



Terms of Reference (ToR)

JAAGO Foundation Trust

Engagement of Service Provider/Agency for Creative, Digital, and Production Services

1. Background

JAAGO Foundation Trust is a leading non-profit organization in Bangladesh, working toward empowering communities through Education, Youth Engagement, Climate Action, Good Governance, and Women Empowerment across Bangladesh. Over the years, JAAGO Foundation Trust has collaborated with national and international partners, corporate entities, and government agencies to implement diverse programs in education, gender equality, youth leadership, and social innovation.

To ensure consistent, creative, and high-quality communication across all its projects and campaigns, JAAGO Foundation Trust seeks to engage a professional Creative, Digital, and Production Service Provider. The selected agency will provide year-round strategic and technical support in areas such as creative concept development, communication strategy, design, content production, digital media management, and related services to strengthen JAAGO's brand visibility and program impact.

2. Purpose and objectives of the Assignment

The purpose of this Terms of Reference (ToR) is to identify and engage a qualified and experienced Creative, Digital, and Production Agency/Service Provider to support JAAGO Foundation Trust in executing its communication, visibility, and outreach activities across all ongoing and upcoming projects.

The selected agency will serve as an extended communication partner of JAAGO Foundation Trust, providing end-to-end creative, digital, and production services on a call-off basis as and when required basis. This includes conceptualization, design, digital content creation, campaign execution, video and audio production, social media management, and other related services aligned with JAAGO's communication strategy.

The engagement aims to ensure:

- **Creative excellence** and brand consistency across all communication materials and platforms.
- **Timely delivery** of high-quality outputs tailored to diverse project and campaign needs.
- **Cost efficiency** and optimum value for money in all creative, digital, and production deliverables.
- Strengthened **branding, visibility, and public engagement** for JAAGO Foundation Trust and its initiatives nationwide.

3. Scope of Work

The selected agency/service provider will work as an extended communication and creative partner of JAAGO Foundation Trust, providing professional support in strategy, design, digital media, production, and communication-related services across all projects and campaigns. The agency is expected to deliver services under the following broad categories:



A. Strategy & Research

- Develop comprehensive communication and campaign strategies, including KPI tree, message frameworks, and timelines
- Create mnemonics, taglines, and thematic concepts for key initiatives.
- Audience Persona Mapping
- Message House and Narrative Framework
- Crisis Communication Planning
- Communication Audit and Insight Reporting

B. Creative & Production

Creative Development

- Key Visual Design and Adaptation
- Static & Dynamic Content Creation (social media posts, short videos, GIFs, etc.)
- Copywriting (Bangla & English): captions, press releases, website articles, scripts
- Translation & Localization (EN↔BN)

Production

- **Photography** (in/outside Dhaka, studio shoots)
- **Videography**: (documentaries, reels, OVCs, interviews, event coverage)
- **Voice-over recording, audio mixing, and editing** for multi-format outputs

C. Media, Web & Product

- Plan, execute, and optimize **digital media campaigns** across Meta, Google, and other relevant platforms, including performance reporting.
- Press Release Publication and Media Relations
- Influencer Management and Collaboration
- Community Management and Page Moderation
- Web Development and Maintenance (Landing pages, blogs, etc.)
- AI Tool Development (Dashboards, Trackers, Chatbots)

D. Design, Data & Intelligence

- Print and Event Collateral Design (Certificates, Banners, Brochures, etc.)
- Event Backdrops and Stage Branding
- Annual Report, Booklet, and Publication Design
- Training Module and Infographic Design
- Data Visualization and Dashboard Setup

4. Duration and Modality of Engagement

The duration of the engagement will be one (1) year, **from 1 July 2026 to 30 June 2027**. During this period, the selected agency/service provider will provide creative, digital, and production services to JAAGO Foundation Trust on an on-call, work-order basis.

Assignments will be issued through individual work orders detailing the specific scope, deliverables, timeline, and budget for each task. The agency will only proceed with the work upon receipt of the approved work order and will invoice upon satisfactory completion and acceptance of the deliverables.

The agency/service provider will work in close coordination with JAAGO Foundation Trust's Communications Department, under the overall supervision of the designated Communication Focal Point or Project Manager of the respective project. Regular progress updates and



approvals must be shared through official communication channels as defined by JAAGO Foundation Trust.

The agreement may be renewed based on satisfactory performance and organizational need, subject to mutual consent

5. Deliverables

The selected agency/service provider will be responsible for delivering timely, high-quality, and brand-consistent communication materials and outputs in alignment with JAAGO Foundation Trust’s objectives, branding guidelines, and project communication strategies.

Deliverables will vary based on project needs, but are expected to include, though not limited to, the following:

- Timely and high-quality completion of assigned tasks within approved timelines.
- Submission of deliverables in editable and platform-ready formats.
- Monthly progress and performance report (if required).
- Compliance with JAAGO Foundation’s brand guidelines and ethical standards.

6. Measurable Deliverables / Actions/specifications for financial proposal:

Category	Deliverable / Action Item	Unit name	Unit Per unit rate	Delivery process/ methods
A. Strategy & Research	Campaign Strategy Development -Stakeholder Mapping -Audience Insight & Behaviour Analysis - Communication Framework Development -Audience Insight & Behaviour Analysis -Performance Monitoring Plan	Per Campaign / Strategy		
B. Creative Concept & Design	Campaign KV Development	Per Key Visual		
	Mnemonic Development	Per Mnemonic		
	Static Content Creation (Banner/ X-X-Banner/ Backdrop/ Standee, Dropdown Banner/ Stage fascia/ Gate wings design/ Registration or Information Booth Background Exhibition Panels / Display Boards Poster Series / Awareness Boards Thematic Installation / Display Props)	Per content		
	3D Modelling	Per content		
	Dynamic Content Creation	Per Content / Visual		
	3D Video (15 seconds)	Per Video		



	Animation Video (1-3 Minutes)	Per video		
	Sticker design (laptop/vehicle)	Per design		
	Comic character development	Per character		
	Comic design	Per page design		
	Static Adaptation	Per Adaptation		
	Dynamic Adaptation	Per Adaptation		
	Translation (Bangla-English / English-Bangla)/ Native language> Bangla>English Subtitles	Per page/ minutes		
	One Pager or Multi Pager Design (Brochures / Flyers / Leaflets, Invitation Cards / E-invites Event Folders / Notepads / Pens/ Certificates / Souvenirs / Crests/ etc.)	Per Infographic		
	Infographic Development (additional)	Per Storyboard		
	Storyboarding	Per Adaptation		
	Mood boarding	Per Adaptation		
C. Events	Concept Development	Per Concept		
	Stage Design (Podium, Stage Table, LED, Stage Wings/Standee, Cue Cards/Photobooth)	Per Design		
	Event Mockup	Per Mockup		
	Stall Branding (Backdrop, Sidewall, Nameplate, Table Topper, X-Banner, Kiosk Content, One Pager, Sticker)	Per design		
	Events Sound design	Per design		
	Crest Design	Per design		
	Certificate	Per design		
	Merchandise and promotional items design (T-shirt, wrist band, cap, vest, ID card, tote bag, pencil bag, backpack, paper bag, pen holder, mug, water flask, coffee flask, pen, notebook, jute bag, badge, paper folder, pop socket, key ring, card holder,	Per design		



	mobile stand, Invitation card etc.)			
D. Content Development	Press Release (Bangla and English)	Per Release / Batch		
	Website Articles	Per script		
	Scripting (long form)	Per script		
	Scripting (short form)	Per script		
	Drama Script (per episode)	Per script		
	Press Release Write-Up	Per Release		
	Website Content Write-Up	Per Write -up		
	Other Press Backdrop (for interviews/photo ops), Media Wall (with partner logos), Step & Repeat Wall (for photography) Social Media Hashtag Frame / Cutout)	Per Release / Batch		
E. Photography & Videography	Photoshoot (Inside Dhaka)	Per Day / Per Session		
	Photoshoot (Outside Dhaka)	Per Day / Per Session		
	Photo Shoot (Studio Setup)	Per Day / Per Session		
	Video Documentation	Per Video		
	Reel Production	Per Reel		
	Video Editing	Per Video		
	Video CG works	Per Video		
	Voice Over Recording	Per Video		
	OVC Production	Per Video		
	Public Service Announcement (PSA)	Per Album		
	Photo Album Editing and Posting	Per Day / Per Session		
Drone Videography / Photography	Per Day / Per Session			
E. Digital Media & Web	Website Development	Per Page		
	Website UI UX design	Per Page		
	Website Landing Page Development	Per Page		
	Digital Media Planning & Buying	Per campaign		



	Social Media Campaign Execution	Per campaign		
	Social Listening & Analytics	Per Report / Monitoring Cycle		
	Hashtag Campaign Ideation	Per campaign		
	Dashboard Visualization/ Impact Infographic Design	Per Dashboard		
	AI Automation & Data Intelligence	Per Integration		
	ChatBOT Integration	Per Batch		
	ChatBOT Subscription	Per month		
	Digital Collateral Management	Per Month		
F. PR and Outreach	Press Release Publication (8-10 / 25-30)	Per Release / Batch		
	Influencer Remuneration	Per Influencer		
	Event MC/Host	Per Resource		
	Cast/ Model/ Actor (For Photoshoot/ OVC cast/ Video Appearance)	Per Cast		

The financial proposal must be submitted considering the above information

Notes for Costing

- All unit rates must be inclusive of design, editing, coordination, and delivery.
- Travel, accommodation, or logistics (if required outside Dhaka) will be reimbursed as per actual, with prior approval.
- Payments will be made per deliverable upon satisfactory submission and written approval by JAAGO Foundation Trust.
- Final deliverables must be submitted for approval to JAAGO's Communication & Partnership Department, which will verify quality and completeness before payment release
- Please provide a cost breakdown of each component under the financial proposal

All deliverables must maintain:

- High creative and technical quality
- Brand and message consistency
- Cultural and linguistic relevance for Bangladeshi audiences
- Cost efficiency and value for money

7. Payment Terms

- The unit cost will be fixed for the duration of the agreement under a Framework Agreement, usually one year



- Payments will be made on a deliverable or milestone basis, based on the work order/purchase order.
- Any additional or out-of-station expenses (e.g., travel, accommodation) must be pre-approved by JAAGO Foundation Trust and reimbursed in favour of supporting documents

8. Experience and Qualifications of the Firm/Agency/Service Provider

The prospective agency/service provider must demonstrate strong technical expertise and a proven track record in providing creative, digital communication, and production services for reputable organizations, preferably in the development, NGO, or corporate sector in Bangladesh.

The selected firm/agency/service provider must:

- Have at least 3 years of proven experience in creative and digital communications.
- Demonstrate expertise across strategy, design, media, and production.
- A qualified multidisciplinary team comprising creative strategists, designers, content writers, videographers, editors, and digital media specialists.
- Proven technical capacity and infrastructure, including design and editing software, production equipment, and digital media management tools.
- Demonstrated ability to manage large-scale communication campaigns and deliver high-quality outputs within strict deadlines.
- Legal eligibility to operate in Bangladesh, with a valid trade license, TIN, VAT registration certificates, and other legal documents meeting eligibility criteria.
- Experience working with international development partners, UN agencies, NGOs, or corporate CSR programs will be considered an advantage.

9. Evaluation Criteria

Proposals will be evaluated based on:

- Technical capacity and relevant experience (30%)
- Creativity and quality of portfolio (25%)
- Understanding of NGO and development communication (15%)
- Financial proposal and cost-effectiveness (30%)

10. Reporting & Coordination

The agency will report to the Communication & Partnership Department of JAAGO Foundation Trust and will collaborate closely with respective project teams.

11. Confidentiality

All information, data, and creative materials developed under this contract will remain the intellectual property of JAAGO Foundation Trust. The agency shall not disclose or reproduce materials without prior written consent.

12. Application Process

Interested and eligible firms/agencies/service providers are requested to submit a comprehensive proposal comprising both technical and financial components. The proposal should include, but not be limited to, the following documents and materials:

A. Technical Proposal



1. **Company Profile** – Brief background, ownership details, year of establishment, core services, and organizational structure.
2. **Legal Documents** – Valid Trade License, TIN, VAT Registration, and any other relevant certifications.
3. **Relevant Experience** – Summary of similar assignments completed in the past 3–5 years, including client names, nature of services, project duration, and references.
4. **Portfolio of Work** – Samples or links showcasing previous creative, digital, and production work (e.g., campaign materials, videos, designs, etc.).
5. **Team Composition** – List of key professionals (creative director, designers, content writers, videographers, digital specialists, etc.) with short bios highlighting qualifications and experience.
6. **Technical Capacity** – Description of equipment, software, and tools available for creative design, production, and digital communication.
7. **Understanding of the Assignment** – A short narrative (maximum 2 pages) outlining the agency’s approach, methodology, and understanding of JAAGO Foundation Trust’s communication needs.

B. Financial Proposal

1. **Rate Card / Costing Sheet** – Unit cost breakdown for each deliverable or service category (as outlined in the Scope of Work and Deliverables section).
2. **Payment Terms** – Proposed terms for invoicing and payment schedule based on deliverables.
3. **Validity of Offer** – The proposal must remain valid for at least **90 days** from the submission date.

All proposals must be submitted in PDF format (technical and financial proposals in separate files) to the designated email address or submission portal as specified by JAAGO Foundation Trust within the stated deadline.

13. Pre Bid Meeting: June 9, 2026 at 3.00 pm at JAAGO Head Office , House-57, Road-7B, Block-H, Banani, Dhaka-1213

14. Last date of submission: June 11, 2026 on or before 6.00 PM.

Hard copy submission: House-57, Road-7B, Block-H, Banani, Dhaka-1213,

Email Submission: procurement.jft@jaago.com.bd

15. Contact Information

Assistant Procurement Manager, Syed Afzalur Rahman, Cell: 0171409285, JAAGO Foundation Trust, Dhaka office, will be the key contact on behalf of JAAGO Foundation Trust

16. General terms and conditions:

1. The Assignment shall not be subcontracted to anyone.
2. The selected agency must comply with JAAGO Foundation Trust’s Child Protection Policy, Safeguarding Policy, and Code of Conduct while implementing all assignments.
3. All raw editable files, design sources, and footage created under this engagement must be shared with JAAGO Foundation Trust at the end of each assignment.
4. JAAGO Foundation Trust will reserve the right to accept and reject any proposal without giving any verbal and or written reason.



Iftikhar.

Iftikhar-Ul-Karim

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Jaago Foundation Trust

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