



REQUEST FOR PROPOSAL (RFP)

This Request for Proposal seeks to appoint an agency to fulfil the digital marketing, content development, campaign management and social media community management needs for the Singapore Centre for Social Enterprise, raiSE Ltd in FY 2019/2020.

The Marketing & Communications Department is seeking proposals from qualified firms for the above-mentioned services for a period of 12 months.

The deadline for receipt of electronic proposals is **Tuesday, 15 October 2019, by 6.00pm.**

RFP Timeline:

- RFP Issued: Wednesday, 2 October 2019, 12noon
- Document Submission Deadline: **Tuesday, 15 October 2019, by 6.00pm SGT**
- Selected Agency Notified: Friday, 25 October 2019
- Agency Start Date: Friday, 1 November 2019

**For and on behalf of the
Singapore Centre for Social Enterprise**

**Ms Subashini Balakrishnan
Marketing & Communications**

Version 1.0, 30 September 2019

Confidentiality:

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1 AIM

The Singapore Centre for Social Enterprise, raiSE Ltd, is inviting interested digital marketing agencies to submit their proposals and cost quotations for digital marketing strategy, content development, campaign management and social media community management needs for the duration of 12 months starting 1 November 2019 to 31 October 2020.

2 ABOUT raiSE

raiSE was set up in 2015 through a cross-sector collaboration between the Ministry of Social and Family Development, National Council of Social Service, Social Enterprise Association and Tote Board to develop the social enterprise sector in Singapore. raiSE was officially launched by Dr Tony Tan Keng Yam, President of the Republic of Singapore on 27 May 2015 and this year we celebrate our 3rd Anniversary.

As a sector developer, raiSE seeds and nurtures new enterprises by providing advisory services, programmes, training and resources. We enable existing social enterprises to grow and become sustainable by providing financing options, capacity building expertise and business mentorship. Where possible raiSE seeks to connect with social enterprises and intermediary bodies in the region to share best practices with each other.

raiSE's mission is to create awareness for social enterprises and shed light on the impactful contributions they make towards unmet needs within the society. As a membership body, raiSE supports over 400 members through their social enterprise journeys, from set-up to growth and expansion.

Ultimately, raiSE hopes to build a vibrant eco-system of social enterprises with aspiring social entrepreneurs, supportive organisations and passionate individuals through various initiatives and events. By growing this active network, raiSE contributes towards a more caring and inclusive society in Singapore.

3 KEY MESSAGES

raiSE aims to build and sustain a stronger digital presence so that we can build brand awareness for raiSE, increase support for our public outreach efforts and events and generate leads for the consumption of SEs' goods and services.

This includes, but is not limited to the amplification of the following key messages:

Build raiSE's Brand

Target Audience: B to B

Eg: Attract aspiring social entrepreneurs & existing social enterprises in Singapore

- raiSE is an eco-system developer. We validate our Members' social impact and help increase awareness and garner support for SE Members.
- raiSE is an apex body for all matters concerning Social Enterprises in Singapore.
- raiSE is the conduit to building relationships in ASEAN.
- raiSE champions social innovation and encourage ideas that address unmet needs.
- Build mindshare for and Brand affinity towards the 'I am a Social Enterprise' brand (TBC after re-branding exercise)
- Highlight the definition of an SE – 'What does it mean to be a SE?'
- raiSE supports SEs through grant funding and capability development workshops.

Increase awareness of Social Enterprises

Target Audience: B to C

Eg: Change the perception of consumers aged 25-55

- Social Enterprises have a double bottom line. They are sustainable and stand for value & quality first and foremost.
- Social Enterprises are not charities and strive to be commercially viable just like an average startup/SME in Singapore.
- Millennials relate to Brands that stand for something; Social Enterprises are a classic example of brands that have a cause inbuilt into their revenue models.
- We want to encourage the consumption of SE goods and services, not just during FFG but throughout the year.
- While the industry is nascent, there are several sustainable social enterprises who are going regional (aspirational). Success in this industry is possible.

Garner support for Social Enterprises

Target Audience: B to B

Eg: Encourage the participation of corporate in a sustainable manner

- Corporate should work with Social Enterprises as part of their sustainability journey (ESG Issues).
 - Working with SEs can help to fulfil the 'S: SOCIAL' component of their Environmental, Social and Governance issues.
 - SEs can be a valuable part of the MNC supply chain
- The enterprise development of SEs can be aided by skilled volunteering and structured mentoring
- Public recognition of SEs in Singapore serves to recognise and spur social entrepreneurs for their achievements.

And any other additional messages advised by raise.

4 CAMPAIGNS

In addition to the key messages, secondary messages and target audiences will be further refined to communicate various messages at specific events such as FFG, PCSEA. *(For example: female consumers aged 28 for FFG and general public and social entrepreneurs for PCSEA)*

These are the 4 major initiatives in the upcoming 12 months which will impact the deliverables significantly:

1. President's Challenge Social Enterprise Award (PCSEA) 2019

- Kickstart a digital campaign to increase awareness for the PCSEA Finalists in the run-up to the award ceremony in Dec 2019
- Generate media/public interest and encourage virality for 10-15 finalists
- 2-month campaign (Nov-Dec 2019), before and after the award ceremony
- Post award publicity of the Winners from 3 categories

2. FestivalForGood (FFG) 2020 - October 2020

- Kickstart a digital campaign to increase awareness of FFG 2 month prior (Aug & Sept)
- Generate media/public interest and attract participants to the physical festival (Oct)
- Increase awareness of participating SEs
- Change perception of SEs products and services (eg. Quality products)
- Encourage public consumptions of SEs products and services (pre & post event)
- Increase awareness of raise and establish raise as an organiser of 'SE Week'
- 4-month campaign (Aug-Dec 2018), culminating in the year end festive/gifting season
- SE Week: Possible inclusion of a mini conference and PCSEN 2020

3. LeapForGood Social Innovation Programme

- Kickstart a digital campaign to generate leads for the programme's launch day, several workshops, hackathon weekend and 'Demo' Day.
- Profile the programme through the various touchpoints that participants will have with during the LFG programme.
- Share the survey findings and learnings with the public via videos/gifs
- 6-month campaign (May 2020), to create hype around the new brand identity.

4. BusinessForGood (BFG) Re-branding

- Kickstart a digital campaign to build mindshare around the newly termed "I am a Social Enterprise" brand by encouraging SEs to take ownership and self-declare their SE model of business.
- To be launched at FFG 2020, a new brand identity will better illustrate the definition of a Social Enterprise and act as a mark of recognition for the public.
- Cultivate brand affinity towards the 'I am a Social Enterprise' brand (TBC after re-branding exercise) as supposed to the current 'BusinessForGood' brand.
- Continue to highlight the definition of an SE – 'What does it mean to be a SE?' through various mediums and educate the public (consumers) to recognise and acknowledge the mark.
- Increase awareness of raise and establish raise as the 'Validator' of social impact in Singapore.
- 9-month campaign (till 31Oct'19), to create hype around the new brand identity.

At the start of the contract, the agency will be advised of all the initiatives for the year by way of a MarComms Calendar. Other than the 4 major strategic campaigns that need to be developed for the initiatives mentioned above, all other tactical marketing and event marketing needs will be handled under 'ad-hoc' campaigns.

Elements of key messages should be factored under 'always-on campaigns', eg: VentureForGood grant SE Stories and festive buying guides etc. as these will help to consistently create hype and maintain a tone of voice among raise's social media community.

5 CHANNELS

raise has a presence on the following social media platforms and the handles are:

- a) Facebook (@raisesingapore; @festivalforgoodsg)
- b) Instagram (raisesg; festivalforgoodsg)
- c) LinkedIn (@[raise-sg/](#))
- d) Youtube (@raise sg)
- e) Website (www.raise.sg; <https://festivalforgood.sg>)
- f) eDM (internal communication to members & #partofthegood subscriber base)

The appointed agency will be required to propose an integrated marketing plan to effectively communicate the key messages (outlined in point 3) across all channels in a consolidated manner.

6 KEY PERFORMANCE INDICATORS

The appointed agency will be required to implement strategies/campaigns to meet the following Key Performance Indicators (KPIs) by the end of the contract on 31 October 2020:

Medium	Current	KPI for FY2019	
Facebook Follower Base	9,300+ followers	15,000+ followers	Grow the base to 15K.
Facebook Engagement Rate		Maintain an engagement rate of 1% and above.	Divide the number of comments, shares, likes by our total follower count and multiply by 100.
Facebook Ads		CPA lower than \$0.20	CPC \$0.35 CPM \$7
Instagram Follower Base	1300+ followers	5,000+ followers	Grow the base to 5K.
Instagram Engagement Rate		Maintain an engagement rate of 3% and above.	Divide the number of likes and comments by our total follower count and multiply by 100.
Instagram Ads		CPA lower than \$0.20	CPC \$0.56-\$0.72 CPM \$ 5-6
Use of #partofthegood hashtag	1,700+	3,000+	Encourage consumers to consume SE products and services to be part of the good.
Newsletter Subscription	300+ emails	1000+ emails	Increase subscriber base by attracting non-members to stay in touch with us.
eDM Open rate		50-60%	Increase open rate
eDM CTR		8-10%	Maintain click through rate
Web Traffic	260,000 pageviews	280,000 pageviews	Maintain an average of 280K pageviews per annum.
Time spent		3-4mins	Maintain time spent
Bounce rate		41-46%	Manage bounce rate

7 BRAND ALIGNMENTS

Quality content and storytelling plays an important role in inspiring behavioural change and stimulating conversations. We are looking to produce user-centric, practical, balanced and dynamic content to encourage our audiences to learn and take action.

The appointed agency shall be responsible for all the content, creative and communication efforts across all Social Media platforms and therefore must ensure that there is uniform communication across all the marketing platforms. All efforts must be taken to ensure external communications always remain 'on brand'.

Any deviation in messaging must first be cleared by raiSE.

8 PROJECT REQUIREMENTS

The appointed agency will be required to develop an integrated digital marketing plan to effectively communicate key messages to address various target groups via different channels while meeting the KPIs set forth, from 1 November 2019 to 31 October 2020.

No.	Item Description
a	Digital Marketing Strategy & Campaign Management
	<p>The appointed agency will be required to</p> <ul style="list-style-type: none"> • Implement the digital media strategy for the duration of 12 months • Finalise the content strategy and marketing & communications calendar for the year based on the proposed key messages and target audiences • Co-manage the social media content calendar in relation to raiSE's weekly events • Conceptualise and execute each campaign to achieve specific KPIs • Submit a proposal at the onset of very new campaign with set outcomes and deliverables • Submit monthly reports and individual reports for every new campaign • Effectively communicate all key messages across social media platforms, eDM and Corporate website. <p><u>For submission:</u></p> <ol style="list-style-type: none"> 1. Propose digital marketing strategies and campaign ideas to achieve KPIs and communicate all key messages effectively with the various channels in mind. ie: Facebook, Instagram, linkedin, Youtube and raiSE's Corporate website 2. Propose a digital marketing content calendar for 12 months, with possible social media content, dedicated ad campaigns, possible weekly eDM content etc. 3. Develop monitoring, evaluation and reporting mechanisms for all campaigns and platforms as well as propose key performance indicators to ensure the objectives and outcomes of each project is achieved. 4. Estimate the <u>number of man-hours</u> required for a one-time fee to develop an integrated communications plan.
b	Community Management & Content Development
	<p>The appointed agency will be required to</p> <ul style="list-style-type: none"> • Conceptualise, design and create original pieces of content for the duration 12 months. • Copywrite all content in relation to the key messages that must be communicated. • Create a full set of creative and production materials including but not limited to ads, videos, infographics, banners, event promotion collaterals to support the proposed brand activation and engagement strategies. • Clear all scheduled content with raiSE on a weekly basis. • Conduct daily follow-ups on all social media platforms, manage the message inboxes and reply to comments in a timely manner • Research for curated content to share on all platform to form a good mix of content buckets, ads, event invites, gift guides, promotional items etc. • Stock image subscription and graphics support, including photos, original infographics, memes and other visual engagement assets for use in various social media channels. <p><u>For submission:</u></p> <ol style="list-style-type: none"> 1. Propose content strategy, visual direction and frequency of content development to achieve KPIs and communicate all key messages effectively. (e.g. themes, topics, seasonal promos) considering the need for creative refreshes for longer campaigns.

	<ol style="list-style-type: none"> 2. Propose a variety of content types across different channels 3. Propose content contributors, influencers etc who will be able to carry raiSE's brand message (where necessary) 4. Develop monitoring, evaluation and reporting mechanisms for all community management matters and handling of enquiries. 5. Estimate the <u>number of creatives/man-hours</u> required for community management efforts and the development of the visuals/graphics to support the proposed campaigns. 6. Propose the cost of additional content ie: Stock images and video where necessary in optional items (d) below.
c	<p>Social media marketing & Event Activation</p> <p>The appointed agency will be required to</p> <ul style="list-style-type: none"> • Execute paid marketing plans on social media platforms supported by advertising budget (<i>ad budget</i>) to support lead generation efforts for events, workshops etc. • On the ground media coverage for up to 4 events during the contractual period, with live posting of activities and added community management efforts. • Content support (mobile live feed, short videos, photographs) during event activation for up to 4 events. • Achieve measurable results across all proposed campaign as per laid out in the KPI matrix in Item 6 of this proposal. • Ensure the allocated ad budget of up to S\$30,000 is sufficient for the proposed plans for component [a] and [b]. <p>Interested agencies need <u>NOT</u> quote for this section, as the budget allocation for this component [c] is fixed at a maximum of S\$30,000 in expenditure for this RFP.</p> <p><u>Appointed agencies will be awarded a total contract amount [a+b+c+d*] including the ad budget monies (through a monthly retainer fee structure) to be spent on campaigns across social media platforms on behalf of raiSE.</u></p>
d	<p>*Optional Items</p> <p>Interested agencies should provide proposals and cost breakdowns for any optional items that will add value to the digital media strategy and/or content development plan. (ie. Video production, Influencer engagement, social listening and reporting, etc.)</p> <p>Please note: raiSE will indicate in writing should we procure any of the proposed optional services indicated in the proposal, should the need arise.</p>

9 COST SCHEDULE

Interested agencies are requested to submit a proposal based on the requirements set forth in Item 8 listed above together with this cost schedule.

Component	Description	Unit	Cost
[a]	Digital Marketing Strategy & Campaign Management		
	<ul style="list-style-type: none"> • <i>Show breakdown of cost</i> • <i>Add lines items where necessary</i> 		
[b]	Community Management & Content Development		
	<ul style="list-style-type: none"> • <i>Show breakdown of cost</i> • <i>Add lines items where necessary</i> 		
[c]	Fixed Advertising Budget		\$30,000

	<ul style="list-style-type: none"> Show breakdown of proposed expenditure 		
	<ul style="list-style-type: none"> Add lines items where necessary 		
[d]	Optional items		
	<ul style="list-style-type: none"> On the ground media coverage 		
	<ul style="list-style-type: none"> Additional man-hours 		
	<ul style="list-style-type: none"> Add lines items where necessary 		
i	TOTAL (exclude GST):		
ii	GST (if applicable):		
iii	GRAND TOTAL (include GST):		

Contracts must include service level agreements and copyright clauses. Please indicate assumptions, limitations and constraints (if any). Interest agencies who are offering a discount in services are requested to indicate the amount/services in the cost schedule provided above. Please indicate i) Cost (exclude GST) ii) GST (if applicable) and iii) Total Cost.

However, cost evaluation will only be done on i) cost excluding GST.

10 PAYMENT SCHEDULE

The appointed agency will be remunerated as per this payment schedule:

Tranch 1	Upon Project Kick-off (by end November 2019)	50%
Tranch 2	by end Apr 2020 for Q3	25%
Tranch 3	by end Aug 2020 for Q4	25%

11 EVALUATION CRITERIA

All submissions will be evaluated on the components of Items [a] and [b] only:

- 25% Appropriateness of proposed marketing strategy in communicating key messages
- 25% Creativity of proposed Ideas
- 30% Cost of execution
- 10% Ability of Account Manager/Team assigned to raiSE's account
- 10% Agency's relevant track record

NB: Component [c] is a fixed advertising budget of \$30,000 and component [d] is for optional items which will be procured where necessary.

12 SUBMISSION REQUIREMENTS

Interested agencies should submit the following documents to be considered for this RFP:

- a. Proposals and recommendations as requested for in item 8a & 8b.
- b. Proposed Visual direction and creatives (sample)
- c. Agency profile and portfolio (highlight relevant work for similar agencies)
- d. Profiles of key account manager who will be involved in this project throughout the duration.
- e. Total cost and detailed cost breakdown as laid out in item 9.
Ad budget of \$30,000 must be included in the overall cost.
Optional items should be provided separately and not included in the overall cost.

All submissions must be sent to suba@raise.sg and amy@raise.sg by **Tuesday, 15 October 2019, by 6.00pm.** Incomplete and/or late submissions will not be considered for this RFP.

For any enquiries on the project, please contact Ms Subashini Balakrishnan at suba@raise.sg

raiSE reserves the right to award the project in part or full as it deems fit. raiSE also reserves the right to not award the project at all if the proposals received do not meet its requirements or are deemed unsatisfactory.

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