

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

REFERENCE: MOH/HPC/QTN/26-27 (07)

TITLE: "MANAGEMENT AND PRODUCTION OF TIKTOK VIDEO CONTENT, PAID ADVERTISING CAMPAIGNS, AND QUARTERLY PERFORMANCE ANALYTICS FOR HEALTH PROMOTION CENTRE, MINISTRY OF HEALTH" - CLUSTERING

No.	Item	User Specification	Quantity	Price per unit	Total Price
1	Management & Production of Video Content for TikTok	Section I – User requirement			
		- The Vendor shall produce a total of twelve (12) long-form videos over a twelve (12) month period for the Health Promotion Centre TikTok account. - Each long-form video produced shall serve as the source material for content repurposing. The Vendor shall edit each long-form video into four (4) short-form videos suitable for social media distribution. - The video production shall be delivered on a monthly production cycle. Each cycle shall include one (1) approved concept or theme; one (1) filming session; and four (4) edited short-form videos derived from the corresponding long-form video produced during the same shoot. - Vendor shall develop monthly content proposals, including: - Content objectives; - Key health messages; - Storyboards; - Scripts; - Proposed publication schedule. - Conduct on-site/live production shoots as necessary for content creation. - Use engaging visuals and storytelling to foster audience connection and interaction. - Contents themes should include a balanced mix of: - Educational content (HPC approved) - Behaviour change tips and practical actions; - Interactive or quiz-based content; - Trend-responsive or platform-relevant content. - Vendor should demonstrate proven experience in TikTok/social media video	12 productions		

		production, portfolio of previous short-form content and availability of production equipment and editing capabilities.			
Section 2 – Technical requirement					
• Video Format: Duration of long form video is 6 minutes each and short form video is 90 seconds each. • Resolution: Minimum Full HD (1080×1920) • Aspect Ratios: 9:16 (vertical) — for mobile-first platforms (e.g., Instagram Reels, TikTok) • Editing Software: Must use Adobe Premiere Pro, Adobe After Effects, or Final Cut Pro. • Subtitles & Captions: Include subtitles in Bahasa Melayu and English • Branding: HPC branding elements, logos, campaign hashtags and call-to-action messages shall be incorporated where required. • Ensure clear, legible formatting for readability on mobile. • Music & Audio: Use royalty-free background music and trending sound effects. • Audio must be well-balanced and not overpower narration or dialogue. • Motion Graphics & Enhancements: Include animations, infographics, and motion graphics to enhance storytelling and comprehension. • Final Deliverables: Videos must be submitted in Full HD, ready for upload. • Include all editable/raw project files upon delivery.					
Section 3 – Project Workflow & Deliverables					
• Vendor shall submit a monthly content proposal for HPC approval prior to filming. • Approval stages shall include: 1. Concept approval; 2. Storyboard and script approval; 3. First cut review; 4. Final approval. • HPC shall be allow up to 4 revision rounds per video within the agreed scope and without additional cost. • Language Requirements: Video content must include language appropriate to the audience, both Bahasa Melayu and English • Vendor shall submit the first edited version within seven (7) working days after filming. • Final approved videos shall be delivered within five (5) working days after receipt of HPC comments. • Vendor shall maintain flexibility to accommodate urgent or trend responsive content request where reasonably required by HPC.					
Section 4 – Terms & Conditions					
• Ownership & Rights: Upon final approval, full ownership and usage rights for all video content, project files, and creative assets will be transferred to the Health Promotion Centre, Ministry of Health.					

Section 5 – Payment milestone				
		Project payment shall be made quarterly upon successful completion and acceptance of following deliverables; 1) First payment : Productions 1 – 3 2) Second payment : Productions 4 – 6 3) Third payment : Productions 7 – 9 4) Fourth payment : Productions 10 - 12 Total deliverables: - Twelve (12) productions - Forty-eight (48) short-form videos (four derived from each production).		
2	Implementation of Paid Advertising Campaigns on TikTok and Quarterly Performance Analytics	• Implement and manage paid advertising campaigns on TikTok. • Allocate a TikTok advertising budget of \$225 per month and run paid advertising campaigns continuously for a period of one (1) year. Combined total ad spend must not exceed \$2,700. • Reporting & Insights: Prepare and submit quarterly performance reports to track engagement metrics such as likes, shares, comments, saves, follower growth, content reach and effectiveness, ad performance (Including video views, total play time, average watch time and audience retention rate) • Quarterly reports must be submitted within 2 weeks of the end of each quarter. Reports should be accompanied by visuals/data and strategic insights for future planning.	1 lot	

Please State:

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

Company Name		Company Chop
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For any enquiry, please contact **Amal Nadzirah binti Salehen, Health Promotion Centre** at **2385800** or e-mail: amalnadzirah.salehen@moh.gov.bn

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No	Item	COMPLY TO SPECIFICATION?		(IF 'NO') Please state alternatives	
		YES	NO		
1	MANAGEMENT & PRODUCTION OF VIDEO CONTENT FOR TIKTOK				
	SECTION I – USER REQUIREMENT				
	STANDARD FEATURES:	- Produce of 12 long-form video within a year - Video Format: Duration of long form video is 6 minutes each			
		- Each long-form video produced shall serve as the source material for content repurposing. The Vendor shall edit each long-form video into four (4) short-form videos suitable for social media distribution. - Video Format: Duration of short form video is 90 seconds each.			
		Resolution: Minimum Full HD (1080×1920)			
		Aspect Ratios: 9:16 (vertical) — for mobile-first platforms (e.g., Instagram Reels, TikTok)			
		Final Deliverables: Videos must be submitted in Full HD, ready for upload			
		Subtitles & Captions: Include subtitles in both Bahasa Melayu and English			
		Ensure clear, legible formatting for readability on mobile.			
		Music & Audio: Use royalty-free background music and trending sound effects.			

No	Item	COMPLY TO SPECIFICATION?		(IF 'NO') Please state alternatives			
		YES	NO				
	Audio must be well-balanced and not overpower narration or dialogue.						
	Motion Graphics & Enhancements: Include animations, infographics, and motion graphics to enhance storytelling and comprehension.						
	Vendor demonstrate proven experience in TikTok/social media video production						
	Vendor demonstrate portfolio of previous short-form content						
	Vendor demonstrate availability of production equipment and editing capabilities						
SECTION II - PROCUREMENT REQUIREMENT							
PRICE (B\$)	UNIT PRICE (B\$):	TOTAL PRICE (B\$):					
[This price inclusive of editing, publishing and delivery]							
DELIVERY TIME:							
PRICE VALIDITY:							
EDITING TOOLS:							
ANY OPTION FEATURES OR UPGRADES AVAILABLE:							
BULK OR INSTITUTIONAL PRICING, IF APPLICABLE							
SECTION III - OTHERS							
DOCUMENTS SUBMITTED (TICK AS APPLICABLE)		YES	NO				
VIDEO SAMPLES (max of 3 artworks)	Tenderers must supply in the form of softcopy through email at finance.hpc@moh.gov.bn within seven (7) days after quotation closing date.						

No	Item	COMPLY TO SPECIFICATION?		(IF 'NO') Please state alternatives
		YES	NO	
2	IMPLEMENTATION OF PAID ADVERTISING CAMPAIGNS ON TIKTOK AND QUARTERLY PERFORMANCE ANALYTICS			
	STANDARD FEATURES:	- Allocate a TikTok advertising budget of \$225 per month and run paid advertising campaigns in TikTok continuously for a period of one (1) year. Combined total ad spend must not exceed \$2,700. - Prepare and submit quarterly performance reports to track engagement metrics such as likes, shares, comments, saves, follower growth, content reach and effectiveness, ad performance (Including video views, total play time, average watch time and audience retention rate)		

	Procurement Requirement
Total price (B\$):	
Price Validity:	
Delivery Period:	

Company Name				Company Chop
Contact Person		Contact Number		

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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 (%)		