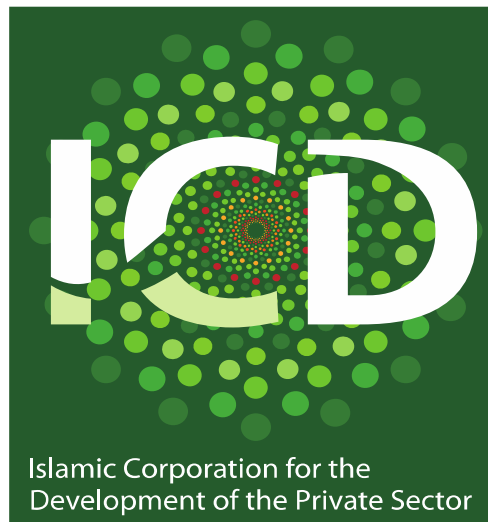


**ISLAMIC CORPORATION FOR THE  
DEVELOPMENT OF THE PRIVATE SECTOR**

**MEMBER OF THE ISLAMIC DEVELOPMENT BANK GROUP**



**REQUEST FOR PROPOSAL [RFP]  
Digital Marketing Agency (2022-2023)  
Ref: ICD/2022/03/13/009/Digital/PRC**

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## **1. BACKGROUND**

The Islamic Corporation for the Development of the Private Sector (ICD), is an international multilateral financial institution, established by virtue of its Articles of Agreement among its member countries and is an affiliate of the Islamic Development Bank. The headquarters of ICD is located in Jeddah, Saudi Arabia.

ICD was established in November 1999 to support the economic development of its member countries through the provision of finance for private sector projects, promoting competition and entrepreneurship, providing advisory services to the governments and private companies and encouraging cross border investments.

This RFP serves to identify an agency, working closely with the PR & Communications division, to lead the strategic communications planning and tactical implementation of ICD's plans to meet its goals, and ultimately build the brand. We are seeking an agency partner(s), in any location that has experience growing an organization's profile internationally, one that shares our values, and one that has some experience in the financial sector and/or multilateral development.

## **2. RATIONALE AND CONTEXT OF THE ASSIGNMENT**

The PR and Communications division (PRC) at ICD seeks a reputable agency ("service provider") to formulate and implement a Social Media Optimization/Social Media Marketing Strategy for the promotion of ICD in the domestic and target overseas markets (55 Member countries) for one (1) year.

Upon satisfactory performance, the agreement is subject to renewal for an additional two (2) years, following an internal review and successful pricing negotiation based on ICD's annual approved budget for the exercise.

The task would include countering online negative publicity of the country and its sectors, positioning ICD as a growth story, expanding online outreach of ICD website, projecting specific pages, and positioning of ICD as a credible institution for reference and a knowledge center on Islamic finance industry.

Connecting and engaging with the influencers in domestic and international markets. Getting target audience to attend ICD (and partners events), getting influencers to tweet for ICD and tracking the impact of various online social platforms on ICD campaigns and initiatives.

ICD will expect detailed analytics reports each month of the year. The Agency will have to monitor, measure, and manage social media campaigns based on monthly analytics.

### 3. MAIN TASKS AND OUTPUTS

Under the overall direction of the PR & Communications team, the service provider will accomplish the following main tasks:

Main tasks	Expected output	Indicator
Formulate and implement a Social Media Optimization/Social Media Marketing Strategy for the promotion of ICD in the domestic and target overseas markets (55 Member countries).	Document for validation	Agreement on a detailed production plan
Acquire ICD material and images needed to produce the posts	Collection of ICD material and images	Report material and images collected for review
Assess ICD's digital presence and ICD marketing guidelines.	Understanding ICD guidelines and strategy	Report and Agreement on proposed remedial actions
Develop creative concepts (4 options /1 every quarter)	Production of Banner, Posts image design templates and other components	Agreement on design options
Finalize the selected concept based on ICD's preference.	Amendment of the agreed options	Agreement on design options
Design the posts and content (some will be provided by ICD) in two different languages (Arabic, English) (French is a plus)	A timely written plan with content and proposed images/videos	A timely agreement on the plan
Increase the number of followers (on selected platforms)	exceed the division KPIs	Monthly report
Increase the number of Impressions (on selected platforms)	exceed the division KPIs	Monthly report

suggest and implement campaigns and new/trending ideas (at least one per 2 months)	Increase impressions	Written document every month
Community management	A pre-determined Q&A and customized interaction	Monthly report

The ICD team will provide key messages, content and data to be included in any deliverable. The service provider will also work closely with the ICD team to access material as well as on technical oversight and coherence.

- ICD will provide video, stills, data and key messages that can be used to develop the deliverables.
- ICD will provide consolidated comments on all expected outcomes.
- ICD will provide guidance on graphic work based on institutional branding guidelines.

#### 4. LANGUAGE

The deliverables will be in English and Arabic (French is a plus).

#### 5. PROJECT DELIVERABLES

- Digital Strategy for selected platforms (for 2022)
- Design options of posts' images.
- Design options for selected platforms' banners.
- Design and Produce Infographics.
- Design of the most suitable text content.
- Design of customised short animations/videos.
- Suggest/implement campaigns and innovative ideas

##### **Important note:**

- ICD will be granted the right to make copies of the deliverables, and to share them offline and online.
- The original infographics, pictures and videos will be shared, and ICD will have full copyright and will be given permission to adapt, use and share these materials.

#### 6. TARGET AUDIENCE

- Clients and Partners from different member countries
- Private Sector Companies/Holding/Groups
- Government bodies
- Financial Institutions
- Multilaterals
- International organization
- Prospective professionals

- Media professionals

## 7. TIME FRAME

The entire engagement is envisaged to last 12 months.

## 8. ICD HEADQUARTER WORKING DAYS AND HOURS

- Sunday to Thursday, 9am to 5pm UTC - Riyadh time

## 9. ICD OFFICIAL LINKS

Most official documents, logos, guidelines, and other useful material can be found on ICD official website:

- Website: <https://icd-ps.org/en>
- Logo, guidelines, and pictures: <https://icd-ps.org/en/logos>
- Management : <https://icd-ps.org/en/structure-and-staff/icd-management>
- Official documents and reports : <https://icd-ps.org/en/publications>
- Official social media pages :
  - Facebook ENG: <https://www.facebook.com/icdps/>
  - Facebook AR: <https://web.facebook.com/ICDArabi>
  - Twitter ENG: [https://twitter.com/ICD\\_PS](https://twitter.com/ICD_PS)
  - Twitter AR: <https://twitter.com/ICDArabi>
  - LinkedIn: [https://www.linkedin.com/company/icd\\_ps/](https://www.linkedin.com/company/icd_ps/)

## 10. APPLICATION DOCUMENTS

**NOTE:** All documents should be in PDF format (zipped into one file and named “Your CompanyName – Response ICD PRC RfP 2022”) preferably under 10Mo to make sure it reaches the recipient:

Tender bids to include:

- The name and contact details of the bidding party
- (links to) examples of former work
- (x3) References from former clients
- Proven experiences of similar work done in, or with organizations in developing countries.
- The limitations, if any, in terms of servicing the project deliverable in selected languages.
- List of all services to be provided in-house and services to be provided by any outside consultants. If any services are to be provided by outside consultants, please provide a brief description of the firm, its role, and capabilities.
- Two PDF documents as attachments, one named “Technical” and one named “Financial”.

The **“Technical”** document should include **ALL** the below sections in **the same order:**

1. The name and contact details of the bidding party
2. An Understanding of the assignment and the methodology that will be throughout the assignment period.
3. Description in detail of the approach and process.

4. Suggested digital marketing strategy and a draft outline of a proposed design options that show creativity and an understanding of the objectives and specifications of the project
5. Production process
6. Planning the deliverables (posts, design, reports...)
7. Composition of envisaged team working on the project

The “Financial” document should include:

- The name and contact details of the bidding party
- A breakdown of costs related to the proposed services in US\$ currency inclusive of all taxes, VAT and professional fees.
- The suggested terms of payment (can be negotiated if not aligned with ICD’s internal policy)

## 11.ASSESSMENT PROCESS

A group of professionally qualified reviewers within the ICD team will evaluate the proposals, both technical and financial.

A two-stage procedure will be utilized in evaluating the proposals, with evaluation of the technical proposal being completed prior to any financial proposal being compared.

Only those tenderers who qualify after the evaluation of the technical proposal will proceed to the evaluation of the financial proposal stage.

The main criteria in the technical evaluation will be:

1. Understanding the assignment
2. Methodology;
3. Work plan and time frames;
4. Originality of the idea(s) presented
5. Knowledge, Qualifications and Relevant Experience of the key Team members (project team);
6. Service provider’s resources (Operational, Human & Commercial);
7. Portfolio of similar services rendered to other entities.

The financial proposal of qualifying tenderers will be evaluated after the technical evaluation has taken place.

The following evaluation scoring matrix shall be an example that might be applied:

<b>Criteria</b>	Technical Ability	Proposed idea(s)	Experience	Resources	Price
<b>Weighting</b>	20%	20%	15%	15%	30%

## 12.SUBMISSIONS

Your submission must be addressed no later than the 14 April 2022 – 14:00 GMT to: Mr. Mounir Jouanedy at [Mjouanedy@isdb.org](mailto:Mjouanedy@isdb.org) with subject: “Response to ICD 2022 RfP - Ref: ICD/2022/03/13/009/Digital/PRC”

Questions about the bid can be communicated via email **ONLY** during the working days to: Mr. Mounir Jouanedy at [Mjouanedy@isdb.org](mailto:Mjouanedy@isdb.org) with subject: "Question about ICD RfP Digital Agency 2022"

To be retained on the list of bidders, the Service provider shall express interest to participate to this RfP by replying to the open tender invitation, no later than 31 March 2022 – 14:00 GMT

**SUMMARY OF IMPORTANT DATES:**

Showing interest in ICD RfP	31 March 2022 – 14:00 GMT
Deadline to ask questions about the RfP	7 April 2022 – 14:00 GMT
Submission of the Proposal	14 April 2021 – 14:00 GMT

**13.ADDITIONAL PROVISIONS**

- Changes to tenders will be accepted only if they are received on or before the final date set for receipt of tenders.
- No information of any kind will be given on the state of progress regarding the evaluation of tenders.
- Expenses incurred in respect of the preparation and presentation of tenders cannot be refunded.
- The initiation of this tendering procedure imposes no obligation on ICD to award the contract. ICD shall not be liable for any compensation with respect to parties whose tenders have not been accepted.
- All documents submitted by parties will become the property of ICD and will be regarded as confidential.
- ICD will not use the information in the tenders submitted that were not awarded the contract.

**14.CONFIDENTIALITY**

All information contained in this RFP is confidential and cannot be disclosed to a third party without the prior written consent of ICD. In your proposal, please also confirm that you will keep all information received in relation to this Project confidential at all times.

**15.ENQUIRIES**

Any enquiries should be directed:

**To:** Mr. Mounir Jouanedy at [Mjouanedy@isdb.org](mailto:Mjouanedy@isdb.org)