



Request for Proposal (RFP)

Digital Marketing Firm for Campaign Implementation

January- May 2025

ORGANISATIONAL CONTEXT

ECPAT International is a global network of civil society organisations working together for the elimination of the sexual exploitation of children (SEC) in all its manifestations. This includes in the context of exploitation of children in prostitution, child sexual exploitation in digital environments, the sale and trafficking of children for sexual purposes, and the sexual exploitation of children in travel and tourism.

The ECPAT Network currently consists of 129 members working as independent organisations or coalitions in 108 countries. The ECPAT International Secretariat (EIS) coordinates the global work of the network and is based in Bangkok, Thailand. The Secretariat designs and implements global and regional initiatives and undertakes programming, campaigning, advocacy and research to facilitate network initiatives.

CONSULTANCY CONTEXT

We seek a skilled digital marketing firm to support the execution of this campaign, focusing on high-impact digital outreach strategies that resonate with diverse audiences and drive measurable engagement.

PROJECT OVERVIEW

- **Campaign:** Removing the Statute of Limitations for Crimes Related to the Sexual Abuse and Exploitation of Children
- **Target Audience:** Multiple countries and demographics
- **Timeline:** January – May 2025 (with potential extensions into the second half of 2025)
- **Budget:**
 - Open to proposals based on foreseen expenses and fee structures.
 - The total expenditure for this campaign (including fees) is not to exceed US Dollar 12,000

OBJECTIVES

The campaign will focus on the following:

1. Engaging specific global audiences through compelling digital storytelling and content.
2. Disseminating campaign materials across multiple geographies via targeted digital platforms, including social media and display advertising.
3. Mobilizing stakeholders and coalition partners to amplify campaign messages.
4. Monitoring engagement and adapting strategies to maximize impact.

SCOPE OF WORK

The selected firm will be responsible for the following deliverables:

1. **Strategic Planning and Campaign Execution**
 - a. Develop a detailed digital marketing plan based on the campaign audiences, goals, timeline, and budget.
 - b. Identify target audiences and recommend platforms for maximum reach and engagement.
 - c. Execute the campaign across selected digital platforms, including social media, display advertising, search and other relevant channels.
 - d. Monitor and optimize the campaign throughout
2. **Monitoring and Reporting**
 - a. Use analytics tools to monitor campaign performance, including reach, engagement, and conversions.
 - b. Provide regular updates on campaign progress and key insights.
 - c. Deliver a comprehensive final report detailing the campaign's impact, lessons learned, and recommendations for future efforts.

DELIVERABLES AND TIMELINES

The firm will be expected to deliver the following:

- Campaign Strategy and Timeline - January 15, 2025
- Mid-Campaign Performance Report - March 31, 2025
- Final Campaign Report - May 31, 2025

EVALUATION CRITERIA

Proposals will be evaluated based on:

1. **Expertise and Experience:** Demonstrated experience in executing successful digital advocacy campaigns, particularly on social issues and/or sensitive topics.
2. **Technical Capabilities:** Proficiency with analytics tools, social media advertising, and content management systems.
3. **Cost Effectiveness:** Proposed budget alignment with deliverables and expected outcomes.
4. **Engagement Strategy:** Clear plan for leveraging influencers, coalition partners, and target audiences.

SUBMISSION REQUIREMENTS

Interested firms should submit a proposal that includes:

1. **Agency Profile:** Overview of the agency, including relevant experience and case studies.
2. **Proposed Approach:** Strategy for achieving campaign objectives

3. **Timeline and Deliverables:** Detailed timeline aligned with campaign milestones.
4. **Budget Breakdown:** Comprehensive budget with clear cost allocations in US Dollar.
5. **References:** Examples of work for at least two past clients, preferably within the nonprofit sector, if available.

IMPORTANT NOTES

- This RFP is not a guarantee of selection or contract award.
- All intellectual property created as part of this campaign will remain the property of ECPAT International.
- As ECPAT International we recognise that our strength lies in the diversity of the people who make up our global network, staff, volunteers and consultants. We are committed to being an inclusive workplace where people of all backgrounds and cultures can strive and be themselves. This means we will challenge ourselves to do better and to continue learning, to create and maintain a working environment steeped in respect, tolerance, safety, and where all parties are valued equally.
- As a child-focused organisation, ECPAT has a strong commitment to child safeguarding with rigorous procedures. The selection process and service agreement will reflect this commitment.

HOW TO APPLY:

Please send proposals in English with your daily rate/ overall costs in USD to vacancy@ecpat.org with in the subject line: **Digital Marketing Campaign and [Your Name]**.

For questions related to this RFP, please contact Andrew Beaton, Head of Communications, Campaigns, and Advocacy - andrewb@ecpat.org.

Due to the high volume of applications, we receive, we are not able to respond to every application. If you have not heard back from us within 3 weeks from the deadline, it means that your application has not been successful.

Dependent upon the volume of applications received, ECPAT reserves the right to close the advertisement sooner than the suggested closing date.

SUBMISSION DEADLINE

All proposals must be submitted by **December 15, 2024**.