

Terms of Reference (ToR)

Digital Campaign Content Development & Production, Media Buying and Media Engagement

Project: Her Vote, Her Seat Campaign

JAAGO Foundation Trust

1. Background

The **Her Vote, Her Seat Campaign** aims to promote women's meaningful participation in political and democratic processes by strengthening civic awareness, leadership visibility, safe participation, positive social norms, and inclusive representation. The campaign will use digital storytelling, media engagement, visual communication, impact documentation, and accessibility-focused content adaptation to amplify women's voices and promote positive narratives around women's political participation and leadership.

To support the implementation of the campaign, JAAGO Foundation Trust seeks to engage a qualified agency/service provider for the development of digital campaign contents, event-based design materials, multimedia productions, media buying support, accessibility adaptations, impact stories, and dashboard-related storytelling outputs.

This ToR covers only the **JAAGO Foundation Trust portion** of the digital campaign and related communication deliverables.

2. Objective of the Assignment

The objective of this assignment is to develop and deliver high-quality, gender-responsive, inclusive, rights-based, non-partisan, and campaign-aligned communication products under the **Her Vote, Her Seat Campaign**.

The assignment will support:

- Promotion of women's voice, vote, leadership, representation, and political participation.
- Development of static, interactive, video, animation, and storytelling contents.
- Media visibility through media buying, TV, and newspaper placement.
- Event-based design and branding support.
- Digital accessibility, inclusion, and safety of campaign materials.
- Documentation of campaign impact through success stories and digital dashboard integration.



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3. Scope of Work and Deliverables

The selected agency/service provider will be responsible for delivering the following items under the JAAGO Foundation Trust portion only. All items mentioned below will be considered formal deliverables under this assignment.

SL	Activity No.	Activity/Sub-Activity Name	Scope Item	Unit	Qty	Deliverable Description
1	Activity 3.2.3	Organize national-level stakeholder onboarding workshop to ensure community participation throughout the project launch	Content Designing / Branding	Number	1	Design branding and communication materials for the national-level stakeholder onboarding workshop, ensuring alignment with campaign messaging, UN Women branding guidelines, and JAAGO Foundation requirements.
2	Activity 3.2.3	Organize national-level stakeholder onboarding workshop to ensure community participation throughout the project launch	Media Buying, TV and Newspaper	Number	1	Support media buying, TV, and newspaper visibility for the national-level stakeholder onboarding workshop, including media coordination and submission of placement evidence.



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SL	Activity No.	Activity/Sub-Activity Name	Scope Item	Unit	Qty	Deliverable Description
3	Activity 3.2.4	Conduct district-level media orientation for local leaders, role models, and campaign spokespersons on women's political participation and leadership	Content Designing / Branding	Number	5	Design communication and branding materials for district-level media orientation sessions.
4	Activity 3.2.6	Design and develop inclusive, gender-responsive digital campaign content to amplify women's voices and promote positive social norms on political participation and leadership	Interactive Posts / Photo Album Editing and Posting	Post	6	Develop engagement-driven posts such as polls, question cards, quiz formats, interactive storytelling visuals, myth-vs-fact posts, and participatory digital contents. Photo album editing and posting support will be included where applicable.
5			Short Documentary Production	Video	2	Produce short documentary videos of 2–5 minutes each, highlighting real-life journeys of women leaders and civic participants across diverse backgrounds.
6			Testimonial Video Production	Video	2	Produce testimonial videos of 1–2 minutes each, presenting personal voices and lived experiences on women's political participation, leadership, barriers, and empowerment.
7			Reels / Short Video Production	Reel	2	Produce reels or short videos of 30–60 seconds each, optimized for TikTok, Instagram Reels, Facebook Shorts, and YouTube Shorts.



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8			Provocative Awareness Video Production	Video	2	Produce provocative awareness videos of approximately 1 minute each to challenge stereotypes, provoke reflection on gender bias in politics, and encourage behavioural change.
9			Animation Video Production	Animation	2	Produce animation videos of approximately 1 minute each to simplify civic education, women's voting rights, political participation, and gender equality messaging.
10	Activity 3.2.9	Ensure digital accessibility, safety, and inclusion across all campaign materials and online engagement platforms	Accessibility Adaptations	Package	1	Provide need-based accessibility adaptations, including subtitles, readable formats, mobile-first formatting, inclusive design, and other accessibility support across campaign materials.
11	Activity 3.3.1	District-level multi-stakeholder workshops on barriers to women's political participation	Content Designing / Branding	Number	5	Provide content design and branding support for the relevant district-level activity, ensuring alignment with campaign messaging, visual identity, UN Women branding guidelines, and JAAGO Foundation requirements.
12	Sub-Activity 3.3.2.1	Design gender-responsive IEC/BCC materials to create awareness on voter education and increase women's	Content Designing / Branding	Number	50,000	Design gender-responsive IEC/BCC materials to support voter education and awareness on women's participation in national and local level elections.



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SL	Activity No.	Activity/Sub-Activity Name	Scope Item	Unit	Qty	Deliverable Description
		participation in national and local level elections				
13	Activity 3.4.4	Develop success stories and digital dashboards for data visualization and storytelling	Development of Impact Stories	Story Package	8	Develop 8 impact story packages, including case story development, photography, and/or reels-based storytelling to document campaign impact, community voices, and women's leadership journeys.
14	Activity 3.4.4	Develop success stories and digital dashboards for data visualization and storytelling	Incorporation of Impact Stories in Digital Dashboard	Story Package	8	Incorporate 8 impact stories into the digital dashboard for campaign storytelling, visualization, and documentation.
15	Activity 3.4.5	Conduct lesson learned workshop on women's political awareness and confidence	Content Designing / Branding	Number	3	Design communication and visibility materials for the lesson learned workshops, including event-specific design support aligned with campaign branding and project messaging.
16	Activity 3.4.6	Organize a high-visibility national advocacy event to showcase impact and promote women's political participation and leadership	Static Content Creation	Number	1	Develop one static content item for the high-visibility national advocacy event to showcase campaign impact and promote women's political participation and leadership.



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SL	Activity No.	Activity/Sub-Activity Name	Scope Item	Unit	Qty	Deliverable Description
17	Activity 3.4.6	Organize a high-visibility national advocacy event to showcase impact and promote women's political participation and leadership	Media Buying, TV and Newspaper	Event	1	Support media buying, TV, and newspaper visibility for the national advocacy event, including media coordination, placement support, and submission of proof of placement.



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4. Technical Specifications

The agency/service provider must follow the technical specifications below:

- Contents must be submitted in PNG/JPEG format with editable source files such as AI, PSD, Canva, or other agreed formats.
- Contents should be optimized for Facebook and Instagram, including 1080 × 1080 px and 1080 × 1350 px formats where required.
- Video deliverables must be submitted in MP4 format, with Full HD resolution as minimum standard.
- Reels and short videos must be developed in vertical format and optimized for TikTok, Instagram Reels, Facebook Shorts, and YouTube Shorts.
- Video and animation content must include subtitles where applicable.
- Animation may include 2D animation, motion graphics, character-based storytelling, or explainer format.
- All outputs must be mobile-friendly, visually clear, accessible, and platform-optimized.
- All contents must follow approved campaign branding, JAAGO Foundation Trust requirements, UN Women branding/visibility guidelines, and approved campaign hashtags, including **#HerVoteHerSeat**, where applicable.

5. Media Buying and Placement Requirements

For media buying, TV, and newspaper-related deliverables, the agency/service provider must:

- Prepare media placement plans where required.
- Coordinate with relevant media outlets and platforms.
- Obtain prior approval from JAAGO Foundation Trust before placement.
- Complete placement scheduling and follow-up.
- Submit placement evidence after completion.

Placement evidence may include:

- Screenshots
- Links
- Newspaper clippings
- TV airing proof
- Placement certificates
- Airtime proof
- Basic media performance or visibility report

6. Content and Quality Requirements

All deliverables must be:

- Gender-responsive, inclusive, rights-based, and non-partisan.
- Aligned with the Her Vote, Her Seat campaign message and visual identity.
- Focused on women's voice, vote, leadership, representation, civic participation, digital safety, and positive social norms.



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- Free from harmful stereotypes, victim-blaming, political bias, misinformation, or sensitive misrepresentation.
- Suitable for public dissemination, donor reporting, campaign visibility, and digital engagement.
- Delivered with final files and editable source files, where applicable.
- Reviewed and finalized in coordination with JAAGO Foundation Trust.

7. Timeline

The assignment will be implemented as per the project implementation plan and campaign calendar. Deliverable-wise timelines, including concept submission, draft submission, feedback incorporation, and final delivery, will be fixed in discussion with the JAAGO Foundation Trust programme team. The deliverables must be completed within **29 October 2026**.

All deliverables must be completed within the agreed project timeline and before the respective activity reporting deadline.

8. Compliance and Safeguarding

The selected agency/service provider must comply with JAAGO Foundation Trust's safeguarding requirements, code of conduct, and communication standards.

The agency/service provider must ensure:

- Safe and ethical representation of women, youth, community members, political actors, and other stakeholders.
- Informed consent for any photo, video, interview, testimonial, or personal story.
- Responsible portrayal of sensitive issues, including women's political participation, online harassment, digital safety, gender-based violence, and social norms.
- No public use, external sharing, or portfolio use of materials without prior written approval from JAAGO Foundation Trust.

9. Evaluation Criteria

The proposal will be assessed based on:

- Demonstrated understanding of the assignment and proposed approach to deliver the required services.
- Relevant experience in digital campaign content development, multimedia production, media buying, and communication campaigns.
- Organizational capacity to complete the assignment within the required timeline, including availability of qualified personnel and necessary equipment.
- Compliance with the technical requirements and submission of all required documents.
- Cost-effectiveness and reasonableness of the financial proposal.



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10. Technical Contact

For technical guidance, review, and submission, please contact:

Name: Mir Sadia Rashid
Email: mir.sadia@jaago.com.bd
Phone: 01675226740

11. General Provision

All final outputs, source files, scripts, concepts, captions, media plans, placement evidence, raw footage, edited files, dashboard materials, and related communication products developed under this assignment will remain the property of JAAGO Foundation Trust.

JAAGO Foundation Trust reserves the right to request revisions until the deliverables meet the required quality, branding, safeguarding, and campaign standards. Any public use, external sharing, or publication by the agency/service provider will require prior written approval from JAAGO Foundation Trust.

12. Submission Procedure

Please submit your Technical and Financial Proposal in separate file to:
procurement.jft@jaago.com.bd

Proposal Submission Deadline: 21 July 2026 (11:59PM BD Time)

The Technical Proposal should include a brief company profile, an understanding of the assignment with the proposed approach and work plan, an implementation timeline, a portfolio of relevant work and similar assignments, a list of key personnel assigned to the assignment, and copies of valid legal documents, including the updated Trade License, TIN Certificate, latest Tax Clearance Certificate, and BIN/VAT Registration Certificate (where applicable).



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