



Call for Proposals

**Development and Design of Visual and
Audio Messages for a Multi-Media
Campaign**

Apply by 14th June 2024

Introduction

The Uganda National NGO Forum (UNNGOF) is a National Platform for NGOs in Uganda. Its mission is to provide a sharing and reflection platform for NGOs to influence governance and development processes in Uganda and enhance their operating environment. UNNGOF envisions an NGO sector that is coherent, respected, and well-informed – actively contributing to citizens' well-being and safeguarding their rights.

The Uganda National NGO Forum (UNNGOF), is seeking proposals from creative companies to develop and design visual and audio messages. These will be part of a comprehensive multi-media campaign to raise awareness and mobilize support for comprehensive constitutional reforms in Uganda ahead of the 2025/26 General Elections.

The primary objective is to create and broadcast compelling visual and audio messages that engage citizens and different stakeholders in advocating for comprehensive constitutional reforms. These messages aim to urge leaders and the government to prioritize reform initiatives while raising public awareness about the importance and necessity of constitutional and electoral reforms.

The campaign messages will be broadcast across various media platforms, including TV, Radio, and Social Media.

This initiative aims to engage citizens and stakeholders, advocating for constitutional reforms that prioritize the needs and rights of the Ugandan people.

Scope of Work

The selected creative company will be responsible for several key tasks to ensure the success of the campaign. These include:

Concept Development: The company will develop a comprehensive strategy for visual and audio messages, creating engaging storyboards and scripts that align with the campaign objectives.

Production: The company will film and produce high-quality infomercials and visual content, ensuring that the content is suitable for broadcast on TV, radio, and online platforms.

Design: The company will design visually appealing graphics and animations to enhance message delivery, ensuring that all visual content adheres to the campaign's marketing and branding guidelines.

Outputs

Infomercials: A series of 30-second and 60-second infomercials for TV and radio.

Visual Graphics: High-quality graphics for online and social media use.

Scripts and Storyboards: Detailed scripts and storyboards for each piece of content.

How to Apply

Interested creative companies should submit:

- **Company Profile:** Background information, including experience and expertise in similar projects.
- **Proposal:** Detailed proposal outlining the approach, strategy, and timeline.
- **Portfolio:** Examples of previous work relevant to this project.
- **Budget:** Cost estimate for the entire project, including production, and design
- **References:** Contact information for at least two previous clients.

Submission Deadline

Full Technical and Financial proposals should be sent via email to procurement@ngoforum.or.ug not later than **14th June 2024**.