

Royal Health Awareness Society

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Project Name	More Than Baby Blue (MTBB) – Phase 2
Project Title	Creative Development Agency
RFP Release Date	Sunday, August 24, 2025
Question/Inquiry Submission Deadline	Wednesday, August 27, 2025
Proposal Submission Deadline	Wednesday, September 03, 2025 at 10:00 A.M.
Contact Person for Inquiries/Questions	Rawan Sabbah
Contact Email for Inquiries/Questions	rsabbah@rhas.org.jo

RFP for PR#250458

Terms of Reference (TOR) for Creative Development Agency

Project Title: More Than Baby Blue (MTBB) – Phase 2

Contract Duration: 3 Months

Royal Health Awareness society (RHAS)

2025

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1. About Royal Health Awareness Society (RHAS)

The Royal Health Awareness Society (RHAS) was established in 2005 under the directives of Her Majesty Queen Rania Al Abdullah, with the aim of increasing health awareness and empowering local communities to adopt healthy behaviors. The Royal Health Awareness Society implements development programs that address local community needs and align with national health priorities. RHAS's vision is: Toward a healthy and safe Jordanian community.

Its mission is to increase health awareness among the Jordanian community through the implementation of preventive programs focused on public health and safety, based on the belief that health is a right for all.

2. Background

RHAS is launching a public awareness campaign titled "غيمة وبتعدي," focusing on educating the public about baby blues and postpartum mental health. The campaign seeks to humanize the issue, reduce stigma, and promote supportive environments for new mothers.

3. Objective of the Assignment

To conceptualize and produce all creative and communication materials for the Baby Blues Campaign, including visual, audio, print, and digital content that aligns with RHAS's values and strategic communication approach.

4. Scope of Work

The selected agency will be responsible for the creative development and production of all campaign materials. This includes:

- Developing a refined creative concept aligned with the campaign's key messages.
- Producing the following content:
 - 2–3 short awareness videos highlighting baby blues symptoms.
 - 2 campaigns launch TV commercials (60 seconds each).
 - Radio storytelling segments featuring voiceovers and real mothers' experiences.
 - 4 static posters designed for both digital platforms and print.
 - 10–15 social media assets (testimonials, message-driven visuals, short-form videos).

- Infographics, story carousels, and Instagram reels.
- Documenting the entire project in a long-form video (project overview).
- Creating short edits from the documentary video for use on social media.
- Delivering a comprehensive mood board and visual style guide.
- Ensuring all materials are produced in Arabic and culturally adapted.
- Providing RHAS with all final editable design files and master audio/video formats.
- Focusing on the campaign through the four governorates: Aqaba, Madaba, Jerash, and Karak, where the project is being implemented.

5. Deliverables

Deliverable	Description	Due Date
Creative Concept Pack	Mood board, slogan options, message pack	2 weeks
Storyboards/Scripts	Scripts for videos, radio, and static/digital content	2-3 weeks
Style Guide	Design system and usage guidelines	4 weeks
Visual & Video Production	Production of awareness videos, TVCs, posters, reels, social media assets	6- 7 weeks
Final Deliverables & Edits	Documentary video, short edits, editable files, all raw footage, final master versions	8 – 10 weeks

Notes:

- Earlier delivery for individual items (e.g., posters or social media assets) can be staggered, depending on production flow.
- Exact dates will be determined once the contract starts.

6. Required Qualifications

- Proven experience in public health or emotional health campaigns
- Creative team including designers, copywriters, and video editors
- Fluency in Arabic and English (written and visual content)

8. Application Requirements

- Technical and financial proposal
- Portfolio with at least 3 projects
- CVs of proposed team members

9. Evaluation of Proposals

A. Selection of Service Provider

Each proposal will be evaluated out of 100 points in terms of its responsiveness to the RFP specifications shown in this document. The total number of points which a bidder may obtain for their Technical and Financial Proposals together is 100 points in accordance with the criteria listed in the tables below. The scores are calculated by adding the technical proposal score (**out of 60 points**) to the financial proposal score (**out of 40 points**).

10. Criteria

#	Criteria	Description	Score
1	Organizational Profile	Includes general background, legal status, years of operation, core areas of work, and organizational structure.	10
2	Relevant Experience & Creative Portfolio	Evaluation of past experience in similar campaigns (especially in public health, awareness, or behavioral change), supported by a strong portfolio of creative outputs (samples of previous work)	20
3	Methodology & Creative Approach	Quality and clarity of the proposed methodology for concept development, content production, cultural adaptation, and storytelling. Includes innovation and sensitivity to campaign goals.	15
4	Feasibility of Work Plan & Timeline	Realism and feasibility of the proposed timeline and work plan to deliver all components within the project's timeframe.	15
Total			60

11. Payment Schedule

Vendors are requested to provide a detailed breakdown of costs related to the project outlined in the scope of work for the More Than Baby Blue (MTBB) – Phase 2 project. The breakdown should follow the format outlined below:

Phase	Description	Unit Price (JoD)
Total (JoD):		

All payments will be made within 30 days of receipt of a valid invoice and upon successful completion of the corresponding deliverables.

12. Performance Bond and Advance Payment Conditions

The successful bidder will be required to submit a Performance Bond equivalent to 10% of the total contract value within ten (10) days from the contract award date. The bond must remain valid until the completion of the project. Down payments, if applicable, shall not exceed 10% of the contract value and will only be released upon submission of the Performance Bond to RHAS.

13. Proposal Submission

Interested bidders are required to submit a **Technical Proposal** and a **separate Financial Proposal**, each in its own **sealed envelope** for the proposed work. The Technical and Financial Proposals should be prepared as follows:

- A. Language:** Proposals must be submitted in English.
- B. Format:** Proposals must be submitted as **signed and stamped hard copies**, each enclosed in its own sealed envelope.
- C. Validity of Proposal:** The submitted proposal shall remain valid for **90 days** from the date of submission.
- D. Prices and Currency:** All prices shall be quoted in **Jordanian Dinars (JOD)** and shall remain fixed until the completion of the project. **No cost escalation or variation** will be permitted.
- E. Required Documents from Applicants:**
 - A valid copy of each of the following documents:

- Commercial Registration Certificate
 - Professional/Occupational License
 - Tax Registration Certificate
- A company profile outlining relevant experience, along with a list of current clients receiving similar services.

F. Financial Proposal: The Financial Proposal should state the **total cost** of the project and include a **detailed cost breakdown**. **Sales Tax** must be listed as a **separate line item**.

G. Submission of Proposal: Vendors must submit **one signed and stamped hard copy** of the Technical Proposal in a sealed envelope, and **one signed and stamped hard copy** of the Financial Proposal in a separate sealed envelope. All envelopes must be clearly labeled and **hand-delivered** to the address below by the submission deadline:

Royal Health Awareness Society (RHAS)

**RFP for the Creative Development Agency within More Than Baby Blue Project (MTBB) –
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H. Late Bids: Proposals must be delivered to the office **on or before the deadline** specified in this RFP. Any proposal received after the deadline shall be **automatically rejected**.

14. RFP Re-Launch

RHAS reserves the right to re-launch the RFP, or part of the RFP, with different requirements should there be an over-estimation or under-estimation in price quotations (relative to the allocated budget for this project). Under this re-launch, vendors should send revisions on the Technical and Financial Proposals with the revised requirements.

RHAS shall reserve the right to negotiate with the vendor whose proposal scored the highest on the basis of technical and financial evaluations.

RHAS shall reserve the right to commission only part of the project to a vendor contingent on the budget(s) allocated for this project.

RHAS shall reserve the right to stop and cancel the solicitation of the services anytime during the RFP process.

Contact for Further Information

Rawan Sabbah, Senior Procurement Officer

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