

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

REFERENCE: MOH/HPC/QTN/26-27 (14)

TITLE: "SOCIAL MEDIA CONTENT CREATION AND MANAGEMENT SERVICES FOR HEALTH PROMOTION CENTRE, MINISTRY OF HEALTH FOR TWO (2) YEARS (CLUSTERING)"

No.	Item	User Specification	Quantity	Price per unit	Total Price
1	Health Promotion Centre social media management and content creation	Section 1 – User requirement			
		a) Content Creation and Design - Create and design a total of 60 static or animated promotional, commemorative, campaign and engagement artworks throughout the two-year contract period, guided by Annex A, Annex B and HPC's approved content calendar. - This item excludes the evidence-based health-information infographic content specified under Item 3. - Ensure all content reflects HPC branding and campaign objectives.	60 artworks		
		b) Post Scheduling - Schedule all approved content based on the content calendar (refer to Annex A & B). - Ensure timely and consistent posting aligned with key dates and campaigns.	8 Quarter		
		c) Social Media Advertising - Implement and manage paid advertising campaigns on Instagram and Facebook. - Provide a contracted paid-advertising allocation of BND20 per day for 60 days per platform over the entire two-year contract: BND1,200 per platform and BND2,400 combined. The allocation shall be included in the quoted contract price.	1 lot		
		d) Reporting and Insights Prepare and submit eight (8) quarterly performance reports covering engagement, follower growth, reach, content effectiveness and paid-advertising performance, including CTR, impressions, reach and other relevant indicators.	8 Quarter		
		e) Annual Audience Insights and Social Media Evaluation Prepare and submit two (2) annual evaluation reports, one for each contract	2 lot		

		year, summarising key findings, audience insights and recommendations.			
		f) Custom Stock Photography Provide original, locally appropriate photography where required to produce the contracted social media content, health-information materials and awareness campaigns. Required photography planning, production, editing and approved high-resolution images shall be included in the quoted contract price.	400 photos		
Section 2 – Technical requirement					
Design and Content Tools Artwork and GIFs shall be created using Adobe Creative Suite software. GIFs shall have a transparent background, be under 500KB, use a looping animation and be uploaded to GIPHY or a similar platform only when directed and approved by HPC.					
File Formats Photographs: high-quality JPG. Artworks: web-optimised JPG or PNG. Editable source files (PSD, AI, AE or equivalent approved formats) shall be submitted upon approval.					
Advertising Specifications All advertisements shall comply with current Facebook and Instagram requirements, including dimensions, copy, caption length and video duration, where applicable.					
Section 3 – Project Workflow & Deliverables					
a) Content Creation Produce 60 approved artworks throughout the two-year contract period. Submit all drafts to HPC before publication, incorporate feedback within the agreed timeframe, allow up to two (2) revision rounds per artwork, and maintain organised, version-controlled source files.					
b) Scheduling and Publishing Schedule and publish approved content according to HPC's approved content calendar and designated platforms. Include approved captions, hashtags and platform-specific features, and promptly report any actual or anticipated delay.					
c) Paid Advertising Execution Develop and execute HPC-approved campaigns on Instagram and Facebook using the contracted allocation of BND20 per day for 60 days per platform over the entire contract. Monitor performance and expenditure, optimise delivery within the approved scope and provide periodic updates to HPC.					
d) Quarterly Reporting Submit eight (8) quarterly reports within two (2) weeks after each quarter, covering organic and paid performance, audience data, key trends, challenges and actionable recommendations.					
e) Annual Evaluation Submit two (2) annual evaluations assessing reach, engagement, audience characteristics, sentiment, content preferences, performance trends and recommendations for the following year.					

f) Custom Stock Photography

Plan and produce original, high-quality and locally appropriate photographs required for the approved content calendar. Submit final high-resolution images and relevant raw files upon approval.

Section 4 – General Terms & Conditions (Applicable to All Items)

The following terms shall apply to all services and deliverables under this contract.

1. Communication and Coordination

Within five (5) working days of contract commencement, HPC and the Vendor shall nominate authorised focal persons and establish mutually agreed channels, which may include WhatsApp, email, cloud-based file sharing and a shared content calendar or tracker. Meetings shall be held weekly, or at another mutually agreed frequency, and the Vendor shall maintain records of drafts, feedback, approvals, actions and file versions.

2. Review and Approval

All concepts, scripts, captions, artworks, photographs, videos and advertisements require HPC approval before publication. The Vendor shall incorporate feedback within the agreed timeframe. Corrections arising from Vendor error, non-compliance or omitted feedback shall not count as additional revisions. Final approvals, scope changes and additional costs must be authorised and recorded through the agreed channel.

3. Account Access and Security

HPC may grant access to designated social media and advertising accounts solely for this contract while retaining ownership and primary administrative control. Access shall be limited to authorised Vendor personnel. Credentials shall be handled securely and deleted upon completion or termination. The Vendor shall not change passwords, recovery details, ownership, permissions or security settings without HPC's written approval and shall immediately report any security incident, accidental publication, suspicious charge or account restriction.

4. Paid Advertising

The Vendor shall use and settle its own payment method. All advertising expenditure and related charges are included in the quoted contract price, with no reimbursement or additional claim against HPC. Campaign content, objective, audience, platform, duration and allocation require prior approval. Unauthorised overspending shall be borne by the Vendor. Billing records and performance reports shall be submitted, and any unused allocation, refund or advertising credit shall be disclosed and used only for another HPC-approved campaign during the contract.

5. Accuracy, Confidentiality and Legal Compliance

Health information shall be provided or validated by HPC and its technical meaning shall not be altered. Vendor-introduced errors shall be corrected without charge. The Vendor shall keep all unpublished information and credentials confidential. All creative assets shall be original, appropriately licensed or legally permitted, and necessary consent shall be obtained for identifiable individuals.

6. Ownership and Scope Changes

Upon approval and payment of the relevant milestone, ownership and usage rights for all final, editable and raw deliverables shall transfer to HPC. The Vendor shall not reuse or redistribute them without written approval. Work outside the approved scope requires HPC's prior written approval of the cost and timeline; no additional charge may otherwise be claimed.

		7. Performance, Delays and Handover The Vendor shall assign suitably qualified personnel and promptly report anticipated delays, their impact and corrective action. Repeated failure to meet deadlines or undertake corrective action may constitute unsatisfactory performance. On completion, expiry or termination, the Vendor shall hand over all materials and records, remove payment information, surrender account access and delete stored credentials and confidential HPC information. Section 5 – Payment milestone Payment shall be made upon HPC's approval and acceptance of the deliverables specified for each milestone: Quarter 1 (Months 1–3): 8 artworks, Post Scheduling, Reporting and Insight Quarter 2 (Months 4–6): 8 artworks, Post Scheduling, Reporting and Insight Quarter 3 (Months 7–9): 7 artworks, Post Scheduling, Reporting and Insight Quarter 4 (Months 10–12): 7 artworks, Post Scheduling, Reporting and Insight, Annual Audience Insights and Social Media Evaluation Quarter 5 (Months 13–15): 8 artworks, Post Scheduling, Reporting and Insight Quarter 6 (Months 16–18): 8 artworks, Post Scheduling, Reporting and Insight Quarter 7 (Months 19–21): 7 artworks, Post Scheduling, Reporting and Insight Quarter 8 (Months 22–24): 7 artworks, Post Scheduling, Reporting and Insight, Annual Audience Insights and Social Media Evaluation Each milestone requires submission of the approved final artwork, captions and editable source files. Deliverables may be redistributed between quarters by mutual written agreement, provided the total contracted quantity remains unchanged. Section 6 - Annex Annex A: National Public Holidays • New Year's Day (1st Quarter) • Isra' Mi'raj (1st Quarter and 4th Quarter) • Chinese New Year (1st Quarter and 5th Quarter) • First Day of Ramadhan 1448H and 1449H (1st Quarter and 5th Quarter) • Brunei Darussalam's National Day 2027 and 2028 (1st Quarter and 5th Quarter) • Nuzul Al-Quran' 1448H and 1449H (1st Quarter and 5th Quarter) • Hari Raya Aidilfitri 1448H and 1449H (1st Quarter and 5th Quarter) • Hari Raya Aidiladha 1448H and 1449H (2nd Quarter and 6th Quarter) • Royal Brunei Armed Forces Anniversary 2027 and 2028 (2nd and 6th Quarter) • First Day of Hijrah 1449H and 1450H (2nd Quarter and 6th Quarter) • His Majesty Sultan's Birthday 81st and 82nd (3rd Quarter and 7th Quarter) • Maulud Nabi Muhammad S.A.W 1449H and 1450H (3rd Quarter and 7th Quarter) • Teacher's Day 2027 and 2028 (3rd Quarter and 7th Quarter) Annex B: Global Health Days & Program Campaigns for 2027 and 2028 • 4/2 World Cancer Day • March Colorectal Awareness Month • 4/3 World Obesity Day • 8/3 International Women's Day • 12/5 - 18/5 World Salt Awareness Week • 17/5 – World Hypertension Day • 31/5 World No Tobacco Day • 1/8 - 7/8 World Breastfeeding Week • September World Alzheimer Month
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		• 21/9 World Alzheimer Day • 29/9 World Heart Day • October World Breast Cancer Month • 10/10 World Mental Health Day • 14/11 World Diabetes Day • November Men's Health Awareness Month • Ramadan & Raya Health Reminders (for Tobacco & Healthy Eating) • School Holidays (Healthy Eating & Physical Activity) <i>The dates indicated are for reference purposes only and shall be subject to the official Brunei Darussalam calendar for each respective contract year. The schedule is not limited to the dates stated above and may be adjusted in accordance with the Health Promotion Centre's (HPC) approved content calendar.</i>																								
		<table><tr><td>Total Price for Item 1</td><td>\$</td></tr></table>	Total Price for Item 1	\$																						
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2	Production of Short Form Video Content	<table><tr><td colspan="4">Section I – User requirement</td></tr><tr><td> a) Produce twelve (12) short-form videos within the two-year contract period using an HPC-approved mix of originally filmed, interview, demonstration, motion-graphic and approved repurposed-footage formats. b) Publish approved content on social media platforms designated by HPC, including Instagram, Facebook and TikTok, as applicable. c) Develop concepts and, where appropriate to the approved format and brief, storyboards and scripts aligned with campaign goals, audience preferences and HPC-validated health messages. d) A minimum of six (6) videos shall involve original filming. Original filming shall be consolidated into a maximum of six (6) half-day production sessions across the contract, with batch production permitted. Videos shall support relevant Global Health Days and HPC programmes (refer to Annex B). e) Use engaging, educational, interactive and platform-relevant formats with clear, actionable health messages. </td><td>12 videos</td><td></td><td></td></tr><tr><td colspan="4">Section 2 – Technical requirement</td></tr><tr><td colspan="4">Video Format Duration: up to 60 seconds only where specified in the approved brief. Minimum resolution: Full HD. Each video shall be delivered in 9:16 vertical format; a 16:9 version shall be provided only where specified by HPC in the approved brief.</td></tr><tr><td colspan="4">Editing Software Adobe Premiere Pro, Adobe After Effects, Final Cut Pro or another format approved by HPC that permits submission of editable project files.</td></tr><tr><td colspan="4">Language and Subtitles</td></tr></table>	Section I – User requirement				a) Produce twelve (12) short-form videos within the two-year contract period using an HPC-approved mix of originally filmed, interview, demonstration, motion-graphic and approved repurposed-footage formats. b) Publish approved content on social media platforms designated by HPC, including Instagram, Facebook and TikTok, as applicable. c) Develop concepts and, where appropriate to the approved format and brief, storyboards and scripts aligned with campaign goals, audience preferences and HPC-validated health messages. d) A minimum of six (6) videos shall involve original filming. Original filming shall be consolidated into a maximum of six (6) half-day production sessions across the contract, with batch production permitted. Videos shall support relevant Global Health Days and HPC programmes (refer to Annex B). e) Use engaging, educational, interactive and platform-relevant formats with clear, actionable health messages.	12 videos			Section 2 – Technical requirement				Video Format Duration: up to 60 seconds only where specified in the approved brief. Minimum resolution: Full HD. Each video shall be delivered in 9:16 vertical format; a 16:9 version shall be provided only where specified by HPC in the approved brief.				Editing Software Adobe Premiere Pro, Adobe After Effects, Final Cut Pro or another format approved by HPC that permits submission of editable project files.				Language and Subtitles			
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		Each video shall use Bahasa Melayu or English, as specified by HPC, with clear subtitles in the same language unless otherwise directed.		
		Music and Audio Use licensed or royalty-free audio only. Audio shall be clear and balanced.		
		Motion Graphics Use animations, infographics or motion graphics where appropriate to support understanding.		
		Final Deliverables Submit upload-ready Full HD videos and editable project files. Relevant raw footage shall be submitted only for videos involving original filming.		
		Section 3 – Project Workflow & Deliverables		
		- Approval Process: Draft concepts, scripts and storyboards, where applicable to the approved brief, together with video edits, shall be submitted to HPC for review and approval. Allow up to two (2) consolidated revision rounds per video within the agreed scope and without additional cost. - Publishing & Scheduling: After final approval, the vendor is responsible for uploading and scheduling videos across the relevant social media platforms. - Language Requirements: Video content must include language appropriate to the audience, either Bahasa Melayu or English		
3	Health Information Infographic Post	Section 4 – General Terms & Conditions		
		The General Terms & Conditions stated under Item 1 shall apply to this item.		
		Section 5 – Payment milestone		
		Payment shall be made upon HPC's approval and acceptance of two (2) completed videos for each milestone: - Quarter 1 (Months 1–3): 2 videos - Quarter 2 (Months 4–6): 1 videos - Quarter 3 (Months 7–9): 2 videos - Quarter 4 (Months 10–12): 1 videos - Quarter 5 (Months 13–15): 2 videos - Quarter 6 (Months 16–18): 1 videos - Quarter 7 (Months 19–21): 2 videos - Quarter 8 (Months 22–24): 1 videos		
		Each milestone requires submission of the approved final videos, captions or accompanying copy and editable project files, together with relevant raw footage for videos involving original filming. Deliverables and production sessions may be redistributed between quarters by mutual written agreement, provided the total contracted quantities and maximum number of filming sessions remain unchanged.		
		Total Price for Item 2		\$
		Section I – User requirement		
		a) Produce eighty (80) evidence-based health-information content items over two years (refer to Annex C). b) Each artwork shall include at least one feed posting and one story posting both in Facebook and Instagram.	80 Artwork	

		c) Where HPC requires a carousel, the complete carousel shall count as one content item regardless of the number of slides, with the slide count determined by the approved brief. d) Develop engaging designs aligned with HPC branding and include clear, actionable health messages reviewed and validated by HPC. e) Prepare approved bilingual captions in Bahasa Melayu and English for every content item and refine HPC-provided information into social media-appropriate language without altering its technical meaning.			
Section 2 – Technical requirement					
• Software Requirement: All content must be created using the Adobe Creative Suite (Photoshop, Illustrator, InDesign, etc.). • File Format for Deliverables: Final visuals must be delivered in JPG, JPEG, or PNG. • Editable source files (PSD, AI, INDD, etc.) must be included for all approved designs. • Resolution Requirements: Feed posts: 1080×1080 pixels or 1080×1350 pixels. Stories: 1080×1920 pixels. • All content must adhere to agreed accessibility standards, including readable fonts, high contrast colors, descriptive captions and proper visual hierarchy					
Section 3 – Project Workflow & Deliverables					
Review & Approval: Submit each draft to HPC for feedback and allow up to two (2) revision rounds per artwork based on HPC feedback. Approval Before Publishing: Vendor is responsible for posting only after final approval from HPC.					
Section 4 – General Terms & Conditions					
The General Terms & Conditions stated under Item 1 shall apply to this item.					
Section 5 – Payment milestone					
Payment shall be made upon HPC's approval and acceptance of ten (10) completed content items for each milestone: • Quarter 1 (Months 1–3): 10 content items • Quarter 2 (Months 4–6): 10 content items • Quarter 3 (Months 7–9): 10 content items • Quarter 4 (Months 10–12): 10 content items • Quarter 5 (Months 13–15): 10 content items • Quarter 6 (Months 16–18): 10 content items • Quarter 7 (Months 19–21): 10 content items • Quarter 8 (Months 22–24): 10 content items Each milestone requires submission of approved feed and story adaptations, bilingual captions and editable source files. Deliverables may be redistributed between quarters by mutual written agreement, provided the total contracted quantity remains unchanged.					
Section 6 – Annex					

		Annex C: Health Information			
		• Healthy Eating • Healthier Choice Logo (HCL) / Healthy Dining Program / Healthy Supermarket • Hypertension • Physical Activity • Mental Health • Anti-Tobacco • Adolescent Health (DBNS) • Healthy ageing			
		Total Price for Item 3		\$	
4	Mind Your Mind Instagram Content Creation and Publishing	Section I – User requirement			
		a) Mind Your Mind Instagram Account Management • Manage the Mind Your Mind Instagram account as an additional account under the existing social media management arrangement and incorporate MYM planning, administration and performance reporting into the communication, content calendar, meeting and reporting arrangements established under Item 1.	8 Quarters		
		b) Account Insights and Profile Optimisation • Conduct one (1) initial account insights and profile optimisation, including bio recommendations, a standard safety notice and a refreshed visual direction	1 lot		
		c) Branded Content Template Development • Develop a minimum of eight (8) reusable branded templates for approved content formats.	8 templates		
		d) Mental Health feed content • Produce ninety-six (96) original feed content items over two years, comprising educational carousels and simple static, check-in or service-information posts. • Each original feed content shall include at least one (1) Story posting.	96 original feed content		
		e) Mental Health reminders • Develop fifty-two (52) approved mental-health reminder messages. • Publish two (2) reminder Stories per week based on the 52 approved messages, therefore producing at least 208 reminder Story publications across the contract.	1 lot		

		f) Social Media Advertising Implement ten (10) HPC-approved paid campaigns over two years with a total advertising allocation of BND1,500. The allocation and all related administration and advertising-management charges shall be included in the quoted contract price.	1 lot		
Section 2 – Technical requirement					
- All artwork shall be created using Adobe Creative Suite or another equivalent professional design application approved by HPC. - Final visuals shall be supplied in web-optimised JPG, JPEG or PNG, together with editable source files for all approved designs. - Feed posts shall be 1080×1080 pixels or 1080×1350 pixels. Stories shall be 1080×1920 pixels. - Designs shall use the approved MYM visual direction and templates while maintaining clear HPC and Ministry of Health attribution where directed. - All content shall meet agreed accessibility standards, including readable type, appropriate contrast, clear hierarchy and captions suitable for the intended audience. - All advertisements shall comply with current Instagram requirements and the campaign parameters approved by HPC. - Prepare captions in Bahasa Melayu, English or both, as specified by HPC, and refine HPC-provided information for social media without altering its technical meaning.					
Section 3 – Project Workflow & Deliverables					
Content Planning: Prepare MYM content as a clearly identified component of HPC's approved content calendar. The core observances in Annex D shall be included within, and not added to, the total contracted quantity. Clinical Review and Approval: All mental-health information shall be provided or validated by HPC's designated mental-health technical officers. Submit drafts before publication and allow up to two (2) consolidated revision rounds per content item within the approved scope. Publishing: Publish only content that has received final HPC approval. Include the approved caption, hashtags, Story adaptations and relevant platform features. Reminder Content: Reminder Stories shall use the pre-approved message bank and approved templates. Messages may be repeated or rotated during the contract, provided the minimum publication frequency is met. Sensitive Content: Content concerning suicide, self-harm or crisis support shall use safe, non-sensational language, shall not invite personal disclosure and shall prominently direct users to Talian Harapan 145 and where relevant. Private Messages and Comments: The Vendor shall use the account solely for approved publishing, advertising and analytics. The Vendor shall not access, read or respond to private messages, provide individual mental-health advice or undertake crisis or community management. Any accidental exposure to confidential information shall be reported immediately to HPC. Automated Safety Response: Where Instagram functionality permits and HPC approves, configure a standard automated reply stating that the account does not provide counselling or crisis support and directing users to the appropriate official					

		service. Paid Advertising: Execute ten (10) campaigns in accordance with Annex D, normally using BND150 per campaign. The allocation may be redistributed with HPC's prior written approval, provided the total contracted advertising allocation remains unchanged. Reporting: Include a dedicated MYM subsection in each applicable quarterly report and annual evaluation under Item 1, covering organic and paid performance, audience trends, content effectiveness and recommendations. No separate report shall be required.
		Section 4 – General Terms & Conditions The General Terms & Conditions stated under Item 1 shall apply to this item. Coordination for MYM shall use the same authorised focal persons, communication channels, meetings, shared files and reporting workflow established under Item 1, unless otherwise agreed in writing.
		Section 5 – Payment milestone Payment shall be made upon HPC's approval and acceptance of the deliverables specified for each milestone: • Quarter 1 (Months 1–3): Account Management, 8 original feed content and mental health reminders • Quarter 2 (Months 4–6): Account Management, 8 original feed content and mental health reminders • Quarter 3 (Months 7–9): Account Management, 8 original feed content and mental health reminders • Quarter 4 (Months 10–12): Account Management, 8 original feed content and mental health reminders • Quarter 5 (Months 13–15): Account Management, 8 original feed content and mental health reminders • Quarter 6 (Months 16–18): Account Management, 8 original feed content and mental health reminders • Quarter 7 (Months 19–21): Account Management, 8 original feed content and mental health reminders • Quarter 8 (Months 22–24): Account Management, 8 original feed content and mental health reminders The initial account audit, profile optimisation and eight (8) reusable templates shall be completed under Quarter 1. The ten (10) paid campaigns shall be delivered according to Annex D and the approved content calendar and shall form part of the milestone for the quarter in which each campaign occurs. Each milestone requires submission of approved final content, captions, editable source files, publication records and the relevant MYM reporting information. Deliverables may be redistributed between quarters by mutual written agreement, provided the total contracted quantities and advertising allocation remain unchanged.
		Section 6 – Annex Annex D: Mind Your Mind Content a) Priorities • Mental-health literacy, stigma reduction and help-seeking • Practical coping skills, emotional regulation and wellbeing • Access to mental-health services in Brunei, including Talian Harapan 145 • Life-stage and setting-based content, including young people, men, working adults, parents, caregivers and older adults

	• HPC mental-health programmes, activities and approved service information b) Core Mental Health Observances • World Teen Mental Wellness Day – 2 March 2027: 2 feed content items • Stress Awareness Month – April 2027: 4 feed content items • Mental Health Awareness Month – May 2027: 4 feed content items • World Suicide Prevention Day – 10 September 2027: 2 feed content items • World Mental Health Day – 10 October 2027: 3 feed content items • The corresponding observances in 2028 shall follow dates and themes confirmed by HPC. <i>A minimum of fifteen (15) feed content items shall be allocated to the above observances during each contract year. These content items form part of, and are not additional to, the total contracted quantity.</i>		
	<table><tr><td>Total Price for Item 4</td><td>\$</td></tr></table>	Total Price for Item 4	\$
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Please State:

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

Company Name		Company Stamp
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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.

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

REFERENCE: MOH/HPC/QTN/26-27 (14)

TITLE: "SOCIAL MEDIA CONTENT CREATION AND MANAGEMENT SERVICES FOR HEALTH PROMOTION CENTRE, MINISTRY OF HEALTH (CLUSTERING)"

No	Item	COMPLY TO SPECIFICATION?		(IF 'YES') Please state catalogue/brochure reference	
		YES	NO		
1	HEALTH PROMOTION CENTRE SOCIAL MEDIA MANAGEMENT AND CONTENT CREATION				
	SECTION I – USER REQUIREMENT				
	STANDARD FEATURES:	a)Create and design 60 static or animated promotional, commemorative, campaign and engagement artworks over the two-year contract, guided by Annex A, Annex B and HPC's approved content calendar of form A. This excludes the health-information infographic content under Item 3.			
		b)Schedule all approved content based on the content calendar (refer to Annex A & B of form A). Ensure timely and consistent posting aligned with key dates and campaigns.			
		c)Implement and manage paid advertising campaigns on Instagram and Facebook. Provide a contracted paid-advertising allocation of BND20 per day for 60 days per platform over the entire two-year contract: BND1,200 per platform and BND2,400 combined. The allocation shall be included in the quoted contract price.			
		d)Prepare and submit eight (8) quarterly performance reports covering engagement, follower growth, reach, content effectiveness and paid-advertising performance, including CTR, impressions, reach and other relevant indicators.			
		e)Prepare and submit two (2) annual evaluation reports, one for each contract year, summarising key findings, audience insights and recommendations.			
		f)Provide original, locally appropriate photography where required to produce the contracted social media content, health-information materials and awareness campaigns. Required photography planning, production, editing and approved high-resolution images shall be included in the quoted contract price			
		g)Submit editable and source files for all approved deliverables, using Adobe Creative Suite or another format approved by HPC.			
		h)Comply with the General Terms & Conditions stated in Form A, including review and approval, account security, paid advertising, confidentiality, ownership, delays and handover requirements.			
		i)Be a legally registered company with a minimum of three (3) personnel available to support this item.			
		j)Demonstrate the capability, experience, equipment, and personnel necessary to deliver the required services to a professional standard			

	h)Each video shall be delivered in 9:16 vertical format. A 16:9 version is required only where specified by HPC in the approved brief.			
	i)Editing Software: Adobe Premiere Pro, Adobe After Effects, Final Cut Pro or another format approved by HPC that permits submission of editable project files			
	j)Each video shall use Bahasa Melayu or English, as specified by HPC, with clear subtitles in the same language unless otherwise directed.			
	k)Use licensed or royalty-free audio only. Audio shall be clear and balanced.			
	l)Ensure narration, dialogue, music and sound effects are clear and appropriately balanced.			
	m)Use animations, infographics or motion graphics where appropriate to support understanding.			
	n)Submit upload-ready Full HD videos and editable project files. Relevant raw footage shall be submitted only for videos involving original filming.			
	o)Allow up to two (2) revision rounds per video within the agreed scope and without additional cost.			
	p)Comply with the General Terms & Conditions stated in Form A.			
	q)Be a legally registered company with a minimum of three (3) personnel available to support this item.			
	r)Demonstrate the capability, experience, equipment, and personnel necessary to deliver the required services to a professional standard			
SECTION II - PROCUREMENT REQUIREMENT				
EDITING TOOLS:	Adobe Premiere Pro, Adobe After Effects, Final Cut Pro or another format approved by HPC that permits submission of editable project files.			
PRICE (B\$) [Two-year price (Q1–Q8), inclusive of concepts, scripts, storyboards, filming, editing, captions/subtitles, publishing, final delivery, editable project files and relevant raw footage.]	TOTAL TWO-YEAR PRICE (Q1–Q8) (B\$):			
DELIVERY TIME:				
PRICE VALIDITY:				
AFTER-SALES SERVICE AND SUPPORT INFORMATION:				
ANY OPTION FEATURES OR UPGRADES AVAILABLE:				
BULK OR INSTITUTIONAL PRICING, IF APPLICABLE				

SECTION III – OTHERS**DOCUMENTS SUBMITTED (TICK AS APPLICABLE)****YES****NO****VIDEO SAMPLES**
(maximum of 3 videos)Tenderers must supply in the form of softcopy through email at finance.hpc@moh.gov.bn within seven (7) days after quotation closing date.**HEALTH INFORMATION INFOGRAPHIC POST****SECTION I – USER REQUIREMENT**

- a) Produce eighty (80) evidence-based health-information content items over two years (refer to Annex C of form A).
- b) Each artwork shall include at least one feed posting and one story posting both in Facebook and Instagram.
- c) Where HPC requires a carousel, the complete carousel shall count as one content item regardless of the number of slides, with the slide count determined by the approved brief.
- d) Develop engaging designs aligned with HPC branding and include clear, actionable health messages reviewed and validated by HPC.
- e) Prepare approved bilingual captions in Bahasa Melayu and English for every content item and refine HPC-provided information into social media-appropriate language without altering its technical meaning.
- f) Software Requirement: All content must be created using the Adobe Creative Suite (Photoshop, Illustrator, InDesign, etc.).
- g) File Format for Deliverables: Final visuals must be delivered in JPG, JPEG, or PNG.
- h) Editable source files (PSD, AI, INDD, etc.) must be included for all approved designs.
- i) All content must adhere to agreed accessibility standards, including readable fonts, high contrast colors, descriptive captions and proper visual hierarchy.
- j) Submit each draft to HPC for feedback and allow up to two (2) revision rounds per artwork based on HPC feedback.
- k) Vendor is responsible for posting only after final approval from HPC.
- l) Comply with the General Terms & Conditions stated in Form A.
- m) Be a legally registered company with a minimum of three (3) personnel available to support this item.
- n) Demonstrate the capability, experience, equipment, and personnel necessary to deliver the required services to a professional standard.

SECTION II - PROCUREMENT REQUIREMENT**EDITING TOOLS:**

Adobe Creative Suite or another format approved by HPC that permits submission of editable source files.

PRICE (B\$)

[Two-year price (Q1–Q8), inclusive of content adaptation, bilingual caption writing,

TOTAL TWO-YEAR PRICE (Q1–Q8) (B\$):

	feed/story/carousel formats, editing, publishing, final delivery and editable source files.]																													
	DELIVERY TIME:																													
	PRICE VALIDITY:																													
	AFTER-SALES SERVICE AND SUPPORT INFORMATION:																													
	ANY OPTION FEATURES OR UPGRADES AVAILABLE:																													
	BULK OR INSTITUTIONAL PRICING, IF APPLICABLE																													
	SECTION III - OTHERS																													
	DOCUMENTS SUBMITTED (TICK AS APPLICABLE)	YES																												
	NO																													
	ARTWORK SAMPLES (maximum 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.																												
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	SECTION I – USER REQUIREMENT																													
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	h)Final visuals shall be supplied in web-optimised JPG, JPEG or PNG, together with editable source files for all approved designs.			
	i)Feed posts shall be 1080×1080 pixels or 1080×1350 pixels. Stories shall be 1080×1920 pixels.			
	j)Designs shall use the approved MYM visual direction and templates while maintaining clear HPC and Ministry of Health attribution where directed.			
	k)All content shall meet agreed accessibility standards, including readable type, appropriate contrast, clear hierarchy and captions suitable for the intended audience.			
	l)All advertisements shall comply with current Instagram requirements and the campaign parameters approved by HPC.			
	m)Prepare captions in Bahasa Melayu, English or both, as specified by HPC, and refine HPC-provided information for social media without altering its technical meaning.			
	n)All mental-health information shall be provided or validated by HPC's designated mental-health technical officers. Submit drafts before publication and allow up to two (2) consolidated revision rounds per content item within the approved scope.			
	o)Content concerning suicide, self-harm or crisis support shall use safe, non-sensational language, shall not invite personal disclosure and shall prominently direct users to Talian Harapan 145 and where relevant.			
	p)The Vendor shall use the account solely for approved publishing, advertising and analytics. The Vendor shall not access, read or respond to private messages, provide individual mental-health advice or undertake crisis or community management. Any accidental exposure to confidential information shall be reported immediately to HPC.			
	q)Where Instagram functionality permits and HPC approves, configure a standard automated reply stating that the account does not provide counselling or crisis support and directing users to the appropriate official service.			
	r)Include a dedicated MYM subsection in each applicable quarterly report and annual evaluation under Item 1, covering organic and paid performance, audience trends, content effectiveness and recommendations. No separate report shall be required.			
	s)Comply with the General Terms & Conditions stated in Form A.			
	t)Be a legally registered company with a minimum of three (3) personnel available to support this item.			
	u)Demonstrate the capability, experience, equipment, and personnel necessary to deliver the required services to a professional standard			
SECTION II - PROCUREMENT REQUIREMENT				
EDITING TOOLS:	Adobe Creative Suite or another format approved by HPC that permits submission of editable source files.			
PRICE (B\$) (Two-year price (Q1–Q8), inclusive of account management, account insights and	TOTAL TWO-YEAR PRICE (Q1–Q8) (B\$):			

profile optimisation, template development, feed content items, reminders and the BND1,500 paid-advertising allocation, administration, reporting, final delivery and editable source files]			
DELIVERY TIME:			
PRICE VALIDITY:			
AFTER-SALES SERVICE AND SUPPORT INFORMATION:			
ANY OPTION FEATURES OR UPGRADES AVAILABLE:			
BULK OR INSTITUTIONAL PRICING, IF APPLICABLE			
SECTION III - OTHERS			
DOCUMENTS SUBMITTED (TICK AS APPLICABLE)		YES	NO
RELEVANT ARTWORK SAMPLES (maximum 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.		

	Procurement Requirement
OVERALL TWO-YEAR CONTRACT PRICE FOR ITEMS 1–4 (B\$):	
PRICE VALIDITY:	
DELIVERY PERIOD:	

Company Name				Company Chop
Contact Person		Contact Number		

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

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

REFERENCE: MOH/HPC/QTN/26-27 (14)

TITLE: "SOCIAL MEDIA CONTENT CREATION AND MANAGEMENT SERVICES FOR HEALTH PROMOTION CENTRE, MINISTRY OF HEALTH FOR TWO (2) YEARS (CLUSTERING)"

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 (%)		