Terms of Reference

Creative Agency for IOM X Ghana

Context:

First launched in Asia in 2014, IOM X is a global campaign aimed at encouraging safe migration. It has produced 252 videos in 22 languages, which have been viewed more than 346 million times on television, at community events and through digital platforms. Impact assessments have shown that the campaign’s target audiences adopted more positive attitudes and behaviours, helping to protect themselves and others from exploitation.

In 2019, with support from the German Ministry of Foreign Affairs, IOM X adapted its model to the West African context. In two pilot countries, Guinea and Nigeria, community members developed multimedia campaigns to empower young people to make informed migration-related decisions. The campaign, WAKA Well by IOM X, launched in December 2019, generating strong online engagement and media attention. Subsequent IOM X projects were implemented in Cote D’Ivoire and The Gambia in 2020-2021.

Identifying a clear need for accurate information on migration and local opportunities for young people, as well as a strong desire by community members to be active leaders in the design of messages and content, IOM X is continuing its work, and, in 2021-22, Ghana has been added to the countries of implementation.

IOM is looking for a creative agency to support the design and implementation of the production and dissemination of the campaign.

Project Information:

In Ghana, the IOM X model consists of the following activities in 2021-2022:

1. **KAP Study:** IOM conducts a baseline and endline Knowledge, Attitude and Practice (KAP) study. The purpose of the KAP is to understand the target audience in selected communities and how the activity implemented shifts their KAP vis a vis migration. The baseline study was conducted in September/October with the report of findings released in November which was the basis for the C4D Capacity Building and Design Workshop.

2. **C4D Capacity Building and Design Workshop:**
   - Prior to starting the design of the campaign, Ghana hosted a C4D training and Design Lab for 16 participants. The purpose was to build capacity of the participants to apply the C4D methodology during their participation in IOM X.
   - During the Design Lab, the results of the Knowledge, Attitude and intended Practice (KAP) study were used to develop a refined campaign (content and distribution plan) to encourage their peers to use WAKA Well to support their migration-related decision-making process. The results of the Design Lab will be fine-tuned by a media agency for production and distribution.
3. **Mapping Exercise**: IOM is conducting a mapping of migration procedures and opportunities for education, employment and entrepreneurship in Techiman (Bono East region) and Sunyani (Bono region) and Ghana as a whole, in order to gather information for the WAKA Well website. Results are to be published by end of 2021.

4. **Content Production**: The Creative Agency is to produce the campaign based on the outcomes of the Design Lab workshop.

5. **Focus Group Discussions** – FGDs will be organized to pre-test and gather additional feedback on the media content from both the community members who participated in the Design Lab and those who did not.

6. **Media Launch and Distribution** – This marks the official launch of the campaign in Ghana and widespread content distribution

7. **Endline KAP** – IOM will gauge shifts in KAP among the target audience. The findings will be shared with partners and stakeholders.

**Objective**:

The objective of the assignment is to provide creative, planning and logistical support to implement a series of activities within the IOM X project as outlined below.

**Tasks**:

In close coordination with IOM, the Creative Agency will carry out the following tasks:

1. **Content Production** (December 2021/January 2022). Through regular consultation and review with IOM staff and Design Lab participants, the Creative Agency will lead the production and the rolling out of the campaign based on the outcomes of the Design Workshop. This includes the following:
   a. Produce roll out plan for the implementation of the campaign
   b. Delivery of various formats of the campaign materials, specifics which will be determined based on the campaign design (including short videos/drama/poetry performance, jingles, social media cards/digital flyers, billboards, street art etc).
   c. Deliver all campaign content in English and Twi (this may be translations, subtitling and/or dubbing, depending on the product)
   d. Submit activity report.

2. **Focus Group Discussions (FGDs) and other methods of pre-testing** (January 2022)
   a. As part of the production process and in consultation with IOM, organize at least four FGDs for 5-10 people in two communities (around Sunyani and Techiman), in order to make improvements necessary prior to finalization of the materials and launch.
b. Produce participant list for IOM’s confirmation, and send invitations to participants. Note: One of the FGDs has to be with the participants of the Design Lab, with a specialized focus.

c. Lead the facilitation of the FGDs, with support from IOM.

d. Identify and organize other pre-testing activities on the campaign content and messages in order to refine the final product.

e. Meet with IOM to agree on next steps to incorporate feedback collected.

f. Submit activity report.

3. Media Launch and Distribution (February/March/April 2022)

a. Conceptualize and organize a physical, digital or hybrid (tbc according to COVID-19 situation) media launch (in coordination with IOM X's Digital Manager to ensure digital strategies support and complement other distribution activities)

b. Roll-out the content distribution strategy on various online and on-air platforms, for a minimum of one month following the digital media launch, as well as physical community interventions in collaboration with the Design Lab participants

c. Secure the following, but not limited to: airings of campaign content on TV stations; airings of campaign content on radio, community information centres; mentions of the Ghana Waka Well campaign in print media; flash drives of the videos and cutdowns (deliver to IOM) – depending on results of Design Lab as well as within budget limitations

d. Track all distribution and placement of media content for reporting to IOM

4. Documentation of all activities

a. Photography and behind-the-scenes of events (launch) / activities (FGD)/video production etc to be delivered to IOM timely upon conclusion of the activity for promotion (social media) and reporting purposes

IOM will collaborate fully with the Creative Agency to provide guidance on the design and implementation of the events, content conceptualization and distribution. The Creative Agency is expected to work hand-in-hand with IOM and other partners, and adhere to IOM’s guidance with regard to evidence-based and participatory methodologies based on the C4D approach.

Required Experience:

- Experience with information and awareness raising campaigns
- Technical experience in the production of media content, in particular videos and animations
- Experience with digital platforms and strategies
- Experience with organizing and leading workshops on key message and content development with community stakeholders
- Experience in the field of migration, with good grasp of migration dynamics in Ghana
- Experience working in Bono and Bono East regions, with strong relationships with local stakeholders
- Ability to accommodate full integration of C4D methodologies into the content development process, with guidance from IOM
How to Apply:

Interested creative agencies are invited to submit the following via email to cyeboah@iom.int and apl@iom.int by Friday 17 December 2021, 2021 at 16:00pm:

a) A one-page cover letter expressing motivation for applying
b) References and links to previous work
c) A proposal composed of the following:
   • Detailed proposed approach to the development and production of the media content
   • Detailed workplan and roll out/distribution plan
   • Financial proposal