Request for Proposal

Selection of Creative cum Media Agency for MyGov

Corrigendum III

Ministry of Electronics & Information Technology, Government of India

Ref: Ref No. 2(1)/2016-MyGov (Vol. I)

Date: 13/04/2017

Volume I

1.1 Clause 8.8, Commercial Proposal

S.	Description of Item	Cost Per	Indicative	Cost for 2 years	Sub-Total
No.	•	Unit (in INR) – 'A'	quantity for 2 years –'B'	(in INR) – A x B	Cost (in INR)
1.	Detailed Promotion and Media Strategy including the comprehensive media planning		NA	NA	
2.	Creatives for Print			1	
	Newspaper Ads				
	Strip Ad -32.9 cm (w) x 6 cm(h)		8		
	Quarter Page Ad		8		
	Half Page Ad		4		
	Magazines				
	Articles (1-2 page)		16		
	International Magazine Articles (1-2 page)		2		
	International News Articles (1-2 page)		2		
	International Wire Copied Articles		2		
	Advertorials		8		
3.	Creatives for Radio				
	Radio Spot (40 second)- MyGov generic		4		
	Radio Spot (40 second)- Specific Topic		8		
	RJ Mention		8		
	Radio Sponsored Program (10 episodes of 15 min. each) in 18 languages		10 episodes in 18 languages		
4.	Creatives for Television				1
	Television Commercial (60 seconds, adaptation in 40 and 30 seconds)		4		
	Talk Shows/ Half Hour Special Sponsored Features		4		

S. No.	Description of Item	Cost Per Unit (in INR) – 'A'	Indicative quantity for 2 years –'B'	Cost for 2 years (in INR) – A x B	Sub-Total Cost (in INR)
	Support for Product Placement in popular TV shows		2		
5.	Creative for Cinema Ads (60 second Ad- adaptable version of the TVC including regional languages)		4		
6.	Creatives for New Media		1		
	Creatives for Twitter, YouTube, Facebook etc./ Any Other		24		
	Support in making videos Viral		8		
	Creation of IVRS Prompts of 1 minute		12		
	Social Media Management for 2 years				
	Internet Banner		8		
	Web Scroll		8		
	Blog Burst through 10 well- known Bloggers (atleast 3 blogs of 400 words each from each blogger over a period of two years)		30 blogs		
	Op-eds mentions from 10 well-known writers in National Dailies (English and Hindi Language)		24		
	Content for Bulk SMSs		48		
	MyGov Jingle Ring Tone		1 with 4 adaptations		
	Phone/Desktop/Laptop Screen Savers		16		
	Mobile Ads		a. Video Adds - 4 b. Static Ads - 8		
	Creatives for Outdoor Media (OOH)				
7.	Hoarding		2		
	Poster		24		
	Bus Panel		Adaptation of poster		

S.	Description of Item	Cost Per	Indicative	Cost for 2 years	Sub-Total
No.		Unit (in INR) – 'A'	quantity for 2 years –'B'	(in INR) – A x B	Cost (in INR)
	Bus Shelter		Adaptation of		
	2 40 5 10 10 1		poster		
	Metro Panel		Adaptation of		
			poster		
	Train Panel		Adaptation of poster		
	Digital Signage		Adaptation of poster		
	Wall Painting		4		
8.	Podcast (in two languages – Hindi and English)		104		
9.	Merchandise (MyGov Branding)				
<u> </u>	Creatives for Aspirational merchandise		50		
	(over a period of 2 years)				
	Bags		4		
	Booklet- (Coffee table/ Pocket Book/ Report)		4		
	Brochure- (6/8/10 Page)		2		
	Pen		2		
	Penholder		2		
	Coffee Mug		4		
	Key Chain		2		
	Pen Drive		1		
	Card Holder		2		
	Notepad		2		
	Calendar		2		
	Diary		2		
	Memento		2		
	Cloth Folder		2		
	T-Shirt		4		
	Cap		4		

S. No.	Description of Item	Cost Per Unit (in INR) – 'A'	Indicative quantity for 2 years –'B'	Cost for 2 years (in INR) – A x B	Sub-Total Cost (in INR)
	Certificate/Pamphlet/Leaflet		1		
	CDs/DVDs		2		
10.	Event Management (end to end organi Conferences/ PR activities) for 4 event		ement of Workshop	os/ Seminars/	
11.	Cost for Digital Photoshoot of high resolution still pictures (inclusive of all costs). Cost to be quoted for two years for 4 metro cities and 100 still pictures per city		400 pictures in two years		
12.	Translation of scripts to any regional Language. Upto 500 Words		NA	NA	
13.	Dubbing of content into regional language. Upto 1 Minute of dubbing		NA	NA	
Grand	l Total				

Stands amended as:

S. No.	Description of Item	Cost Per Unit (in INR) – 'A'	Indicative quantity -'B'	Total Cost (in INR)
1.	Detailed Promotion and Media (planning and buying) Strategy including the comprehensive media planning		NA	
	Creatives for Print			
	Newspaper Ads			
	Strip Ad -32.9 cm (w) x 6 cm(h)		8	
	Quarter Page Ad		8	
	Half Page Ad		4	
2.	Full Page Ad		4	
2.	Magazines			
	Articles (1-2 page)		16	
	International Magazine Articles (1-2 page)		2	
	International News Articles (1-2 page)		2	
	International Wire Copied Articles		2	
	Advertorials		8	
	Radio			
	Radio Spot (40 second)- MyGov generic		4	
	Production of Radio Spot (40 second)-		4	
	MyGov generic		·	
3.	Radio Spot (40 second)- Specific Topic		8	
3.	Production of Radio Spot (40 second)- Specific Topic		8	
	RJ Mentions		8	
	Radio Sponsored Program (10 episodes of 15 min. each)		10 episodes	

Creatives for Television 10 episodes	I	Production of Radio Sponsored Program	1 1			
Creatives for Television			10 episodes			
Television Commercial (60 seconds, adaptation in 40 and 30 seconds)						
adaptation in 40 and 30 seconds 4						
Production of Television Commercial (60 seconds, adaptation in 40 and 30 seconds)		· · · · · · · · · · · · · · · · · · ·	4			
Seconds, adaptation in 40 and 30 seconds 4						
Talk Shows/ Half Hour Special Sponsored			4			
Features (Including Cost of Production of the Shows) Production of Talk Shows/ Half Hour Special Sponsored Features (Including Cost of Production of Talk Shows) Production of Talk Shows/ Half Hour Special Sponsored Features (Including Cost of Production of the Shows) Support for Product Placement in popular TV shows 2						
the Shows Production of Talk Shows Half Hour Special Sponsored Features (Including Cost of Production of Talk Shows) Support for Product Placement in popular TV shows 2	4.		4			
Special Sponsored Features (Including Cost of Production of the Shows) Support for Product Placement in popular TV shows 2						
Support for Product Placement in popular TV shows 2 2 1 2 2 2 2 2 3 3 3 3 3						
Support for Product Placement in popular TV shows			4			
TV shows 2		,				
Creative for Cinema Ads (60 second Adadaptable version of the TVC including regional languages)			2			
State						
Creatives for New Media 24	5		1			
Creatives for New Media Creatives for Twitter, YouTube, Facebook ctc./ Any Other Support in making videos Viral 8 Creation of IVRS Prompts (60 sec) 12 Internet Banner 8 Web Scroll 8	<i>J</i> .		, , , , , , , , , , , , , , , , , , ,			
Creatives for Twitter, YouTube, Facebook etc./ Any Other 8 8						
etc./ Any Other Support in making videos Viral Support in making videos Viral Creation of IVRS Prompts (60 sec) 12 Internet Banner						
Support in making videos Viral Recreation of IVRS Prompts (60 sec) 12 12 12 12 13 14 15 15 15 15 15 15 15						
Creation of IVRS Prompts (60 sec) 12 Internet Banner			8			
Web Scroll Blog Burst through 10 well- known Bloggers (atleast 3 blogs of 400 words each from each blogger over a period of two years) Op-eds mentions from 10 well-known writers in National Dailies (English and Hindi Language) Content for Bulk SMS 48 MyGov Jingle Ring Tone 1 with 4 adaptations Phone/Desktop/Laptop Screen Savers 16			12			
Blog Burst through 10 well- known Bloggers (atleast 3 blogs of 400 words each from each blogger over a period of two years) Op-eds mentions from 10 well-known writers in National Dailies (English and Hindi Language) Content for Bulk SMSs			8			
Bloggers (atleast 3 blogs of 400 words each from each blogger over a period of two years) Op-eds mentions from 10 well-known writers in National Dailies (English and Hindi Language) Content for Bulk SMSs		Web Scroll	8			
6. each from each blogger over a period of two years) Op-eds mentions from 10 well-known writers in National Dailies (English and Hindi Language) Content for Bulk SMSs MyGov Jingle Ring Tone Phone/Desktop/Laptop Screen Savers Mobile Ads Creatives for Outdoor Media (OOH) Hoarding Poster Bus Panel Adaptation of poster Bus Shelter Metro Panel Adaptation of poster Digital Signage Wall Painting As Podcast Podcast Pocatives for Aspirational merchandise (over a period of 2 years) Bags Booklet- (Coffee table/ Pocket Book/Report) Pen Penholder Pontometric Metro Page Pen Penholder As Podcast Poster Poste		Blog Burst through 10 well- known				
Content from each blogger over a period of two years)		Bloggers (atleast 3 blogs of 400 words	30 blogs			
Op-eds mentions from 10 well-known writers in National Dailies (English and Hindi Language) Content for Bulk SMSs	6.		30 blogs			
Writers in National Dailies (English and Hindi Language)						
Hindi Language Content for Bulk SMSs 48						
Content for Bulk SMSs 1 with 4 adaptations			24			
MyGov Jingle Ring Tone			40			
Phone/Desktop/Laptop Screen Savers 16						
Mobile Ads		·				
Creatives for Outdoor Media (OOH) Hoarding		Thone, Desktop, Eaptop Sereen Savers				
Creatives for Outdoor Media (OOH)		Mobile Ads				
Hoarding		'				
Hoarding		Creatives for Outdoor Media (OOH)				
Bus Panel Adaptation of poster			2			
7. Bus Shelter		Poster	24			
7. Bus Shelter Adaptation of poster Metro Panel Adaptation of poster Train Panel Adaptation of poster Digital Signage Adaptation of poster Wall Painting 4 8. Podcast Merchandise (MyGov Branding) Creatives for Aspirational merchandise (over a period of 2 years) 50 Bags 4 Booklet- (Coffee table/ Pocket Book/Report) 4 Brochure- (6/8/10 Page) 2 Pen 2 Penholder 2		Bus Panel	Adaptation of poster			
Metro Panel Adaptation of poster	7.					
Digital Signage		Metro Panel	Adaptation of poster			
Wall Painting		Train Panel	Adaptation of poster			
Wall Painting		Digital Signage				
8. Podcast 20 9. Merchandise (MyGov Branding) Creatives for Aspirational merchandise (over a period of 2 years) 50 Bags 4 Booklet- (Coffee table/ Pocket Book/Report) 4 Brochure- (6/8/10 Page) 2 Pen 2 Penholder 2			4			
9. Creatives for Aspirational merchandise (over a period of 2 years) 50 Bags 4 Booklet- (Coffee table/ Pocket Book/ Report) 4 Brochure- (6/8/10 Page) 2 Pen 2 Penholder 2	8.	Podcast	20			
9.		Merchandise (MyGov Branding)				
9. Bags 4			50			
Booklet- (Coffee table/ Pocket Book/ Report						
Booklet- (Coffee table/ Pocket Book/ Report) 4	9.		4			
Report) Brochure- (6/8/10 Page) 2 Pen 2 Penholder 2	'.		4			
Pen 2 Penholder 2						
Penholder 2						
Coffee Mug 4						
	I	Coffee Mug				

	Key Chain		2		
	Pen Drive		5		
	Card Holder		2		
	Notepad		2		
	Calendar		2		
	Diary		2		
	Memento		2		
	Cloth Folder		2		
	T-Shirt		4		
	Cap		4		
	Certificate/Pamphlet/Leaflet		1		
	CDs/DVDs		2		
	Event Management (end to end organizat Seminars/ Conferences/ PR activities)	ion and management	of Workshops/		
	Workshop/Event/Conference				
	Audience Range >10 < 100		4		
10	Audience Range >100 >500		4		
10.	Audience Range >500 <1000		4		
	VVIP Events (Event chaired by President/PM/Union Minister/CM/etc.)				
	Audience Range >1000<5000		4		
	Audience Range >5000<20000		4		
	Audience Range >20000		4		
11.	Cost for Digital Photoshoot of high resolution still pictures (inclusive of all costs). Cost to be quoted for two years for 4 metro cities and 100 still pictures per city		400 pictures		
12.	Translation/Adaptation of scripts/content/text to 18 regional languages (500 Words each) excluding master copies	{Cost per regional Language}	18 languages, 500 words each copy		
13.	Adaptation of content in 18 regional languages (60 seconds audio/video content) excluding master copies	{Cost per regional Language}	18 languages, 60 seconds audio/ video		
Grand	Total				

Note:-

- 1. Master copies are required to be prepared in English and Hindi languages for all creatives mentioned above.
- 2. Event management cost should include all the below mentioned cost components but not limited to:
 - a. Venue -Booking facilitation, Venue Insurance , Permission & Licenses, Onsite and offsite Branding and Promotions, Parking arrangements
 - b. Arrangements For:- Security, Helpdesk, Medical, Public Announcement, Media Desk, Technical Crew, Cloak Room, Network & Connectivity
 - c. Exhibition Area Arrangements
 - d. F & B Arrangements
 - e. VIP/MyGov Lounge Arrangements
 - f. Participants engagements activities(Like skeet, street play etc)
 - g. Arrangements for Electricity, Manpower, Logistics, Power Back Up, Public Utilities, Sound & System.
 - h. Event Live streaming, Invitation management, PR Activities,
 - i. Anchor/Host/Usher arrangement
 - j. Goodies Bag for participants and Media
 - k. Travel & Concierge