



TERM OF REFERENCE (ToR)

Digital Marketing Campaign for GBV Safe App

Executive Summary:

With funding from Wesley Zaidan, UNFPA, in partnership with the Ministry of Women's Affairs (MoWA) and CHC, has developed a mobile application called "GBV Safe App - កម្មវិធីសុវត្ថិភាពយើង" (Our Safety App).

This mobile App aims to provide information about gender-based violence (GBV) and all forms of violence and harassment against women and girls who are most at risk and link them with the available GBV essential services.

The GBV Safe App is now available on the Google Play Store for Android devices and is pending approval on the Apple App Store for iOS devices.

The official launch of the GBV Safe App is scheduled for October 2024 and will be co-organized by MoWA and CHC with technical guidance from UNFPA. Promotional activities will include:

- A high-level official launch event, informational, educational, and communication (IEC) materials, and outreach campaigns targeting specific populations, such as public senior high school/university/TVET students, garment factory workers (GFWs), and female entertainment workers (FEWs), led by CHC
- A digital marketing campaign led by UNFPA

This concept note outlines a comprehensive four-month digital marketing campaign designed to raise awareness and drive adoption of the GBV Safe App in Cambodia. Targeting high school/university students, garment factory workers, and entertainment workers in urban areas, the campaign will leverage social media platforms, messaging Safe Apps, and search engine marketing to reach at least 2 million social media users and 150k engagements, and achieve a minimum of 1,500 active Safe App users. By connecting individuals with vital information and support services, the campaign aims to connect those at risk of GBV to information, knowledge and services, contributing to greater uptake of services for GBV survivors.

Introduction:

UNFPA is the United Nations sexual and reproductive health agency. UNFPA's mission is to deliver a world where every pregnancy is wanted, every childbirth is safe, every young person's potential is fulfilled, and every woman and girl is safe from violence. UNFPA promotes gender equality and the rights of women, girls, and young people to have rights and choices over their bodies and their futures.

Gender-based violence refers to all forms of violence against a person because of their gender and it affects women and girls disproportionately. GBV is both a cause and consequence of gender inequality and is one of the most prevalent human rights violations in the world. All forms of GBV undermine women's health, autonomy, dignity, and security and are a major barrier to women's equal participation in all aspects of society, including decision making and employment. GBV includes all forms of physical, sexual, and emotional abuse and it can take many forms, such as intimate partner violence (IPV) committed by a spouse or partner, or harassment, or violence and abuse from acquaintances, employers or strangers. No space is safe for GBV, including digital and online spaces through Technology Facilitated Violence (TFV). Removing GBV is critical for the equal participation of women and girls in all aspects of society and development. It is critical for the empowerment of all women and girls, and for reproductive rights to be advanced.

Suggest: The Royal Government of Cambodia's Ministry of Women's Affairs through its National Action Plan on Violence Against Women (NAP VAW) aims to ensure that all persons experiencing GBV can access comprehensive, relevant information, support and services to address gender-based violence.

The “GBV Safe App” is a mobile application created to link those wanting to learn about GBV or those that need services and support with vital information and quick access to GBV support services across Cambodia.

Objectives:

- **Awareness:** Raise awareness of the GBV Safe App (កម្មវិធីទូរស័ព្ទដៃ សុវត្ថិភាពយើង) amongst the target audience (high school/university students, garment factory workers, and entertainment workers in urban areas) by reaching at least 2 million social media users and 150k engagements within 4 months in the campaign period.
- **Acquisition & Engagement:** Significantly increase Safe App downloads and active users within 4 months, achieving a minimum of 1,500 active users by the end of the campaign. Concurrently, educate users about the Safe App's essential information and available services related to GBV.
- **Impact:** Ultimately, enable more at-risk populations in Cambodia to access GBV services through the Safe App, contributing to greater access to support and services for those experiencing violence. By fostering increased user engagement, the campaign will gather valuable feedback to further improve the Safe App's content, engagement, functions and relevance.

Campaign Channels:

1. Social media Platforms running for 3 months (Oct-Dec): (Facebook, Instagram, TikTok)
 - Create engaging, relatable content (Short Ads VDO/Animation, Short Videos testimonials, stories, SM content posts) highlighting the GBV Safe App's benefits and impact.
 - Utilize targeted digital advertising to reach the target groups
 - Collaborate with influencers popular among the target audience.
 - Run contests and giveaways to encourage Safe App downloads and engagement.
 - Produce Ads spots (15-30 seconds) & Run Ads/Google Ads on TikTok, FB and YouTube or other online popular Channels among Youth Groups and Garment Factory Workers
 - Achieve a minimum of 1,500 active users by the end of the campaign (download and use it)
 - Reach at least 2 million social media users and 150k engagements
2. Messaging App and/or other digital platforms (Telegram, What's App)
3. Search Engine Marketing (SEM)
 - Run targeted search ads for relevant keywords (e.g., "GBV support Cambodia," "domestic violence help, GBV Services ...").
 - Optimize App store listings for better visibility in search results.
4. Produce three short videos-testimony of the Safe App users' experiences (1-2mn)
 - University student
 - Factory worker
 - Person with Disability
5. Digital Screen for App Demo during the Official Launch of GBV Safe App in October (Date TBC)
 - Set and run three digital screens for App demo (Android Device)

Campaign Messaging:

- ✓ **Empowerment:** Emphasize the Safe App's role in empowering individuals to seek help and support.
- ✓ **Confidentiality:** Assure users of the Safe App's privacy and security features.
- ✓ **Accessibility:** Highlight the Safe App's ease of use and availability in Khmer. Promote download GBV Safe App through Apple and Play Stores
- ✓ **Community:** Foster a sense of community and support among users through user testimonial videos with different key target groups. We will look into the comments including feedback on

services from users later this year. Community Representation: Showcase diverse user experiences through testimonial videos featuring different key target groups. This will help users feel represented and part of a broader community of app users, even without direct in-app interactions.

Campaign Timeline: 4 months (September – December 2024)

Phase	Activity	Timeline	Deliverables
Phase 1:	Campaign Development & Partner Engagement	September 1-14, 2024	Finalized campaign strategy, content calendar, and partner engagement plan
	Content Creation & Influencer Outreach	September 15-30, 2024	Engaging social media content (videos, stories, posts), influencer collaborations secured.
	Content Creation & testimony video Outreach	September 15-30, 2024	Engage with UNFPA and CHC focal points for the testimony video preparation
Phase 2:	Campaign Launch & Social Media Activation	October 1 – December 31, 2024 (3 months running campaign on digital platforms)	Launch campaign across social media platforms, initiate targeted advertising, and influencer promotion.
	Community Engagement & Content Amplification	October 16-30, 2024	Run contests and giveaways, engage with user comments and messages, and amplify successful content.
	Testimonial video shooting	October 1-10	Three testimony videos produced
Phase 3:	Search Engine Marketing & App Store Optimization	October 1-15, 2024	Launch targeted search ads, optimize App store listings for increased visibility.
	Monitoring, Evaluation & Campaign Adjustments	October 15 - 30, 2024	Track key metrics, gather user feedback, and adjust campaign strategies based on data insights.
Phase 4:	Sustainability Planning & Knowledge Sharing	November 1-30, 2024	Develop a plan for sustaining campaign impact beyond the initial four months, document lessons learned, and share best practices.
	Final Reporting & Recommendations	Jan 1-15, 2025	Compile a comprehensive campaign impact report with key findings, recommendations for future initiatives, and strategies for ongoing Safe App promotion.

Campaign Evaluation:

- ✓ Track key metrics (Safe App downloads, active users, engagement rates) on a weekly and monthly basis.
- ✓ Conduct surveys and gather feedback from users to assess campaign effectiveness.
- ✓ Adjust campaign strategies based on data and insights.
- ✓ Final Campaign Impact Report and Recommendation

Institutional Arrangements

The service provider will work under the direct supervision of the Program Analyst, Gender/Rights & Health Sector Response and/or the Advocacy & Partnership Specialist of UNFPA Cambodia Country Office.

Duration of Work/Timing/Schedule

The contract is for a period of 5 months, with the expected deliverables/timelines are to be delivered as per Phase (table above).

Duty Station

The service provider shall ideally be based and/or have representative in Phnom Penh, Cambodia. No travel to other cities/provinces is required.

Qualifications and Requirements

The service provider must either be duly registered commercial firms (e.g., professional advertising and media agency, etc.).

Qualifications of the Service Provider

Qualification of Service Provider	<ul style="list-style-type: none">• A qualified firm that is legally registered and VAT registered in Cambodia.• At least three-year experiences in advertising and marketing campaign, both digital and traditional media.• Previous experiences working with UN agencies, civil societies, and governments, and private sectors.• Track record in similar projects in Cambodia and/or Southeast Asian countries (an advantage).
Qualification of Team Members	<ul style="list-style-type: none">• CVs of the assigned Team Lead/Creative Director (minimum 2 persons) for this campaign. CVs provide brief description of their education background, experience, and language.<ul style="list-style-type: none">- Completed at least bachelor's degree in communications or related field; or master's degree in the related field (an advantage).- At least 3-years of relevant experiences in advertising and marketing campaign, both digital and traditional media.- Proficient in English, and Khmer (an advantage).

Scope of Price Proposal and Schedule of Payments

Referring to all, but specifically to the scope of work and deliverables, the proposal should include details of staff, workdays required and respective daily rates and all other costs. To be noted that:

- The contract value be a fixed output-based price regardless of extension of the herein specified duration.
- In the computation of contract value, the proposal should include professional fees. UNFPA will not be responsible for any travel cost associations.
- The payment will be made in three Phases, upon “satisfactory” completion of the agreed deliverables by the service provider.
- The successful proposal will receive payment upon satisfactory completion of deliverables within 30 days.

Application Requirements (if any)

- Sample of previous projects done in the past.