

**DRTV Creative Development &
Production
ActionAid UK**

Request for Proposal & Quotation

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1 Copyright Information

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2 Glossary

AA	ActionAid
AAUK	ActionAid UK
DRTV	Direct Response Television
Outsourcing partner	Your organisation responding to the request for proposals to tender
RFP	Request for proposal (this document)
Individual Giving	We define this as donors who give up to £5,000 on an annual basis, it includes our regular giving products such as Child Sponsorship, weekly lottery and trading products too.
Child Sponsorship (CS)	You can find information about Child Sponsorship at AAUK here: https://www.actionaid.org.uk/sponsor-a-child/child-sponsorship
Regular Giving (RG)	You can find information about Regular Giving at AAUK here: https://www.actionaid.org.uk/donate
Regular Giving via SMS (RGSMS)	You can find information about Regular Giving via SMS at AAUK here: https://www.actionaid.org.uk/about-us/transparency-and-accountability/sms-terms-and-conditions

3 Organisation Information

ActionAid is an international charity that works with women and girls living in poverty. Our dedicated staff are supporting women and girls leading change. We stand in solidarity with women everywhere, as they work to end violence and challenge injustice. More information on the organisation will be made available upon request or can be accessed through our website www.actionaid.org.uk including our vision, our mission, our approach, and our impact.

4 Current Situation Overview

ActionAid UK (AAUK) relies heavily on regular committed giving from generous members of the public. Direct Response Television (DRTV) plays a pivotal role for AAUK as part of the wider acquisition programme to promote the regular giving programme and acquire potential regular giving supporters across the UK.

In 2023 and 2024 AAUK set itself an overarching objective to become an anti-racist, decolonised organisation. An important part of this work is to ensure that the identity, voice and storytelling across all platforms are anti-racist and feminist. This is an important time for DRTV at AAUK as the anti-racist storytelling approach is continuing to be developed, with an exciting ambition to become sector leaders in this area.

In 2020, AAUK started the journey of producing new regular giving and child sponsorship adverts to replace the adverts which had been live since 2018. During that period, AAUK has progressed significantly in its journey towards becoming an anti-racist organisation. Therefore, the current regular giving and child sponsorship adverts which are live still follow a broadly traditional DRTV approach which doesn't fall in line with the aim of AAUK becoming disruptors and leaders in anti-racist storytelling.

AAUK is looking to work with an inspirational and creative partner who understands the vision and can work collaboratively to produce new regular giving and regular giving via SMS (RGSMS) DRTV adverts that are pioneering for both AAUK and the wider international development sector and tap into a range of human emotions to drive response and generates regular giving income.

5 Project Purpose & Scope

Project Objectives

- To produce new 90 and 60 second broadcast-ready regular giving and RGSMS DRTV advert which will assist in recruiting regular givers and raise awareness of the issues facing women and girls, and how ActionAid works together with the women and girls of these communities to find solutions to these issues.
- To ensure the regular giving and RGSMS DRTV creative is in line with AAUK's anti-racist storytelling guidelines and current thinking.

N.B. We are open to alternative length suggestions and broadcast opportunities other than the ones stated above with regards to the regular giving and RGSMS advert

What do we want to change, through our Anti-Racist Storytelling (ARST) approach?

What the world mostly sees are 'single stories' told through images, video, sound bites across all forms of communication. Told over and over again by a dominant group about another group of people, they reproduce stereotypes and perpetuate racism. These stories are the norm within mainstream institutions like governments, the media and INGOs where power structures support some stories, whilst others must fight to be heard. Many INGOs have been telling single stories about Africa, South Asia, Latin America and the Caribbean for decades. Told through a Western lens, by a photographer or staff member flown in from other countries who try to speak for another person or group of people of which they are not a part. The stories might feature children alone, mothers unable to feed their families, or a white celebrity saviour holding a black child, with no agency, no parents in sight.

What are we trying to achieve?

We will leave behind traditional charity imagery and language that depict people as helpless, desperate and without dignity. We will shift the ownership and power of ActionAid's storytelling to women and girls in Africa, South Asia and Latin America to publicly shatter stereotypes about women and girls living there.

Ultimately, we want to provide a way for women and girls to share and tell their stories. We want to shift the power and ownership of the story being told, in line with our feminist principles, and ensure that the advert produced is one the

people we work with would be proud to show and reflects how they want to be represented – **giving them more control over the narrative. Our desire to find a different way of fundraising through DRTV should really shine through.**

Project Deliverables

We have outlined a list of proposed deliverables below, however, as we collaborate with the creative partner on this project, the deliverables may change to better reflect our values and aims:

1) Collaboration on creative brief

- Once the agency has been selected, we would like to collaborate on the development of the creative brief. We view this project as a partnership with the agency which will help inform and guide the DRTV concept development. Based on the creative brief, the agency will develop three concepts that are to be pitched to ActionAid (see point 2).
- Collaboration could include creative kick-off sessions, workshops with stakeholders or regular feedback sessions – we are open to suggestions based on the agency's creative processes and ways of working
- We will also involve specialists in decolonialism and anti-racism to collaborate on the development of the creative brief

2) Three creative concepts

- Upon agreement of the creative brief, three creative concepts should be presented to AAUK. The concepts will then be taken to audience testing, conducted internally by ActionAid, where the chosen concept will be selected for creative development/production

3) Broadcast-ready regular giving and RGSMS DRTV creative

- The final approved edits delivered by the outsourcing partner to AAUK and AAUK's media partner(s)
- The regular giving and RGSMS will use the same creative – the only difference will be the call-to-action/response mechanism included, of which one will be for regular giving and one for RGSMS

4) Open/project files from the broadcast-ready edits

- Upon delivery of the final broadcast-ready edits, we will require all open/project files to be supplied to AAUK

What story do we want to tell?

- Telling a multi-faceted, rich, stereotype shattering, authentic story that contextualises and demonstrates the different aspects and dimensions of people's lives & identities. Avoiding single-narrative or single-country stories.
- A global story with universality which highlights our unjust world.
- A story that shows how the supporter will be joining a global community of changemakers –with women collectively finding solutions to problems they face, together.
- Stories of female power and resistance, and communities leading their own change – with women telling and owning their own stories.
- Activists leading rights-based work in their communities.

Women's Rights Organisations supporting other women; showing how we root our communications in their work and their voices.

The list below are suggestions that demonstrate some of ActionAid's work, which may help to inform creative responses to this proposal but are not intended to mean ads will be focused on one of these. That will only be decided once we collaborate on the creative brief.

Exact stories will be identified based on audience insights and in collaboration with internal and external stakeholders, but could feature:

- Women from refugee communities campaigning for girls' rights and running period pad-making workshops for girls in their communities – showcasing rights as something tangible and not a concept.
- The life changing power of an education and the importance of a whole community in making this happen.
- Communities coming together, and women leading the change in tackling Violence Against Women and Girls.
- Highlighting an unjust world where communities are on the forefront of climate change, paying the price for a problem created by the wealthiest countries.

Creative Responses

We would like vendors to provide three initial responses to deliver highly creative, effective and anti-racist regular giving and RGSMS DRTV adverts. The outsourcing partner is to include this in their response to this RFP. This should include either:

- 1) A one-paged mood board for each idea outlining the creative concept and thinking – three creative ideas in total
- 2) A one-paged storyboard for each idea outlining the creative concept and thinking – three creative ideas in total
- 3) A one-pager in written form or through imagery with supported commentary for each idea outlining the creative concept – three creative ideas in total

How would we like a partner to approach this DRTV ad?

We want to elicit a response that prompts people to act out of shared humanity– tapping into longer-lasting positive human emotions beyond pity, guilt, discomfort or disgust – like hope, solidarity, surprise, awe and joy, which motivates supporters to act in a longer-lasting way.

We don't want to lose ActionAid, but we should be the trusted vehicle of delivering the supporters money through local partners and communities – **we are the facilitator of the story being told.**

At this stage we do not want to give suggestions for how this might be done. To achieve our ambition to move away from a traditional international development DRTV advert in an anti-racist way, we will need a highly creative partner. A partner who is open to working collaboratively and respectfully, possibly in conjunction with a local production company in Africa, South Asia and Latin America. A partner who may be able to take a conceptual, animated, live-action or mixed approach with credentials to back this up. And credentials in anti-racism are a key priority.

Vendors are welcome to hold an exploratory meeting with ActionAid UK staff to discuss the project approach ahead of submitting the RFP.

Audience Testing

ActionAid UK will conduct audience testing with supporters from AAUK's core target demographics which will assist towards informing the decision on the chosen regular giving and SMS DRTV advert creative.

6 Requirements Detail

Agency

We are seeking a forward-thinking creative agency with significant experience in DRTV production and/or creative campaign development who also has the understanding and willingness to adopt best practice tactics for DRTV, whilst ensuring a highly creative approach.

Experience of working with non-profit clients, in international development and/or women's rights organisations is essential.

It is imperative that the outsourcing partner has strong anti-racist and feminist values themselves with a good understanding of how these values can be applied to creative development with specific reference to DRTV production and anti-racist storytelling.

Anti-Racist Storytelling (ARST)

We want to be pioneers in relation to ARST within the international development sector, ensuring we are proactive in our approach of working together and striving for best practice. We want to change the way we approach the new regular giving and SMS DRTV creative and ensure that it follows our anti-racist storytelling guidelines and thinking.

The desire is to identify a different and innovative method of fundraising through this new DRTV creative, where ActionAid is fundraising in partnership *with* rather than fundraising *for*.

The new DRTV creative will aim to portray a multi-faceted, rich, stereotype shattering, authentic story that contextualises and demonstrates the different aspects and dimensions of people's lives & identities. We hope to communicate a global story with potential supporters with universality which highlights our unjust world and avoiding a single-narrative or single-country stories.

Ultimately, the new DRTV creative produced should be one the people we work with in Africa, South Asia and Latin America would be proud to show and reflects how they want to be represented – giving them more control over the narrative.

Proposed Project Timeline

The below table outlines a rough project timeline including key milestones as well as a go-live date for the new DRTV advert:

Milestone	Date	Notes
Collaboration on creative brief	January 2024	AAUK and outsourcing partner to commence collaboration on creative brief
Creative concepts presentation	February 2024	Outsourcing partner to present three concepts to AAUK
Creative concept audience testing	March 2024	AAUK to audience test chosen concepts
Select chosen concept for development/production	March/April 2024	AAUK to inform outsourcing partner of chosen concept selected for development/production
Final edit delivered to AAUK	June 2024	Outsourcing partner to deliver final broadcast-ready edit(s) to AAUK
New DRTV advert goes live	September 2024	AAUK goes live with new DRTV advert (buffer time from June – Sept included based on potential lead times from outsourcing partner)

We would be keen to see projected timelines from vendors in their response to this RFP based on the creative process and proposed lead times.

Vendor Instructions

Please submit a detailed proposal which addresses each of the following areas:

- Understanding of the project context, objectives and deliverables
- Three creative responses to this RFP, to gauge your creativity and grasp of our aims and objectives.
- Outlining your creative process behind DRTV concept development and production
- Costs and options based on each creative approach and development (including VAT)

- Project timelines
- Relevant personnel experience with specific reference to DRTV creative production and development
- Your commitment to sustainability
- Your commitment to anti-racism, Equality, Diversity and Inclusion through policies, past work and other relevant credentials
- Your reflection on our feminist principles and anti-racist and decolonisation approach, your understanding of this, how they align with your values and how you might apply them to this project
- Data protection policies
- Safeguarding policies in relation to storytelling and communicating with staff

Bids under £70,000 (inclusive of VAT) will be accepted. This figure must be inclusive of any content gathering trips (if required).

Please submit different cost options to allow us to assess value for money. We expect the project deliverables to be costed out separately and to have visibility of rate cards.

Information on how we are working towards becoming an anti-racist and decolonised organisation will be shared with you alongside this request for proposal. Our feminist values can be found here: <https://www.actionaid.org.uk/about-us/people-and-culture/how-we-practise-feminism-at-work>

As outlined above, further information is available upon request (subject to NDA compliance).

6.1 Schedule for Evaluation Process

The expected timeline for the evaluation and decision-making process is as follows

Process step	Date
RFP & Tender documents available to vendors	16/10/2023
Opportunity for vendor meetings with ActionAid UK staff	17/10/2023 – 06/4/2023
Deadline for RFP responses	07/11/2023
Vendor interviews	20/11/2023– 29/11/2023

Selection of vendor/contract negotiation	01/12/2023– 05/12/2023
Contract negotiations	December 2023

Please note that the answers to any questions raised by a vendor during the RFP stage may be shared with all vendors.

6.2 Proposal Submission & Contact Information

Please submit electronic copy of your proposal, including all supporting documentation to:

Name	Joanna Armah-Kinson
Company	ActionAid
Address	33-39 Bowling Green Lane, London, EC1R OBJ
Phone	02013 122 0561
E-mail	CommercialUK@actionaid.org

Contact Person(s) for any questions about the RFP by email only.

Joanna Armah-Kinson	CommercialUK@ActionAid.org
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6.3 Proposal Format

A vendor's internal template for responses to RFP will be accepted. The New Supplier Questionnaire provided herewith must be answered and attached along with the proposal.

Please note that if you have already responded to the pre-qualification questionnaire you are not required to answer any duplicate questions.

6.4 Notifications

Vendors will be notified regarding requests for additional information, formal presentations and the outcome of the selection process through email.

7 Basis of Award

All proposals become the property of ActionAid UK and will be evaluated by the RFP Review Team.

Evaluation and selection of vendors to provide products and services as defined in this RFP to ActionAid UK will be based on the following criteria, which are given in no specific order.

- Price
- Cultural fit (specifically around anti-racist & feminist values)
- Quality of proposal including creativity
- Company history and stability
- Depth of overall experience
- Expertise of proposed team
- Customer service including quality of service and account management
- References provided
- Timely and complete response to RFP
- Timeline of proposal

Weighting to scoring will be determined along these areas:

Quality of proposal, including creative responses 35%	Anti-racist and feminist values, understanding of decolonisation and experience in anti-racist storytelling through DRTV production 20%	Price 20%	Expertise and level of service 20%	Sustainability - exploring production methods that will minimise carbon footprint 5%
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The RFP Review Team reserves the right to accept or reject any or all RFPs received.

The RFP review team is comprised of Joanna Armah-Kinson, Contracts and Procurement Manager ActionAid UK; Jiblu Rahman, Senior Acquisition Campaigns Manager; Daniel Bratt, Head of Acquisition, Susan Wilders, Co-Director of Fundraising; Taahra Ghazi, Deputy Director Comms, Brand & Content. **ActionAid reserves the right to add or remove members of the panel at any time.**

The RFP Review Team reserves the right to negotiate with respondents to this RFP, within the requirements of the RFP, to best serve the interests of ActionAid UK. However, vendors **must not assume** an opportunity to negotiate and are

cautioned to submit their proposals on a best and final basis since an award or decision is likely to be made without further negotiation based on pricing and terms of the original submittals. Accordingly, all requirements must be included with your initial offer.

All proposals submitted will be considered to be proprietary by ActionAid UK and will not be released to any outside party, in part or in total unless required by law. Neither the transmission of this RFP to a prospective bidder nor the acceptance of a reply shall imply any obligation or commitment on the part of ActionAid UK.

If vendor needs to take exception to anything under the RFP, these exceptions must be clearly identified on the RFP response.

All prices and conditions must be shown.