional merchandise x annually</p> <p>f) Develop the full alphabet of the "Maldives" font in capital and simple</p>

	letters (Typeface)
3.4	<p><b>Period of Validity of Tender:</b></p> <p>(a) Tenders shall remain valid for 90 calendar days after the Tender submission deadline date prescribed by MMPRC. A Tender valid for a shorter period shall be rejected by MMPRC as nonresponsive.</p> <p>(b) In exceptional circumstances, prior to the expiration of the Tender validity period, MMPRC may request Tenderers to extend the period of validity of their Tenders. The request and the responses shall be made in writing.</p>
3.5	<b>Tender Security (If required): Not Applicable</b>
3.6	<p><b>Format of Signing of Tender:</b></p> <p>The Tenderer shall prepare one original of the documents comprising the Tender as described in Clause 3.3, and clearly mark it “Original”. Alternative Tenders, if permitted in accordance with clause 3.8, shall be clearly marked “Alternative”.</p>
3.7	<p><b>GST/VAT:</b></p> <p>The prices shall be quoted in Maldivian Rufiyaa (MVR) and should be inclusive of GST/VAT</p>
3.8	<p><b>Alternative Tenders:</b></p> <p>It is permitted to submit Alternative Tenders.</p>
3.9	<p><b>Incomplete Tender:</b></p> <p>Any tender that does not include all information and documents stated in clause 3.3 shall be considered as Incomplete Tender.</p>
3.9	<p><b>Conflict of Interest:</b></p> <p>A Tenderer shall not have a conflict of interest. All Tenderers found to have a conflict of interest shall be disqualified. A Tenderer may be considered to have a conflict of interest with one or more parties in this tendering process, if:</p> <p>(a) they have a controlling partner in common; or</p> <p>(b) they receive or have received any direct or indirect subsidy from any of them; or</p> <p>(c) they have the same legal representative for purposes of this Tender;</p>

	<p>or</p> <p>(d) they have a relationship with each other, directly or through common third parties, that puts them in a position to have access to information about or influence on the Tender of another Tenderer, or influence the decisions of the Employer regarding this tendering process; or</p> <p>(e) a Tenderer participates in more than one Tender in this tendering process. Participation by a Tenderer in more than one Tender will result in the disqualification of all Tenders in which the party is involved. However, this does not limit the inclusion of the same subcontractor in more than one Tender; or</p> <p>(f) a Tenderer or any of its affiliates participated as a consultant in the preparation of the design or technical specifications of the contract that is the subject of the Tender; or</p> <p>(g) a Tenderer, or any of its affiliates has been hired (or is proposed to be hired) by MMPRC.</p>
3.11	<p><b>Authorization:</b></p> <p>The original and the Alternative Tender shall be signed by a person duly authorized to sign on behalf of the Tenderer. This authorization shall consist of a written confirmation and shall be attached to the Tender. The name and position held by each person signing the authorization must be typed or printed below the signature.</p>
4.	<p><b>Submission and Opening of Tenders</b></p>
4.1	<p><b>Sealing of Tenders:</b></p>
4.2	<p><b>Deadline for Submission of Tenders:</b></p> <p>(a) Tenders must be received by MMPRC at the mentioned address and no later than the date and time clause 2.6 of this document.</p> <p>(b) MMPRC may, at its discretion, extend the deadline for the submission of Tenders by amending the Tendering Document, in which case all rights and obligations of the MMPRC and Tenderers previously subject to the deadline shall thereafter be subject to the deadline as extended.</p>

4.3	<p><b>Late Tender:</b></p> <p>MMPRC shall not consider any Tender that arrives after the deadline for submission of Tenders, in accordance with clause 4.2. Any Tender received by MMPRC after the deadline for submission of Tenders shall be declared late, rejected, and returned unopened to the Tenderer.</p>
4.4	<p><b>Submission Documents:</b></p> <ul style="list-style-type: none"> <li>(a) A cover letter</li> <li>(b) Total Retainer Price</li> <li>(c) Agency case studies</li> <li>(d) Profile of the Tenderer</li> <li>(e) Team members: Indicating the persons responsible for each area of activity and their CV's including past experience in similar projects. Project leader and account liaison officer should be clearly mentioned in this area.</li> <li>(f) Methodology, or creative frameworks the bidder had worked with other companies with similar work undertaken. Also how the Agency propose to work with MMPRC.</li> <li>(g) Reference letters from previous customers/clients reflecting the nature of the projects implemented and the role of the company.</li> <li>(h) Proposed equipments and technical facilities that will be used. Please specify the software's and the hardware's that will be used during the course of the project.</li> <li>(i) Copy of Registration Certificate of Sole proprietorship / Partnership / Company / Corporative Society</li> <li>(j) Copy of Registration Certificate of Sole proprietorship / Partnership / Company / Corporative Society</li> <li>(k) Copy of GST Registration Certificate</li> <li>(l) Tax Clearance Certificate issued by MIRA</li> <li>(m) Other documents, if required by this document</li> </ul>
5.	<b>Evaluation</b>
5.1	The tender evaluations will be carried out as per the evaluation criteria

	stated under Section 2 of this document. No other evaluation criteria or methodologies shall be permitted.
6.	<b>Tender Security and Performance Guaranty (Not applicable)</b>
7.	<b>Advance Payment and Advance Payment Guarantee (Not applicable)</b>
8	<b>Penalty &amp; Contract Termination</b>
8.1	<p><b>Penalty:</b></p> <p>(a) MMPRC shall have the right to withhold any payment of the Contract Price, if the Selected party fails to deliver any Works in accordance with the terms of the Agreement.</p> <p>(b) If the Select Party unable to complete the monthly works as stipulated under the scope of work, MMPRC has discretion to deduct not more than 15% of the monthly price.</p>
8.2	<p><b>Contract Termination:</b></p> <p>(a) Each Party shall have the right, at its option, to terminate the if the other Party breaches any of the material terms, obligations, covenants, representations or warranties under this Agreement and the breaching Party fails to cure such breach within thirty (30) days from receipt of written notice from the non-breaching Party identifying the breach; provided, however, that if the breach is capable of cure but not reasonably capable of cure within such thirty-day period, the breaching Party may avoid termination of the Agreement by promptly commencing efforts to cure the breach and diligently prosecuting the cure to completion as soon as practicable</p> <p>(b) Notwithstanding to clause above, MMPRC may terminate this Agreement without any cause, upon giving thirty (30) days' notice in writing to the Select Party. The agreement shall be terminated on the 30thday of receiving the said notice.</p> <p>(c) MMPRC's election to terminate the Agreement shall not prejudice any other rights of MMPRC, under the Agreement or otherwise.</p>

### Section 2 - Evaluation Criteria

Area	Details	Marks
Retainer Fee	Marks will be awarded on Pro rata basis	20
Profile	The Company profile, registration certificate, tax registration certificate and tax clearance from	10

	<p>MIRA should be submitted.</p> <p>Marks this for this category will be awarded based on the relatedness of the business to the scope of the work.</p>	
References	<p>Minimum 3 reference letters of similar projects undertaken. This reference letter should include the name of the project along with the contact details for reference. Samples of videos and other related works of the references provided should be submitted along with the proposal. Marks will be awarded based on the quality of the works submitted as proof and the relatedness of the works submitted as per MMPRC requirements. Also based on the adequate knowledge and experience to carry out the works.</p>	10
Case studies	<p>Past work and the experiences of the work carried out similar to what MMPRC requires in this bid document, uniqueness, success stories, some tools used etc. Also, a portfolio of the recent works carried out.</p>	25
Strength of the Team	<p>The profile including the assigned tasks of the team members should be submitted. Marks will be given based on the diversity of skills, roles and expertise of the team.</p>	25
Methodology	<p>Methodology, or creative frameworks the bidder had worked with other companies with similar work undertaken.</p> <p>Creative frameworks the bidder proposed to work with MMPRC and the <i>delivery periods</i>.</p> <p>The successful bidder will be required to submit the final artwork as per the Scope of Work within agreed times of assigning the work from MMPRC.</p>	10

	The final artwork will have to be finalized in consultation with MMPRC.	
	<b>TOTAL</b>	<b>100</b>
<b>Section 3 - Scope of Work</b>		
1.	The selected party is required to work with MMPRC and deliver creatives (digitally, including AV contents) and designs that's needed to carry out its marketing activities worldwide. MMPRC wish to outsource this creative component in order to maximize its creative and effective marketing activities at this difficult time. These works include but are not limited to:	
a	Design visual themes for events in a manner that is coherent with the brand identity Visit Maldives.	
b	Design artworks for exhibitions, fairs, road shows and corporate events.	
c	Create info graphics and presentations.	
d	Design marketing materials such as brochures, flyers, banners, posters and promotional materials	
e	Design information sheets, invitations, certificates, forms and circulars to be send to the stakeholders via electronic mediums	
f	Design corporate materials such as the staff cards, staff t-shirts and other related materials.(once annually)	
g	Concept, design and layouts (templates) for circulars from MMPRC,	
h	Backdrops, digital posters, digital banners, posts for Social Media channels and productions for other digital medias.	
i	Production of short video clips (30 to 120 seconds) includes all the production process like conceptual development, shooting, hiring of equipments, recce, editing, music, SFX, voice overs etc. (1 x 30 days).	
j	Editing of short video clips materials provided by MMPRC (30 to 120 seconds) ( 3 x monthly)	
k	Newsletter (monthly),	
l	Flyers/brochures 1-2 pages (1x monthly),	
m	Designing of promotional merchandise x 1 - annually	

n	Develop the full alphabet of the “Maldives” font in capital and simple letters (Typeface)
2.	All works performed under this agreement will be property of MMPRC and MMPRC will have the right to use this on digital and print mediums
3.	The final artwork submitted to MMPRC should be in the format that is required and agreed by MMPRC.
4.	Photos and videos from MMPRC library will be shared with the winning party. And these should be solely used for the purpose mentioned under this Scope and should maintain confidentiality at all times.
5.	Use of some video footages and still photos owned by the successful bidder will be an added advantage. However, the bidder should ensure that photocopy right is obtained of the photos and videos used. MMPRC should not be held liable should an issue arise due to copyright issue.
6.	All templates used be original and should not be anything which is already in use.
7.	The delivery time will be informed once the task is assigned to avoid any delays
8.	Based on the performance and delivery of the service the contract can be extended on the same conditions and price agreed with the winning party for an additional year.