

Request for Proposal (RFP)
YLX 360 PR Marketing Strategy
Public Relation Agencies



Young Logix Pty Ltd

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Date

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1. Summary and Background

Young Logix is currently accepting proposals to develop, design and launch its new website and YLX 360 PR Marketing Strategy - Public Relation Agencies and also to host a new corporate web site.

Being a nodal agency for promotion of skill development, entrepreneurship & innovation in the state, Young Logix has target population into 7 segments;

1. Drop outs
2. Engineering skills
3. Degree & PG
4. In-trade services
5. Agriculture & allied
6. Crafts
7. Self-Help Group (SHGs) & Entrepreneurship development.

Separate programs have been designed for each segment. A hybrid model where Young Logix carries out its own programs as well as value-adds & collates the training being done by other Agencies is being adopted to start with. In this context, for promotion, communication and sensitization of Young Logix initiatives, the proposal are being inviting for engagement of Public Relation Agencies, initially for a year, to take up the PR activities

The existing Young Logix web site was developed and launched in 2016. In an effort to achieve more “wins” from clients via the corporate web site, Young Logix has determined that a new platform is needed which is more user-friendly and allows for improved interaction among potential clients.

The purpose of this Request for Proposal (RFP) is to solicit proposals from various candidate organizations, conduct a fair and extensive evaluation based on criteria listed herein, and select the candidate who best represents the direction Young Logix wishes to go.

Young Logix is a versatile conglomerate of several organisations with a marked focus on education. It provides planned and customised solutions at every stage in education and career.

OUR VISION	Our vision is to become the greatest contributor in making global education accessible to everyone.
OUR MISSION	Our mission is to help transform the lives of individuals and strengthen communities through employment linked education and training.

Young Logix believes that, Education is a cherished property of every human being. Education brings new hope and new types of jobs to the aspiring young generation. It is education that propels people to successful careers.

Each one of us has hidden skills and abilities to contribute towards humanity. We, at Young Logix, with our skill development techniques, enable you to keep pace with the ever-changing educational needs of the challenging world and make you future ready.

Our Services	Delivery Models
<ul style="list-style-type: none"> • Study Abroad • Vocational & Employment based Trainings • Internships • Academic Projects • Workshops • RPL 	<ul style="list-style-type: none"> • eLearning (at your convenience) • Online Learning (Live) • Classroom Learning (face to face) <hr/> <ul style="list-style-type: none"> • On Campus • Off Campus <hr/> <ul style="list-style-type: none"> • Pre School / DayCare Programs • School Programs • After School Programs • School Holiday Programs • Week End Programs

2. Project Purpose

Scope 1 : Redesign of existing Website

Young Logix's current website was implemented in 2016 and is working on various programs. The management has determined that it is not effective in providing a thorough description of our services and offerings in a user-friendly online environment. Additionally, the site has not been effective in achieving wins for the company as it is often difficult to navigate and to find more information on various services. Young Logix believes that by using current web-based technologies and a more effective site design, we can provide our clients and potential clients with more information, a more user-friendly environment, and achieve more wins from prospective clients.

Scope 2 : Branding & Marketing (Campaign Design and Promotion)

Young Logix is partnering with various government and private agencies to deliver its Vision and Mission. Young Logix has started 4 centers and is looking to expand in different locations as a franchisee model. The information needs to be updated on the website and needs to be marketed properly to achieve more wins.

3. Project Scope

The selected bidder will be responsible for planning and conducting a thorough market research portfolio with assistance from Young Logix.

1. Website Redesign

Selected agency will be required to redesign its current website using the latest web-based technology that is user friendly, simple to use, provides detailed information about our services and offerings, and is easy to add or modify content. The site design should incorporate the latest key word search practices and maximize "searchability" in all current internet search engines.

2. Print Material

Selected agency will be required to make creatives like brochures, Booklets, Bookmarks, Newsletters, Stickers, Bags, T-Shirts, calendars, notepads, diaries, etc., and buying support (if required) in printing the same.

3. Preparation of Press Release Content

Preparation of Press Release and Briefs/ Special stories for Media and propagate them through print, electronic and digital media in coordination with Media personnel

4. Newspaper Ads

To raise awareness about Young Logix activities amongst diverse stakeholders. The selected agency will be required to conceptualize and develop creative content for print medium.

5. Magazines Articles & Advertorials

Articles & advertorials may be published in leading magazines for promoting Young Logix Skilling activities.

6. Radio

To enhance visibility of Young Logix and its activities, the selected agency will be required to make creative like Radio spots in the form of Script, Messages, Lyrics, Jingle, etc. on AIR, community Radio, and private FM Channels. The selected agency will be responsible for conceptualizing, creating and media planning and buying support (if required) in the release of radio jingles and theme songs.

7. Digital Films

The selected agency will be responsible for conceptualizing, creating and producing the films under this engagement. All Films will be freshly shot for this engagement. All graphics/animations/images used must be developed fresh or bought under applicable laws.

8. Television

The selected agency will be responsible to conceptualizing, creating, and media planning & buying support (if required) in the production cum release the components of TV campaign. The selected agency should also create comprehensive creative for TV Spot, may be for 60, 40 and 30 seconds, in the form of Story board/ Script, Messages, Lyrics, Jingle, Graphics, Animation, fresh shoot etc.

9. New Media

- A. **Internet Banner:** The selected agency will be responsible for conceptualizing the entire creative for the required campaign, or as the case may be. The Ad could be in the form of a static image; animations, slideshows and streaming media may be added to make an eye catching advertisement for Web-page visitors. The banner may be displayed prominently on Young Logix and its partner websites.
- B. **Blogger Engineering:** The selected agency will be responsible for bringing influential and noted bloggers to write about the activities (existing and upcoming)

on the Young Logix portal, its associated blog websites, or any other prominent websites where the corporation will have to actively blog.

C. *Mobile Phone Apps and SMS:*

- a. The selected agency will be responsible for identifying the event on which bulk SMS is required to be sent out. Further the agency will be responsible for creating content of SMS and coordinate for the successful dissemination of SMSs.
- b. The selected agency will be responsible for creating Young Logix jingle ringtones and phone/desktop/laptop screensavers for download from Young Logix portal.
- c. The selected agency will be responsible for creating mobile ads which shall be posted on various important mobile applications as live banner ads. Further selected agency will be responsible for identification of such mobile applications for the posting of ads, supporting in buying space for such ads and also updating the ads from time to time

- D. *Internet Marketing:*** The selected agency may be required to re-design the webpages of the existing Young Logix portal to better suit the requirements of users. Further, the agency will be required to write articles to be posted on the Young Logix portal to increase its ranking on various search engines, including but not limiting to Search Engine Optimization (SEO) and Search Engine Marketing (SEM).

10. Outdoor Media

The selected agency will be responsible for conceptualizing, creating and designing creative material for outdoor IEC (Information Education Communication) activities like Young Logix Posters, Hoardings, bus/train panels, bus shelters, illuminated LED screens/digital signage, wall paintings, display panels/boards, or any other materials which may be displayed at prominent places such as Educational Institutes, Airports, Railway Stations, Bus stops, corporate office campuses and other public places. Further, the selected agency will be required to identify such prominent places for the outdoor media which may include but not limiting to the aforementioned places. The selected agency will support in buying space and monitor the upkeep of outdoor media as per the approved media plan.

11. Merchandise

The selected agency will be responsible for suggesting, designing creative for nontraditional and attractive merchandise tailored for different audiences, collaterals as rewards for contests etc. It is also crucial that the type and look of the collaterals especially the low cost items such as pens, mugs, notepad etc. be changed regularly to maintain interest and pride of ownership in such items. Further, the selected agency will be responsible for coordinating with the merchandise developer before and after the

important events. It may be possible that merchandise will be developed without any event, in such case also, the selected agency will coordinate with the merchandise developer for the final output.

12. Intellectual Property Rights

Young Logix shall remain the owner of all the content conceptualized, created, and implemented by the selected agency under this RFP. All intellectual property rights in the content whether in tangible or intangible form shall belong to the corporation and the selected agency has no right to assign, license, sell, or use any content conceptualized, created and implemented under this RFP and/or accompanying Master Service Agreement to any third party under any circumstances. All the content conceptualized, created and implemented by the selected agency whether in tangible or intangible form shall bear relevant copyright notices in the name of Young Logix. The selected agency shall take all such appropriate legal actions to safeguard violation of Young Logix's intellectual property rights, if any.

4. Target Audience

Primary Audience for the activity are Primary, Secondary and Higher education students, unemployed youth, all Educational Institutes (Schools, Colleges, Vocational training Institutes), States and Central Line Departments & Ministries, Industries etc. The creatives has to be in English.

Target Country is Australia

5. Request for Proposal and Project Timeline

This Request for Proposal represents the requirements for an open and competitive process. Proposals will be accepted until 5pm AEST November 13, 2017. Any proposals received after this date and time will not be considered. All costs must be itemized to include an explanation of all fees and costs. Contract terms and conditions will be negotiated upon selection of the winning bidder for this RFP.

Evaluation of proposals will be conducted from November 14, 2017 until November 20, 2017. If additional information or discussions are needed with any bidders during this window, the bidder(s) will be notified.

The selection decision for the winning bidder will be made no later than November 27, 2017. Upon notification, the contract negotiation with the winning bidder will begin immediately. Contract negotiations will be completed by November 30, 2017. Notifications to bidders who were not selected will be completed by December 04, 2017.

RFP Close Date	13th November 2017
Evaluation	14th - 20th November 2017
RFP Finalisation	27th November 2017
Contract Finalisation	30th November 2017

Project Timeline:

Project initiation phase must be completed by December 08, 2017.

Project planning phase must be completed by December 15, 2017.

Project planning phase will determine the timeline/schedule for the remaining phases of the project.

6. Budget

All proposals must include proposed costs to complete the tasks described in the project scope. Costs should be stated as one-time or non-recurring costs (NRC) or monthly recurring costs (MRC). Pricing should be listed for each of the following items in accordance with the format below:

S No	Description	Cost Type	Cost	Delivery Time (Approx)
A	Project Initiation and Planning	NRC / MRC		
B	Market Research	NRC / MRC		
C	WebSite Redesign	NRC / MRC		
1	Print Material	NRC / MRC		
2	Preparation of Press Release Content	NRC / MRC		

3	Newspaper Ads	NRC / MRC		
4	Magazines Articles & Advertorials	NRC / MRC		
5	Radio	NRC / MRC		
6	Digital Films	NRC / MRC		
7	Television	NRC / MRC		
8	New Media A. <i>Internet Banner</i> B. <i>Blogger Engineering</i> C. <i>Mobile Phone Apps and SMS</i> D. <i>Internet Marketing</i>	NRC / MRC		
9	Outdoor Media	NRC / MRC		
10	Merchandise	NRC / MRC		

NOTE: All costs and fees must be clearly described in proposal. You don't need to use the table above, but it needs to be clear with the costing

7. Bidder Qualifications

Bidders should provide the following items as part of their proposal for consideration:

- Corporate profile or PPT describing your experience in planning, building, and hosting corporate web sites & running Campaigns and Brand Management
- Testimonials & Sample sites from past clients on web site building and Branding / Campaigns
- List of how many full time, part time, and contractor staff in your organization
- Anticipated resources you will assign to this project (total number, role, title, experience)
- Timeframe for completion of the project
- Project Management Methodology

8. Proposal Evaluation Criteria

Young Logix will evaluate all proposals based on the following criteria. To ensure consideration for this Request for Proposal, your proposal should be complete and include all of the following criteria:

- A. **Overall proposal suitability:** proposed solution(s) must meet the scope and needs included herein and be presented in a clear and organized manner
- B. **Organizational Experience:** Bidders will be evaluated on their experience as it pertains to the scope of this project
- C. **Previous work:** Bidders will be evaluated on examples of their work pertaining to website design, Campaigns and Brand Management as well as client testimonials
- D. **Value and cost:** Bidders will be evaluated on the cost of their solution(s) based on the work to be performed in accordance with the scope of this project
- E. **Technical expertise and experience:** Bidders must provide descriptions and documentation of staff technical expertise and experience
- F. **Proposal Details:** Bidders must provide a clear breakdown of the costing for each service as per the scope of work. A fixed monthly fee to be determined with supply of minimum of each element from scope of work and cost for additional elements.

The bidder shall be responsible for all costs incurred in connection with participation in the RFP process, including, but not limited to, costs incurred in conduct of informative and other diligence activities, participation in meetings/discussions/presentations, preparation of proposal, in providing any additional information required by Young Logix to facilitate the evaluation process, and in negotiating a definitive contract or all such activities related to the bid process.

Young Logix will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the bidding process.

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Annexure 1 - Formats for Submission of the Pre-Qualification Bid

Bidders Experience Citations Format

S No	Item	Bidders Response
1	Name of Bidder entity	
2	Assignment Name	
3	Name of Client	
4	Country	
5	Contact Details (Contact Name, Address, Telephone Number)	
6	Approximate Value of the Contract	
7	Duration of Assignment (months)	
8	Award Date (month/year)	
9	Completion Date (month/year)	
10	Narrative description of the project	
11	Details of Work that defines the scope relevant to the requirement	
12	Documentary Evidence attached	

Annexure II - Formats for submission of Technical Proposal

Checklist for Technical Bid

S No	Parameter	Compliance (Yes / No)	Documentary Evidence Submitted	Page Reference
1	Experience of large promotional and marketing campaigns			
2	Experience of handling 360 degree campaigns distinct clients globally			
3	Award Winning 360 degree campaigns			
4	Creative vision and strategy for Young Logix 360 degree creative campaign			
5	Sample Creative as prepared for past 360 degree campaign undertaken by the bidder, submitted (hardcopy and softcopy) for traditional, new and digital medium			
6	Client Servicing Work Plan			

Annexure III - Formats for Submission of the Commercial Proposal

To,

MD & CEO, Young Logix

Subject: Submission of the Commercial Proposal for engagement of Public Relation Agency for Young Logix

Dear Sir/Madam,

We, the undersigned, offer to provide the Public Relation services for Young Logix in accordance with your Request for Proposal dated 10th Nov 2017 and our Proposal.

1. PRICE AND VALIDITY

All the prices mentioned in our bid are in accordance with the terms as specified in the RFP documents. All the prices and other terms and conditions of this Bid are valid for a period of calendar days from the date of opening of the Bid. We hereby confirm that our prices include all applicable taxes. However, all the taxes are quoted separately under relevant sections. We understand that the actual payment would be made as per the existing direct tax rates during the time of payment.

2. UNIT RATES

We have indicated in the relevant forms enclosed the unit rates for the purpose of on account of payment.

3. RFP PRICING

We further confirm that the prices stated in our bid are in accordance with your Instruction to Bidders included in RFP documents.

4. QUALIFYING DATA

We confirm having submitted the information as required by you in your Instruction to Bidders. In case you require any other further information/documentary proof in this regard before evaluation of our bid, we agree to furnish the same in time to your satisfaction.

5. BID PRICE

We declare that our Bid Price is for the entire scope of the work as specified in all the Volumes of this RFP and Annexure thereto. Our bid prices are mentioned in the submitted Commercial Bid and the breakdown of it in the Financial Bid

Thanking you,

(Authorized Signatory)

Name:

Designation:

Annexure III - Commercial Proposal

The following format will be used for providing commercial quotation for P.R. agency It is to state that our agency M/s_____submits the financial quotation towards P.R. Agency for an amount of AUD \$. _____in figure) and AUD \$. _____(in words) in terms of the for a period of one year inclusive of all applicable taxes.

Note:

All creatives mentioned in scope of work including the deliverables submitted by the selected agency should be in its final stage to be shared for release or production.

Bidders shall provide the item wise & unit price wise breakup of the financial quotation in this RFP.