

**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.	Anti-tobacco radio advertisements inclusive of all handling and scheduling fees			
	<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"> • Production of eight (8) radio commercials • One (1) voice-over talent per commercial • Editing and final delivery of all approved radio commercials ready for broadcast <p>Spot Buying Schedule:</p> <ul style="list-style-type: none"> • Spots shall be aired Monday to Thursday and Saturday • Broadcast time slots shall include: <ul style="list-style-type: none"> a. Early Morning Slot b. Lunch Slot c. Evening Slot <p>Payment Terms:</p> <ul style="list-style-type: none"> • Payment shall be made on a bi-monthly basis (every two months), subject to submission and approval of invoices and satisfactory delivery of services. 	1 unit		

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NO.	USER SPECIFICATION	QUANTITY	PRICE PER UNIT	TOTAL PRICE
	<p>b) Script Writing for 60-Second Radio Commercial</p> <p>Description: 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: Payment shall be made upon completion and final approval of all three (3) scripts.</p> <p>Ownership & Rights: 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.	Anti-tobacco on air radio quiz campaign inclusive of all handling and scheduling fees			
	<p>a) Radio Quiz Content Development, Production, and Broadcast</p> <p>Description 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"> • 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 • Hosting and presentation of the quiz by a DJ or designated radio presenter • Announcement of winners during the program 	24 units		

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

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NO.	USER SPECIFICATION	QUANTITY	PRICE PER UNIT	TOTAL PRICE
	<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"> Post Quantity: Two (2) Instagram posts scheduled during the six-month campaign period: <ul style="list-style-type: none"> Post 1: Month 1 through Month 2 Post 2: Month 4 through Month 5 <p>Content Creation:</p> <ul style="list-style-type: none"> Up to 3–5 professionally designed photos per post High-resolution visuals with campaign branding Captions incorporating the provided call-to-action, campaign hashtags, and official handles Professionally edited images with engaging elements, branding, and caption optimization for better visibility <p>Posting Requirements:</p> <ul style="list-style-type: none"> Published as a Collaborative Post Cross-posted on Facebook to expand audience reach <p>Advertisement Integration:</p> <ul style="list-style-type: none"> All posts to be supported with paid 'Sponsored Feed Ads' Compliance with platform advertising guidelines and local regulations <p>Deliverables</p> <ul style="list-style-type: none"> Two (2) Instagram posts with fully designed visuals, captions, and campaign branding Sponsored feed ad setup for both posts on Instagram (cross-posted on Facebook) <p>Duration and Frequency</p> <ul style="list-style-type: none"> Each post will run as a sponsored ad for two (2) months according to the schedule above 			

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NO.	USER SPECIFICATION	QUANTITY	PRICE PER UNIT	TOTAL PRICE
	<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>Description</p> <p>Create, produce, and publish short-form social media videos to support the Anti-Tobacco Campaign in Tiktok.</p> <p>Scope includes:</p> <ul style="list-style-type: none"> • Post Quantity and Schedule: Two (2) TikTok posts scheduled during the six-month campaign period: <ul style="list-style-type: none"> ○ Post 1: Month 2 through Month 3 ○ Post 2: Month 5 through Month 6 <p>Post Type</p> <ul style="list-style-type: none"> • Short-form vertical videos, 60–90 seconds, featuring KRISTAL FM DJ(s) <p>Content Creation and Production:</p> <ul style="list-style-type: none"> • Professionally produced videos with campaign branding, hashtags, and call-to-action • Inclusion of music, sounds, or challenges, where appropriate • Caption optimization for visibility and engagement • Basic scriptwriting and concept guidance to ensure clear messaging • Single-location shoot • On-site production, fast-paced and adaptable • Basic post-production: light color correction, sound adjustments, trimming • Includes two (2) minor revision rounds (text adjustments, minor edits, sequencing) 	2 units		

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NO.	USER SPECIFICATION	QUANTITY	PRICE PER UNIT	TOTAL PRICE
	<p>Posting Requirements:</p> <ul style="list-style-type: none"> Published as a Collaborative Post Cross-posted on Instagram and Facebook to expand audience reach <p>Advertisement Integration:</p> <ul style="list-style-type: none"> All posts to be supported with paid TikTok In-Feed Advertisements Compliance with platform advertising guidelines and local regulations <p>Deliverables</p> <ul style="list-style-type: none"> Two (2) professionally produced TikTok videos (60–90 seconds) Scriptwriting and concept guidance On-site filming and production, including post-production edits and minor revisions Sponsored TikTok Feed Ads setup for both posts (cross-posted on IG & FB) <p>Duration and Frequency</p> <ul style="list-style-type: none"> Each post will run as a sponsored ad for two (2) months according to the schedule above <p>Payment Terms</p> <ul style="list-style-type: none"> 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. <p>Ownership & Rights</p> <p>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.	Anti-tobacco campaign monitoring and evaluation			
	<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"> • Prepare monthly campaign monitoring reports covering both broadcast and social media components: • Radio Advertisements & On-Air Quiz Track broadcasts, including schedule adherence, episode count, and listener participation • Social Media (Instagram & 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 • Deliverable & Timeline. Monthly monitoring reports submitted within 10 working days of the reporting period <p>b) Radio Advertisement Evaluation</p> <ul style="list-style-type: none"> • Develop pre- and post-campaign evaluation questionnaires to assess message recall (2 questionnaires) <p>Conduct surveys:</p>	1 unit		

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

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	<ul style="list-style-type: none"> ○ Two (2) TikTok posts scheduled during the six-month campaign period: <ul style="list-style-type: none"> ▪ Post 1: Month 2 through Month 3 (1st TikTok KAP survey) ▪ Post 2: Month 5 through Month 6 (2nd TikTok KAP survey) • Prepare and submit platform-specific final analysis reports, including reach, engagement, audience demographics, and key insights (2 reports: 1 for Instagram, 1 for TikTok) <p>e) Comprehensive Campaign Evaluation</p> <ul style="list-style-type: none"> • Prepare and submit a final comprehensive evaluation report covering: • Comparative performance analysis across all campaign components (radio ads, on-air quiz, social media) • Key insights and actionable, evidence-based recommendations for future anti-tobacco campaigns • Deliverable: 1 comprehensive final report submitted within 30 working days after the conclusion of the campaign <p>Ownership & 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
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For any inquiries, please contact **Dr Hj Norhayati binti Hj Ahmad, Senior Medical Officer, Health Promotion Centre** at **2385800** or by e-mail at: norhayati.ahmad@moh.gov.bn.

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			YES	NO	
1.	Anti-tobacco radio advertisements inclusive of all handling and scheduling fees				
	<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">• Production of eight (8) radio commercials• One (1) voice-over talent per commercial• Editing and final delivery of all approved radio commercials ready for broadcast <p>Spot Buying Schedule:</p> <ul style="list-style-type: none">• Spots shall be aired Monday to Thursday and Saturday• Broadcast time slots shall include:<ul style="list-style-type: none">a. Early Morning Slotb. Lunch Slotc. Evening Slot <p>Payment Terms:</p> <ul style="list-style-type: none">• Payment shall be made on a bi-monthly basis (every two months), subject to submission and approval of invoices and satisfactory delivery of services.	1 unit			

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	<p>b) Script Writing for 60-Second Radio Commercial</p> <p>Description: 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: Payment shall be made upon completion and final approval of all three (3) scripts.</p> <p>Ownership & Rights: 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.	Anti-tobacco on air radio quiz campaign inclusive of all handling and scheduling fees				
	<p>a) Radio Quiz Content Development, Production, and Broadcast</p> <p>Description 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"> Creation of quiz questions and host scripts focused on anti-tobacco facts, health impacts, and prevention, subject to final 	24 units			

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

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	<p>Project Management</p> <ul style="list-style-type: none"> Provide project consultation, coordination, and overall management, ensuring timely delivery and compliance with campaign objectives. <p>Payment Terms</p> <ul style="list-style-type: none"> Payment shall be made on a bi-monthly basis (every two months), subject to submission and approval of invoices and satisfactory delivery of services. 				
3.	Anti-tobacco social media campaign inclusive of all handling and scheduling fees				
	<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"> Post Quantity: Two (2) Instagram posts scheduled during the six-month campaign period: <ul style="list-style-type: none"> Post 1: Month 1 through Month 2 Post 2: Month 4 through Month 5 <p>Content Creation:</p> <ul style="list-style-type: none"> Up to 3–5 professionally designed photos per post High-resolution visuals with campaign branding Captions incorporating the provided call-to-action, campaign hashtags, and official handles 	2 units			

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	<ul style="list-style-type: none"> Professionally edited images with engaging elements, branding, and caption optimization for better visibility <p>Posting Requirements:</p> <ul style="list-style-type: none"> Published as a Collaborative Post Cross-posted on Facebook to expand audience reach <p>Advertisement Integration:</p> <ul style="list-style-type: none"> All posts to be supported with paid 'Sponsored Feed Ads' Compliance with platform advertising guidelines and local regulations <p>Deliverables</p> <ul style="list-style-type: none"> Two (2) Instagram posts with fully designed visuals, captions, and campaign branding Sponsored feed ad setup for both posts on Instagram (cross-posted on Facebook) <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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			YES	NO	
	<p>b) Media Content Development and Posting in TikTok</p> <p>Description</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"> • Post Quantity and Schedule: Two (2) TikTok posts scheduled during the six-month campaign period: <ul style="list-style-type: none"> ○ Post 1: Month 2 through Month 3 ○ Post 2: Month 5 through Month 6 <p>Post Type</p> <ul style="list-style-type: none"> • Short-form vertical videos, 60–90 seconds, featuring KRISTAL FM DJ(s) <p>Content Creation and Production:</p> <ul style="list-style-type: none"> • Professionally produced videos with campaign branding, hashtags, and call-to-action • Inclusion of music, sounds, or challenges, where appropriate • Caption optimization for visibility and engagement • Basic scriptwriting and concept guidance to ensure clear messaging • Single-location shoot • On-site production, fast-paced and adaptable • Basic post-production: light color correction, sound adjustments, trimming • Includes two (2) minor revision rounds (text adjustments, minor edits, sequencing) <p>Posting Requirements:</p> <ul style="list-style-type: none"> • Published as a Collaborative Post 	2 units			

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	<ul style="list-style-type: none"> • Cross-posted on Instagram and Facebook • to expand audience reach <p>Advertisement Integration:</p> <ul style="list-style-type: none"> • All posts to be supported with paid TikTok In-Feed Advertisements • Compliance with platform advertising guidelines and local regulations <p>Deliverables</p> <ul style="list-style-type: none"> • Two (2) professionally produced TikTok videos (60–90 seconds) • Scriptwriting and concept guidance • On-site filming and production, including post-production edits and minor revisions • Sponsored TikTok Feed Ads setup for both posts (cross-posted on IG & FB) <p>Duration and Frequency</p> <ul style="list-style-type: none"> • Each post will run as a sponsored ad for two (2) months according to the schedule above <p>Payment Terms</p> <ul style="list-style-type: none"> • 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. <p>Ownership & 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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			YES	NO	
	Promotion Centre upon final payment				
4.	Anti-tobacco campaign monitoring and evaluation				
	<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"> • Prepare monthly campaign monitoring reports covering both broadcast and social media components: • Radio Advertisements & On-Air Quiz Track broadcasts, including schedule adherence, episode count, and listener participation • Social Media (Instagram & 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 • Deliverable & Timeline. Monthly monitoring reports submitted within 10 working days of the reporting period 	1 unit			

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

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

NO	USER SPECIFICATION	QUANTITY	COMPLY TO SPECIFICATION?		IF 'NO' PLEASE STATE ALTERNATIVE OFFER
			YES	NO	
	<p>d) Social Media (Instagram & TikTok) Evaluation</p> <ul style="list-style-type: none"> • Develop evaluation questionnaires to assess Knowledge, Attitudes, and Practices (KAP) for each platform (2 questionnaires: 1 for Instagram, 1 for TikTok) • Conduct KAP surveys aligned with social media broadcast schedule (4 surveys total) <ul style="list-style-type: none"> ○ Two (2) Instagram posts scheduled during the six-month campaign period: <ul style="list-style-type: none"> ▪ Post 1: Month 1 through Month 2 (1st Instagram KAP survey) ▪ Post 2: Month 4 through Month 5 (2nd Instagram KAP survey) ○ Two (2) TikTok posts scheduled during the six-month campaign period: <ul style="list-style-type: none"> ▪ Post 1: Month 2 through Month 3 (1st TikTok KAP survey) ▪ Post 2: Month 5 through Month 6 (2nd TikTok KAP survey) • Prepare and submit platform-specific final analysis reports, including reach, engagement, audience demographics, and key insights (2 reports: 1 for Instagram, 1 for TikTok) 				

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			YES	NO	
	<p>e) Comprehensive Campaign Evaluation</p> <ul style="list-style-type: none"> • Prepare and submit a final comprehensive evaluation report covering: Comparative performance analysis across all campaign components (radio ads, on-air quiz, social media) • Key insights and actionable, evidence-based recommendations for future anti-tobacco campaigns • Deliverable: 1 comprehensive final report submitted within 30 working days after the conclusion of the campaign <p>Ownership & Rights All intellectual property rights and ownership shall vest fully and exclusively in the Health Promotion Centre upon final payment.</p>				

	Procurement Requirement
Price Validity:	
Delivery Period:	
Sample:	

Company Name				Company Chop
Contact Person		Contact Number		

For any inquiries, please contact **Dr Hj Norhayati binti Hj Ahmad, Senior Medical Officer, Health Promotion Centre** at **2385800** or by e-mail at: 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 (%)		