

**REQUEST FOR QUOTATION**  
**HEALTH PROMOTION CENTRE**  
**MINISTRY OF HEALTH**

**REFERENCE:** MOH/HPC/QTN/25-26 (15)

**TITLE: "ANTI-TOBACCO CAMPAIGN IN CONJUNCTION WITH WORLD NO TOBACCO DAY FOR THE HEALTH PROMOTION CENTRE, MINISTRY OF HEALTH"- CLUSTERING**

NO.	USER SPECIFICATION	QUANTITY	PRICE PER UNIT	TOTAL PRICE
1.	<p><b>Anti-tobacco radio advertisements inclusive of all handling and scheduling fees</b></p> <p>a) High-Volume Radio Spot Package – 60 Seconds</p> <p>Description:</p> <p>Provision of a high-volume radio advertising package consisting of five hundred (500) radio spots, each with a 60-second duration, to be broadcast on Radio Kristal FM over a period of six (6) months in support of the Anti-Tobacco Campaign. Broadcast scheduling shall be implemented in accordance with the approved media plan to ensure consistent reach and frequency throughout the campaign period.</p> <p>Inclusive Of:</p> <ul style="list-style-type: none"> <li>• Production of eight (8) radio commercials</li> <li>• One (1) voice-over talent per commercial</li> <li>• Editing and final delivery of all approved radio commercials ready for broadcast</li> </ul> <p>Spot Buying Schedule:</p> <ul style="list-style-type: none"> <li>• Spots shall be aired Monday to Thursday and Saturday</li> <li>• Broadcast time slots shall include: <ul style="list-style-type: none"> <li>a. Early Morning Slot</li> <li>b. Lunch Slot</li> <li>c. Evening Slot</li> </ul> </li> </ul> <p>Payment Terms:</p> <ul style="list-style-type: none"> <li>• Payment shall be made on a bi-monthly basis (every two months), subject to submission and approval of invoices and satisfactory delivery of services.</li> </ul>	1 unit		

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b)	<p>Script Writing for 60-Second Radio Commercial</p> <p>Description:</p> <p>Development and writing of 60-second radio commercial scripts for the Anti-Tobacco Campaign. Scope includes concept development, message alignment with campaign objectives, scripting in broadcast-ready format, and incorporation of agreed client feedback. A total of three (3) scripts shall be delivered.</p> <p>Payment Terms:</p> <p>Payment shall be made upon completion and final approval of all three (3) scripts.</p> <p>Ownership &amp; Rights:</p> <p>All intellectual property rights and ownership of the approved scripts shall vest fully and exclusively in the Health Promotion Centre upon final payment</p>	3 units		
2.	<p><b>Anti-tobacco on air radio quiz campaign inclusive of all handling and scheduling fees</b></p> <p>a) Radio Quiz Content Development, Production, and Broadcast</p> <p>Description</p> <p>Develop, produce, and broadcast a total of twenty-four (24) radio quiz segments on Kristal FM as part of the Anti-Tobacco Campaign. The scope of work shall include:</p> <ul style="list-style-type: none"> <li>• Creation of quiz questions and host scripts focused on anti-tobacco facts, health impacts, and prevention, subject to final review and approval by the Health Promotion Centre</li> <li>• Hosting and presentation of the quiz by a DJ or designated radio presenter</li> <li>• Announcement of winners during the program</li> </ul>	24 units		

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	<ul style="list-style-type: none"> <li>Inclusion of appropriate background music and sound effects</li> <li>Integration and on-air acknowledgment of campaign identifiers, namely Health Promotion Centre and the Ministry of Health</li> </ul> <p>Program Format</p> <ul style="list-style-type: none"> <li>Duration: Up to fifteen (15) minutes per quiz segment</li> <li>Content development and ideation to be provided by the Kristal Media Team</li> </ul> <p>Broadcast and Scheduling</p> <ul style="list-style-type: none"> <li>Broadcast Period: Six (6) months on Kristal FM</li> <li>Frequency: Weekly quiz segment</li> <li>Broadcast Days: Monday to Thursday</li> <li>Time Slot: Early Morning Slot</li> </ul> <p>Inclusive Deliverables</p> <ul style="list-style-type: none"> <li>Production of one (1) pre-recorded sweeper</li> <li>Up to two (2) sweeper playbacks per show</li> <li>All content ideation, scripting, and production services</li> </ul> <p>Project Management</p> <ul style="list-style-type: none"> <li>Provide project consultation, coordination, and overall management, ensuring timely delivery and compliance with campaign objectives.</li> </ul> <p>Payment Terms</p> <ul style="list-style-type: none"> <li>Payment shall be made on a bi-monthly basis (every two months), subject to submission and approval of invoices and satisfactory delivery of services.</li> </ul>			
3.	<p><b>Anti-tobacco social media campaign inclusive of all handling and scheduling fees</b></p> <p>a) Social Media Content Development and Posting in Instagram posts</p>	2 units		

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	<p>Description  Create, produce, and publish Instagram posts to support the Anti-Tobacco Campaign. Scope includes:</p> <ul style="list-style-type: none"> <li>Post Quantity: Two (2) Instagram posts scheduled during the six-month campaign period: <ul style="list-style-type: none"> <li>Post 1: Month 1 through Month 2</li> <li>Post 2: Month 4 through Month 5</li> </ul> </li> </ul> <p>Content Creation:</p> <ul style="list-style-type: none"> <li>Up to 3–5 professionally designed photos per post</li> <li>High-resolution visuals with campaign branding</li> <li>Captions incorporating the provided call-to-action, campaign hashtags, and official handles</li> <li>Professionally edited images with engaging elements, branding, and caption optimization for better visibility</li> </ul> <p>Posting Requirements:</p> <ul style="list-style-type: none"> <li>Published as a Collaborative Post</li> <li>Cross-posted on Facebook to expand audience reach</li> </ul> <p>Advertisement Integration:</p> <ul style="list-style-type: none"> <li>All posts to be supported with paid 'Sponsored Feed Ads'</li> <li>Compliance with platform advertising guidelines and local regulations</li> </ul> <p>Deliverables</p> <ul style="list-style-type: none"> <li>Two (2) Instagram posts with fully designed visuals, captions, and campaign branding</li> <li>Sponsored feed ad setup for both posts on Instagram (cross-posted on Facebook)</li> </ul> <p>Duration and Frequency</p> <ul style="list-style-type: none"> <li>Each post will run as a sponsored ad for two (2) months according to the schedule above</li> </ul>			

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	<p>Payment Terms</p> <p>Payment shall be made upon completion and approval of all deliverables, after both posts have been fully published and sponsored ad campaigns have been executed.</p>			
	<p>b) Social Media Video Content Development and Posting in TikTok</p> <p><b>Description</b></p> <p>Create, produce, and publish short-form social media videos to support the Anti-Tobacco Campaign in Tiktok.</p> <p><b>Scope includes:</b></p> <ul style="list-style-type: none"> <li>• Post Quantity and Schedule: Two (2) TikTok posts scheduled during the six-month campaign period:           <ul style="list-style-type: none"> <li>◦ Post 1: Month 2 through Month 3</li> <li>◦ Post 2: Month 5 through Month 6</li> </ul> </li> </ul> <p><b>Post Type</b></p> <ul style="list-style-type: none"> <li>• Short-form vertical videos, 60–90 seconds, featuring KRISTAL FM DJ(s)</li> </ul> <p><b>Content Creation and Production:</b></p> <ul style="list-style-type: none"> <li>• Professionally produced videos with campaign branding, hashtags, and call-to-action</li> <li>• Inclusion of music, sounds, or challenges, where appropriate</li> <li>• Caption optimization for visibility and engagement</li> <li>• Basic scriptwriting and concept guidance to ensure clear messaging</li> <li>• Single-location shoot</li> <li>• On-site production, fast-paced and adaptable</li> <li>• Basic post-production: light color correction, sound adjustments, trimming</li> <li>• Includes two (2) minor revision rounds (text adjustments, minor edits, sequencing)</li> </ul>	2 units		

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NO.	USER SPECIFICATION	QUANTITY	PRICE PER UNIT	TOTAL PRICE
	<p><b>Posting Requirements:</b></p> <ul style="list-style-type: none"> <li>Published as a Collaborative Post</li> <li>Cross-posted on Instagram and Facebook to expand audience reach</li> </ul> <p><b>Advertisement Integration:</b></p> <ul style="list-style-type: none"> <li>All posts to be supported with paid TikTok In-Feed Advertisements</li> <li>Compliance with platform advertising guidelines and local regulations</li> </ul> <p><b>Deliverables</b></p> <ul style="list-style-type: none"> <li>Two (2) professionally produced TikTok videos (60–90 seconds)</li> <li>Scriptwriting and concept guidance</li> <li>On-site filming and production, including post-production edits and minor revisions</li> <li>Sponsored TikTok Feed Ads setup for both posts (cross-posted on IG &amp; FB)</li> </ul> <p><b>Duration and Frequency</b></p> <ul style="list-style-type: none"> <li>Each post will run as a sponsored ad for two (2) months according to the schedule above</li> </ul> <p><b>Payment Terms</b></p> <ul style="list-style-type: none"> <li>Payment shall be made upon completion and approval of all deliverables, after both TikTok posts have been fully produced, published, and sponsored ad campaigns executed.</li> </ul> <p><b>Ownership &amp; Rights</b>  All intellectual property rights and ownership of the videos and associated content shall vest fully and exclusively in the Health Promotion Centre upon final payment</p>			

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4.	<p style="text-align: center;"><b>Anti-tobacco campaign monitoring and evaluation</b></p> <p>Anti-Tobacco Campaign Monitoring and Evaluation</p> <p>Description</p> <p>Conduct a comprehensive monitoring and evaluation of the six (6)-month Anti-Tobacco Campaign across all media components, including radio advertisements, on-air radio quiz, and social media platforms (Instagram and TikTok). The scope shall include quantitative audience surveys, campaign monitoring, analysis of reach and engagement, and preparation of detailed reports.</p> <p>a) Campaign Monitoring (Monthly Reports)</p> <ul style="list-style-type: none"> <li>• Prepare monthly campaign monitoring reports covering both broadcast and social media components:</li> <li>• Radio Advertisements &amp; On-Air Quiz Track broadcasts, including schedule adherence, episode count, and listener participation</li> <li>• Social Media (Instagram &amp; TikTok). Monitor social media posts and analytics including reach and impressions, engagement rate (likes, comments, shares, saves), click-through rate, video views and completion rate and follower growth and audience demographics</li> <li>• Deliverable &amp; Timeline. Monthly monitoring reports submitted within 10 working days of the reporting period</li> </ul> <p>b) Radio Advertisement Evaluation</p> <ul style="list-style-type: none"> <li>• Develop pre- and post-campaign evaluation questionnaires to assess message recall (2 questionnaires)</li> </ul> <p>Conduct surveys:</p>	1 unit		

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	<ul style="list-style-type: none"> <li>○ Pre-campaign survey: Two weeks prior to the broadcast of the first radio advertisement (Month 0)</li> <li>○ Post-campaign survey: After the broadcast of the third radio advertisement (Month 6)</li> <li>• Prepare and submit reports: <ul style="list-style-type: none"> <li>○ Pre-campaign evaluation report (1 report)</li> <li>○ Final radio advertisement campaign evaluation report, including post-campaign survey analysis (1 report)</li> </ul> </li>   <li>c) On-Air Radio Quiz Evaluation <ul style="list-style-type: none"> <li>• Develop an evaluation questionnaire to measure participants' knowledge related to the campaign (1 questionnaire)</li> <li>• Conduct monthly evaluation surveys aligned with quiz broadcast schedule (6 surveys)</li> <li>• Prepare and submit reports: <ul style="list-style-type: none"> <li>○ Monthly evaluation reports (6 reports)</li> <li>○ Final radio quiz evaluation report, summarizing and analyzing all six-monthly reports (1 report)</li> </ul> </li> </ul> </li>   <li>d) Social Media (Instagram &amp; TikTok) Evaluation <ul style="list-style-type: none"> <li>• Develop evaluation questionnaires to assess Knowledge, Attitudes, and Practices (KAP) for each platform (2 questionnaires: 1 for Instagram, 1 for TikTok)</li> <li>• Conduct KAP surveys aligned with social media broadcast schedule (4 surveys total) <ul style="list-style-type: none"> <li>○ Two (2) Instagram posts scheduled during the six-month campaign period: <ul style="list-style-type: none"> <li>▪ Post 1: Month 1 through Month 2 (1<sup>st</sup> Instagram KAP survey)</li> <li>▪ Post 2: Month 4 through Month 5 (2<sup>nd</sup> Instagram KAP survey)</li> </ul> </li> </ul> </li> </ul> </li> </ul>			

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	<ul style="list-style-type: none"> <li>○ Two (2) TikTok posts scheduled during the six-month campaign period: <ul style="list-style-type: none"> <li>▪ Post 1: Month 2 through Month 3 (1<sup>st</sup> TikTok KAP survey)</li> <li>▪ Post 2: Month 5 through Month 6 (2<sup>nd</sup> TikTok KAP survey)</li> </ul> </li> <li>● Prepare and submit platform-specific final analysis reports, including reach, engagement, audience demographics, and key insights (2 reports: 1 for Instagram, 1 for TikTok)</li> </ul> <p>e) Comprehensive Campaign Evaluation</p> <ul style="list-style-type: none"> <li>● Prepare and submit a final comprehensive evaluation report covering:</li> <li>● Comparative performance analysis across all campaign components (radio ads, on-air quiz, social media)</li> <li>● Key insights and actionable, evidence-based recommendations for future anti-tobacco campaigns</li> <li>● Deliverable: 1 comprehensive final report submitted within 30 working days after the conclusion of the campaign</li> </ul> <p>Ownership &amp; Rights</p> <p>All intellectual property rights and ownership shall vest fully and exclusively in the Health Promotion Centre upon final payment.</p>			

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**Please State:**

- Unit Price
- Total Price
- Price Validity (\_\_\_\_\_ months)
- Delivery Period (\_\_\_\_\_ week(s))

Company Name		Company Chop

For any inquiries, please contact **Dr Hjh Norhayati binti Hj Ahmad, Senior Medical Officer, Health Promotion Centre** at **2385800** or by e-mail at: [norhayati.ahmad@moh.gov.bn](mailto:norhayati.ahmad@moh.gov.bn).

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1.	<p><b>Anti-tobacco radio advertisements inclusive of all handling and scheduling fees</b></p> <p>a) High-Volume Radio Spot Package – 60 Seconds</p> <p>Description: Provision of a high-volume radio advertising package consisting of five hundred (500) radio spots, each with a 60-second duration, to be broadcast on Radio Kristal FM over a period of six (6) months in support of the Anti-Tobacco Campaign. Broadcast scheduling shall be implemented in accordance with the approved media plan to ensure consistent reach and frequency throughout the campaign period.</p> <p>Inclusive Of:</p> <ul style="list-style-type: none"> <li>Production of eight (8) radio commercials</li> <li>One (1) voice-over talent per commercial</li> <li>Editing and final delivery of all approved radio commercials ready for broadcast</li> </ul> <p>Spot Buying Schedule:</p> <ul style="list-style-type: none"> <li>Spots shall be aired Monday to Thursday and Saturday</li> <li>Broadcast time slots shall include: <ul style="list-style-type: none"> <li>a. Early Morning Slot</li> <li>b. Lunch Slot</li> <li>c. Evening Slot</li> </ul> </li> </ul> <p>Payment Terms:</p> <ul style="list-style-type: none"> <li>Payment shall be made on a bi-monthly basis (every two months), subject to submission and approval of invoices and satisfactory delivery of services.</li> </ul>	1 unit			

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	<p>b) Script Writing for 60-Second Radio Commercial</p> <p>Description:</p> <p>Development and writing of 60-second radio commercial scripts for the Anti-Tobacco Campaign. Scope includes concept development, message alignment with campaign objectives, scripting in broadcast-ready format, and incorporation of agreed client feedback. A total of three (3) scripts shall be delivered.</p> <p>Payment Terms:</p> <p>Payment shall be made upon completion and final approval of all three (3) scripts.</p> <p>Ownership &amp; Rights:</p> <p>All intellectual property rights and ownership of the approved scripts shall vest fully and exclusively in the Health Promotion Centre upon final payment.</p>	3 units			
2.	<p><b>Anti-tobacco on air radio quiz campaign inclusive of all handling and scheduling fees</b></p> <p>a) Radio Quiz Content Development, Production, and Broadcast</p> <p>Description</p> <p>Develop, produce, and broadcast a total of twenty-four (24) radio quiz segments on Kristal FM as part of the Anti-Tobacco Campaign. The scope of work shall include:</p> <ul style="list-style-type: none"> <li>• Creation of quiz questions and host scripts focused on anti-tobacco facts, health impacts, and prevention, subject to final</li> </ul>	24 units			

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	<p>review and approval by the Health Promotion Centre</p> <ul style="list-style-type: none"> <li>• Hosting and presentation of the quiz by a DJ or designated radio presenter</li> <li>• Announcement of winners during the program</li> <li>• Inclusion of appropriate background music and sound effects</li> <li>• Integration and on-air acknowledgment of campaign identifiers, namely Health Promotion Centre and the Ministry of Health</li> </ul> <p>Program Format</p> <ul style="list-style-type: none"> <li>• Duration: Up to fifteen (15) minutes per quiz segment</li> <li>• Content development and ideation to be provided by the Kristal Media Team</li> </ul> <p>Broadcast and Scheduling</p> <ul style="list-style-type: none"> <li>• Broadcast Period: Six (6) months on Kristal FM</li> <li>• Frequency: Weekly quiz segment</li> <li>• Broadcast Days: Monday to Thursday</li> <li>• Time Slot: Early Morning Slot</li> </ul> <p>Inclusive Deliverables</p> <ul style="list-style-type: none"> <li>• Production of one (1) pre-recorded sweeper</li> <li>• Up to two (2) sweeper playbacks per show</li> <li>• All content ideation, scripting, and production services</li> </ul>				

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3.	<p><b>Anti-tobacco social media campaign inclusive of all handling and scheduling fees</b></p> <p>a) Social Media Content Development and Posting in Instagram posts</p> <p>Description</p> <p>Create, produce, and publish Instagram posts to support the Anti-Tobacco Campaign. Scope includes:</p> <ul style="list-style-type: none"> <li>Post Quantity: Two (2) Instagram posts scheduled during the six-month campaign period: <ul style="list-style-type: none"> <li>Post 1: Month 1 through Month 2</li> <li>Post 2: Month 4 through Month 5</li> </ul> </li> </ul> <p>Content Creation:</p> <ul style="list-style-type: none"> <li>Up to 3–5 professionally designed photos per post</li> <li>High-resolution visuals with campaign branding</li> <li>Captions incorporating the provided call-to-action, campaign hashtags, and official handles</li> </ul>	2 units			

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	<ul style="list-style-type: none"> <li>Professionally edited images with engaging elements, branding, and caption optimization for better visibility</li> </ul> <p>Posting Requirements:</p> <ul style="list-style-type: none"> <li>Published as a Collaborative Post</li> <li>Cross-posted on Facebook to expand audience reach</li> </ul> <p>Advertisement Integration:</p> <ul style="list-style-type: none"> <li>All posts to be supported with paid 'Sponsored Feed Ads'</li> <li>Compliance with platform advertising guidelines and local regulations</li> </ul> <p>Deliverables</p> <ul style="list-style-type: none"> <li>Two (2) Instagram posts with fully designed visuals, captions, and campaign branding</li> <li>Sponsored feed ad setup for both posts on Instagram (cross-posted on Facebook)</li> </ul> <p>Duration and Frequency</p> <p>Each post will run as a sponsored ad for two (2) months according to the schedule above</p> <p>Payment Terms</p> <p>Payment shall be made upon completion and approval of all deliverables, after both posts have been fully published and sponsored ad campaigns have been executed.</p>				

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	<p>b) Media Content Development and Posting in TikTok</p> <p><b>Description</b></p> <p>Create, produce, and publish short-form social media videos to support the Anti-Tobacco Campaign in Tiktok. Scope includes:</p> <ul style="list-style-type: none"> <li>• Post Quantity and Schedule: Two (2) TikTok posts scheduled during the six-month campaign period:           <ul style="list-style-type: none"> <li>◦ Post 1: Month 2 through Month 3</li> <li>◦ Post 2: Month 5 through Month 6</li> </ul> </li> </ul> <p><b>Post Type</b></p> <ul style="list-style-type: none"> <li>• Short-form vertical videos, 60–90 seconds, featuring KRISTAL FM DJ(s)</li> </ul> <p><b>Content Creation and Production:</b></p> <ul style="list-style-type: none"> <li>• Professionally produced videos with campaign branding, hashtags, and call-to-action</li> <li>• Inclusion of music, sounds, or challenges, where appropriate</li> <li>• Caption optimization for visibility and engagement</li> <li>• Basic scriptwriting and concept guidance to ensure clear messaging</li> <li>• Single-location shoot</li> <li>• On-site production, fast-paced and adaptable</li> <li>• Basic post-production: light color correction, sound adjustments, trimming</li> <li>• Includes two (2) minor revision rounds (text adjustments, minor edits, sequencing)</li> </ul> <p><b>Posting Requirements:</b></p> <ul style="list-style-type: none"> <li>• Published as a Collaborative Post</li> </ul>	2 units			

**REQUEST FOR QUOTATION**  
**HEALTH PROMOTION CENTRE**  
**MINISTRY OF HEALTH**

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**TITLE: "ANTI-TOBACCO CAMPAIGN IN CONJUNCTION WITH WORLD NO TOBACCO DAY FOR THE HEALTH PROMOTION CENTRE, MINISTRY OF HEALTH"- CLUSTERING**

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	<ul style="list-style-type: none"> <li>• Cross-posted on Instagram and Facebook</li> <li>• to expand audience reach</li> </ul> <p>Advertisement Integration:</p> <ul style="list-style-type: none"> <li>• All posts to be supported with paid TikTok In-Feed Advertisements</li> <li>• Compliance with platform advertising guidelines and local regulations</li> </ul> <p>Deliverables</p> <ul style="list-style-type: none"> <li>• Two (2) professionally produced TikTok videos (60–90 seconds)</li> <li>• Scriptwriting and concept guidance</li> <li>• On-site filming and production, including post-production edits and minor revisions</li> <li>• Sponsored TikTok Feed Ads setup for both posts (cross-posted on IG &amp; FB)</li> </ul> <p>Duration and Frequency</p> <ul style="list-style-type: none"> <li>• Each post will run as a sponsored ad for two (2) months according to the schedule above</li> </ul> <p>Payment Terms</p> <ul style="list-style-type: none"> <li>• Payment shall be made upon completion and approval of all deliverables, after both TikTok posts have been fully produced, published, and sponsored ad campaigns executed.</li> </ul> <p>Ownership &amp; Rights</p> <p>All intellectual property rights and ownership of the videos and associated content shall vest fully and exclusively in the Health</p>				

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	Promotion Centre upon final payment				
4.	<p style="text-align: center;"><b>Anti-tobacco campaign monitoring and evaluation</b></p> <p>Anti-Tobacco Campaign Monitoring and Evaluation</p> <p>Description</p> <p>Conduct a comprehensive monitoring and evaluation of the six (6)-month Anti-Tobacco Campaign across all media components, including radio advertisements, on-air radio quiz, and social media platforms (Instagram and TikTok). The scope shall include quantitative audience surveys, campaign monitoring, analysis of reach and engagement, and preparation of detailed reports.</p> <p>a) Campaign Monitoring (Monthly Reports)</p> <ul style="list-style-type: none"> <li>• Prepare monthly campaign monitoring reports covering both broadcast and social media components:</li> <li>• Radio Advertisements &amp; On-Air Quiz Track broadcasts, including schedule adherence, episode count, and listener participation</li> <li>• Social Media (Instagram &amp; TikTok). Monitor social media posts and analytics including reach and impressions, engagement rate (likes, comments, shares, saves), click-through rate, video views and completion rate and follower growth and audience demographics</li> <li>• Deliverable &amp; Timeline. Monthly monitoring reports submitted within 10 working days of the reporting period</li> </ul>	1 unit			

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	<p>b) Radio Advertisement Evaluation</p> <ul style="list-style-type: none"> <li>• Develop pre- and post-campaign evaluation questionnaires to assess message recall (2 questionnaires)</li> </ul> <p>Conduct surveys:</p> <ul style="list-style-type: none"> <li>◦ Pre-campaign survey: Two weeks prior to the broadcast of the first radio advertisement (Month 0)</li> <li>◦ Post-campaign survey: After the broadcast of the third radio advertisement (Month 6)</li> </ul> <ul style="list-style-type: none"> <li>• Prepare and submit reports: <ul style="list-style-type: none"> <li>◦ Pre-campaign evaluation report (1 report)</li> <li>◦ Final radio advertisement campaign evaluation report, including post-campaign survey analysis (1 report)</li> </ul> </li> </ul> <p>c) On-Air Radio Quiz Evaluation</p> <ul style="list-style-type: none"> <li>• Develop an evaluation questionnaire to measure participants' knowledge related to the campaign (1 questionnaire)</li> <li>• Conduct monthly evaluation surveys aligned with quiz broadcast schedule (6 surveys)</li> <li>• Prepare and submit reports: <ul style="list-style-type: none"> <li>◦ Monthly evaluation reports (6 reports)</li> <li>◦ Final radio quiz evaluation report, summarizing and analyzing all six-monthly reports (1 report)</li> </ul> </li> </ul>				

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	<p>d) Social Media (Instagram &amp; TikTok) Evaluation</p> <ul style="list-style-type: none"> <li>• Develop evaluation questionnaires to assess Knowledge, Attitudes, and Practices (KAP) for each platform (2 questionnaires: 1 for Instagram, 1 for TikTok)</li> <li>• Conduct KAP surveys aligned with social media broadcast schedule (4 surveys total) <ul style="list-style-type: none"> <li>◦ Two (2) Instagram posts scheduled during the six-month campaign period: <ul style="list-style-type: none"> <li>▪ Post 1: Month 1 through Month 2 (1<sup>st</sup> Instagram KAP survey)</li> <li>▪ Post 2: Month 4 through Month 5 (2<sup>nd</sup> Instagram KAP survey)</li> </ul> </li> <li>◦ Two (2) TikTok posts scheduled during the six-month campaign period: <ul style="list-style-type: none"> <li>▪ Post 1: Month 2 through Month 3 (1<sup>st</sup> TikTok KAP survey)</li> <li>▪ Post 2: Month 5 through Month 6 (2<sup>nd</sup> TikTok KAP survey)</li> </ul> </li> </ul> </li> <li>• Prepare and submit platform-specific final analysis reports, including reach, engagement, audience demographics, and key insights (2 reports: 1 for Instagram, 1 for TikTok)</li> </ul>				

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	<p>e) Comprehensive Campaign Evaluation</p> <ul style="list-style-type: none"> <li>• Prepare and submit a final comprehensive evaluation report covering: Comparative performance analysis across all campaign components (radio ads, on-air quiz, social media)</li> <li>• Key insights and actionable, evidence-based recommendations for future anti-tobacco campaigns</li> <li>• Deliverable: 1 comprehensive final report submitted within 30 working days after the conclusion of the campaign</li> </ul> <p>Ownership &amp; Rights All intellectual property rights and ownership shall vest fully and exclusively in the Health Promotion Centre upon final payment.</p>				

<b>Procurement Requirement</b>	
<b>Price Validity:</b>	
<b>Delivery Period:</b>	
<b>Sample:</b>	

<b>Company Name</b>				<b>Company Chop</b>
<b>Contact Person</b>		<b>Contact Number</b>		

For any inquiries, please contact **Dr Hjh Norhayati binti Hj Ahmad, Senior Medical Officer, Health Promotion Centre** at **2385800** or by e-mail at: [norhayati.ahmad@moh.gov.bn](mailto:norhayati.ahmad@moh.gov.bn).

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NO.	Please Submit	Submitted?	
		YES	NO
1	Registration of Company/ Business Name		
2	Latest Certificate of Tabung Amanah Pekerja (TAP)		
3	Latest Certificate of Tax Compliance (applicable for SDN BHD only)		
4	List of employee include employee TAP Percentage (%)		