

REQUEST FOR PROPOSAL (RFP)

Recruiting Service Provider Firm for Social Media Campaign and Content Production

Ref: MABD/RFP/GEN/2605/001

Issue Date: 26 May 2026

BBC Media Action

Concord Rafat Kamar, Apt 2A, House 143, Road 04 & 27, Block A,
Banani, Dhaka 1213, Bangladesh

Proposal Data Sheet

<p>The Client is: BBC Media Action Represented by: Md. Al Mamun, Country Director, Concord Rafat Kamar, Apt 2A, House 143, Block A, Road 04 & 27, Banani, Dhaka 1213, Bangladesh</p>
<p>The identification of the Request for Proposal is: Ref No: MABD/RFP/GEN/2605/01 Date of Issue: 26 May 2026</p>
<p>The Method of selection is Quality and Cost Based Selection (QCBS)</p>
<p>The submitted Proposal shall be written in the English language.</p>
<p>The response to the proposal: The response to this RFP should be submitted in the following 2 PDF format methods separately:</p> <p>i. Technical Proposal: Please send your Technical Proposal (PDF format) through the following Email address and duly rename the PDF file as “TECHNICAL PROPOSAL- Social Media Campaign & Content Production.”</p> <p>ii. Financial Proposal: Please send your Financial Proposal in another separate PDF file and duly rename the PDF file as “FINANCIAL PROPOSAL- Social Media Campaign & Content Production.”</p> <p>Quotation Submission email address & time: Please attach both PDF files (Technical Proposal & Financial Proposal) to the email and send them to the following email address: tenders@bd.bbcmediaaction.org with the subject field “Proposal for BBC Media Action Social Media Campaign & Content Production.”.</p> <p>The deadline for submitting the Proposal is 6th June 2026.</p> <p><u>A pre-bid meeting will be held on 1st June 2026 through an online meeting (Meeting time will be confirmed later).</u></p> <p>Interested firms are requested to send their request to joint this pre-bid meeting @ mahbubur.rahman@bd.bbcmediaaction.org</p>

TERMS OF REFERENCE

1. About BBC Media Action

BBC Media Action is the BBC's international charity. We leverage media and communication to foster stronger democracies, a safer, more liveable planet, and inclusive societies. We integrate a unique mix of journalistic, creative, research, and international development expertise, deep local knowledge of our audiences in the regions we operate, robust networks of local partners, and our invaluable connection to the BBC and its core values. We serve the most vulnerable people facing information disorder (including mis- and disinformation, as well as information poverty), division, and distrust. Our focus is on those underserved by public interest media and who are at the forefront of global challenges, risks, and crises. We have a particular affinity for, and a proven track record of working with, young people as agents of change; they will remain a central focus. BBC Media Action collaborates with partners worldwide to provide impartial, impactful, and trustworthy media to those in need so they can make informed choices to transform their lives.

BBC Media Action in Bangladesh executes a wide range of projects, encompassing long-term development and introducing information as a critical form of humanitarian aid focusing on health, nutrition, livelihood, protection and community engagement with different marginalised groups including women and girls, young people and people with disabilities. Partnering with organisations, NGOs and media houses, we deliver vital services, information, and training to address the gaps in lifesaving components and ensure information deliverance to equip communities.

2. Background

Bangladesh faces a complex and interconnected set of social and information challenges that disproportionately affect young people, women, minorities, and marginalized communities. Despite decades of investment, child, early, and forced marriage (CEFM) remains one of the most persistent challenges in the country. According to the Multiple Indicator Cluster Survey (MICS) 2025, Bangladesh continues to rank amongst the countries with the highest rates of child marriage globally. This is particularly acute in geographically vulnerable regions such as Kurigram, where recurrent flooding, chronic poverty, limited livelihood opportunities, school disruption, and deeply rooted gender norms converge to create conditions in which early marriage is perceived by families as a protective or economic strategy for their daughters. At the same time, the rapid growth of digital media access has created new opportunities — and new risks — for communities across the country. The spread of mis- and disinformation, online harassment, and the erosion of freedom of expression rights increasingly affects how communities, and particularly youth and marginalized groups, can access quality information, participate in public life, and exercise their rights. In Bangladesh, social media has particularly

wide penetration, with 64 million users across the country, making digital literacy and responsible media use critical areas for intervention. Local civil society organizations (CSOs), human rights defenders (HRDs), media practitioners and community members require support to navigate the digital landscape safely, effectively, and responsibly.

Mainstream and social media play an important role in shaping community attitudes, influencing social norms, and promoting behavior change across these thematic areas. BBC Media Action’s interventions in Bangladesh aim to harness the reach and influence of media through focused content campaigns that promote rights, challenge harmful norms, strengthen digital literacy, and amplify the voices of youth and marginalized communities. These interventions span social media behavior change communication, influencer-led content, training-focused drama, and studio-based explainer content for CSOs, media practitioners and human rights defenders — all grounded in BBC Media Action’s editorial values and deep knowledge of Bangladesh’s country context.

3. Purpose of the TOR

BBC Media Action is seeking a qualified national agency to lead the design, production, and dissemination of 26 content pieces across multiple thematic areas. The content will be published through BBC Media Action’s platforms and in collaboration with social media influencers and training partners.

The 26 content pieces are divided into four content types:

- Content Type 1 — 10 Behavior Change Communication (BCC) content pieces produced by the agency and published on BBC Hello Check (duration: 3 to 5 minutes per piece)
- Content Type 2 — 10 content pieces produced in collaboration with social media influencers and published on both influencer channels and BBC Hello Check (duration: 1 to 3 minutes per piece)
- Content Type 3 — 3 short drama episodes produced for training use, targeting young audiences (18–24 years), addressing thematic areas of Freedom of Expression and Rights, Digital Safety, and Mis- and Disinformation and Online Harassment (duration: 4 to 6 minutes per episode)
- Content Type 4 — 3 studio-based explainer content pieces targeting partners, CSOs, and human rights defenders, addressing thematic areas of Freedom of Expression and Rights, Digital Safety, and Mis- and Disinformation and Online Harassment (duration: 4 to 7 minutes per piece)

The content will address two interconnected thematic streams: (1) child, early, and forced marriage (CEFM), early pregnancy, and the empowerment of girls and young women; and (2) freedom of expression and rights, digital safety, and mis- and disinformation and online harassment. The intervention must be rooted in a deep understanding of Bangladesh's country context, the cultural sensitivities of target communities, and the media consumption patterns of the respective target audiences. The agency will work in close collaboration with BBC Media Action's editorial, creative, research, and thematic teams at all stages of production and publication.

4. Scope of work and Deliverables

4.1 Inception and Planning

Before production commences, the agency will work with BBC Media Action to complete the following planning activities:

- Conduct field visits alongside the BBC Media Action research team to engage directly with target communities, understand audience behaviors, attitudes, and preferred content formats, and ensure the campaign is grounded in genuine co-creation with the people it aims to serve
- Develop a communication framework defining target audiences, key messages, content formats, creative approach, and behavior change objectives
- Submit a content calendar specifying the production schedule, format variations, and key milestones for approval by BBC Media Action

All planning documents must be approved in writing by BBC Media Action before production begins. All content will go through BBC Media Action's rigorous editorial sign-off process before publication.

4.2 Content Type 1: Behavior Change Communication (BCC) Content (10 Pieces)

The agency will produce 10 original behavior changes communication content pieces for publication on BBC Hello Check (Facebook, YouTube, and TikTok). These pieces must be designed to shift attitudes and behaviors related to child marriage, girls' rights, and related social norms, using creative storytelling, relatable characters, and audience-centered narratives.

Content Themes

Content must address key themes related to child, early, and forced marriage (CEFM), including:

- Child marriage — its causes, consequences, and pathways to prevention
- Girls' education, leadership, and aspirations as positive alternatives to early marriage
- Family and community decision-making around marriage — engaging parents, guardians, and community gatekeepers
- Positive male engagement — fathers, brothers, and male peers as allies and agents of change
- Youth empowerment, peer influence, and girls' agency

Content Format and Production

Content may take the form of short videos, drama episodes, success stories, or explainers, as agreed with BBC Media Action. All content must be:

- Developed in Bangla, with attention to local dialects and cultural nuances relevant to the targeted districts
- Visually compelling, age-appropriate, and optimized for Facebook, YouTube, and TikTok
- Produced to BBC Media Action's editorial, safeguarding, and ethical standards
- Based on scripts and outlines approved by BBC Media Action prior to filming

Sign-off Process

All content must pass through BBC Media Action's rigorous multi-stage editorial sign-off process. No content may proceed to the next stage of production without written approval from the relevant BBC Media Action team members at each stage.

Publication

All 10 content pieces will be published on BBC Hello Check's Facebook, YouTube, and TikTok pages by the BBC Media Action team. The agency will submit all final content to BBC Media Action in line with the agreed content calendar. The BBC Media Action team will manage all posting and implement the digital boosting plan for priority districts.

4.3 Content Type 2: Influencer Co-produced Content (10 Pieces)

The agency will identify, engage, brief, and manage social media influencers to co-produce 10 content pieces on child marriage prevention, girls' rights, and related social change themes. These pieces will be published on both the influencers' own channels and BBC Hello Check, maximizing reach and credibility amongst younger audiences.

Influencer Identification and Proposal

As part of their bid, the agency must submit a shortlist of proposed influencers with justification based on audience reach and relevance to the thematic areas covered under Content Types 1 and 2. Influencer profiles must demonstrate:

- Demonstrated reach amongst audiences in rural and semi-urban Bangladesh
- An interest in, or a track record of, creating content around child marriage prevention, girls' rights, gender equality, or related social development and behavior change themes
- Alignment with the project's values around girls' rights, gender equality, child marriage prevention, and social development
- Sensitivity to Sexual and Reproductive Health and Rights (SRHR), digital rights, and social development themes
- Willingness to co-produce content and publish through their own channels in collaboration with BBC Hello Check

Co-production Process

The agency will manage the full co-production process for all 10 influencer content pieces, including:

- Briefing influencers on the campaign's objectives, key messages, and BBC Media Action's editorial and safeguarding standards
- Collaborating with influencers on content concepts, scripts, and formats, with all scripts submitted to BBC Media Action for approval prior to production
- Overseeing filming, editing, and final production to ensure content meets the required quality standards
- Obtaining all necessary consents from participants appearing in content

Sign-off Process

All influencer content must go through BBC Media Action's rigorous multi-stage editorial sign-off process before publication. The agency is responsible for ensuring that influencers submit all scripts, drafts, and final cuts within agreed timelines to allow sufficient time for review and approval.

Publication

All 10 influencer co-produced content pieces will be published on the influencers' own social media channels simultaneously or within an agreed timeframe. Final versions approved by BBC Media Action will additionally be published on BBC Hello Check's Facebook, YouTube,

and TikTok pages by the BBC Media Action team. The agency is responsible for coordinating with influencers and submitting all final content to BBC Media Action ahead of the agreed publication schedule.

4.4 Content Type 3: Short Drama for Training (3 Episodes)

The agency will produce 3 short drama episodes intended for use in training sessions. These episodes will be scripted, filmed, and edited to bring key thematic issues to life in an engaging, narrative-driven format suitable for facilitated learning environments.

Target Audience

Young people aged 18 to 24 years.

Thematic Areas

The three episodes must each address one of the following thematic areas: Freedom of Expression and Rights; Digital Safety; and Mis- and Disinformation and Online Harassment.

Content Format and Production

Each drama episode must be developed in Bangla, scripted with relatable characters and realistic scenarios, and produced to BBC Media Action's editorial, safeguarding, and ethical standards. Scripts and outlines must be approved by BBC Media Action prior to filming. All content must pass through the multi-stage editorial sign-off process before use in any training setting.

4.5 Content Type 4: Studio-Based Explainer Content (3 Pieces)

The agency will produce 3 studio-based explainer content pieces designed to clearly communicate key thematic issues to an informed audience. These pieces will be produced in a studio setting and structured to serve as informational and advocacy tools.

Target Audience

Partners, Civil Society Organizations (CSOs), media practitioners, and human rights defenders.

Thematic Areas

The three explainer pieces must each address one of the following thematic areas: Freedom of Expression and Rights; Digital Safety; and Mis- and Disinformation and Online Harassment.

Content Format and Production

Each explainer piece must be produced in a studio setting with a clear, accessible format suitable for audiences with professional and advocacy backgrounds. Content must be

developed in Bangla, adhere to BBC Media Action's editorial and safeguarding standards, and be approved at each stage of production before finalization.

4.6 Intellectual Property

All content produced under this assignment — including scripts, footage, edited videos, graphics, and any other creative materials — shall be the sole intellectual property of BBC Media Action upon delivery.

The agency must ensure that no third-party intellectual property — including images, footage, graphics, fonts, or other creative assets — is used in any content without appropriate licensing or written permission. The agency is responsible for securing all necessary rights clearances prior to production and must provide documentation of these clearances to BBC Media Action upon request.

4.7 Music

All music used in content produced under this assignment must be either an original composition, royalty-free, or properly licensed for use on digital platforms including Facebook, YouTube, and TikTok. The agency is strictly prohibited from using copyrighted music without obtaining the appropriate licenses, as unlicensed music may result in content being muted, removed, or restricted on digital platforms.

Where original music is commissioned, full rights to the composition must be transferred to BBC Media Action as part of the deliverables.

4.8 Safeguarding

All individuals engaged under this assignment must comply fully with BBC Media Action's Safeguarding Policy. No children or vulnerable adults may be filmed or interviewed without appropriate measures in place, and all relevant team members must complete safeguarding orientation prior to fieldwork. BBC Media Action reserves the right to suspend or terminate the assignment if safeguarding standards are not upheld.

4.9 Consent

The agency must obtain prior and informed written consent from all individuals appearing in content, using BBC Media Action's standard consent form. For participants under 18, consent must be obtained from a parent or legal guardian. Consent must be given in the participant's preferred language, and participants must be informed of their right to withdraw at any time prior to publication. All consent forms must be submitted to BBC Media Action.

5. Specific Deliverables

#	Deliverable	Quantity
1	Communication framework including target audience analysis, key messages, behavior change objectives, and creative approach	1 document
2	Content calendar and production schedule, approved by BBC Media Action	1 document
3	Behavior changes communication content	10 pieces
4	Influencer co-produced content pieces published on influencer channels and cross-posted to BBC Hello Check	10 pieces
5	Content Type 3: Short drama episodes for training use (targeting young audiences aged 18–24), covering Freedom of Expression and Rights, Digital Safety, and Mis- and Disinformation and Online Harassment	3 episodes
6	Content Type 4: Studio-based explainer content pieces (targeting partners, CSOs, and human rights defenders), covering Freedom of Expression and Rights, Digital Safety, and Mis- and Disinformation and Online Harassment	3 pieces
7	All raw footage, project files, scripts, and assets handed over to BBC Media Action upon completion	Full handover
8	Completion report	1 document

6. Proposal Submission Requirements

Interested shortlisted firms should submit a detailed proposal including:

1. Technical proposal outlining approach, methodology, team structure, creative treatment, content format, and implementation timeline (maximum five pages)
2. Financial proposal with a detailed budget breakdown, presented separately for each Content Type (Content Type 1, 2, 3, and 4), including itemized costs for production, personnel, equipment, post-production, and any other relevant line items

3. Portfolio of at least two previous projects involving social behavior change, digital content production, gender-sensitive content, or media and information literacy
4. Organogram for this intervention, clearly identifying the focal person and key team members
5. Shortlist of proposed influencers with audience reach data

7. Evaluation Criteria

Proposals will be evaluated based on:

Criteria	Weight
Technical merit, as demonstrated in the technical proposal, including methodology, creative approach, team experience, and feasibility of implementation	70%
Financial competitiveness	30%

8. Timeline

ToR Circulation	26 May 2026
Pre-bid Meeting (Online)	01 June 2026
Proposal Submission Deadline	06 June 2026
Proposal Selection By	09 June 2026
Assignment Start Date	14 June 2026
Assignment Closing Date with Completion Report	20 August 2026