**Procurement of Information campaign for Joint Stock Company Public Broadcasting Company Of Ukraine (JSC UA: PBC)**

Crown Agents Ltd has been selected by the Swedish International Development Cooperation Agency that works on behalf of the Swedish government to undertake the procurement of the Information campaign. Increasing awareness about the Suspilne digital news offer.

The procurement will be undertaken in one Lot and include an Information campaign, according to the scope of work.

The timeline of the development is four (4) months. The scope of work is Information campaign, increasing awareness about the Suspilne digital news offer. The contractor will agree on the detailed works calendar based on technical specifications.

The service provision should be performed in close collaboration with the UA:PBC. The way of collaboration will be established during the negotiation stage.

**Modernisation of Software, Development and Operations services**

ELIGIBILITY CRITERIA FOR THE INFORMATION CAMPAIGN:

Selection criteria

Team size of at least three people experienced in Social Media Marketing and promotion strategies design, namely

– Provision of a dedicated team experienced with the data-driven promotion strategy design, creative materials development (images, animation, video), implementation of the multiple promo campaigns, and performance analysis.

- In-depth expertise with Facebook, Instagram, and Youtube advertisement tools, compliance with the planforms' policies.

– Proven track record backed up with at least five business cases. List the projects that have been implemented over the past three years.

– Experience with budgets of 2000-5000 dollars per month.

- Agile software development.

Crown Agents requests that Digital Marketing Agencies and PR Companies should submit their EOI by 17th May 2022 to vanda.kozub@crownagents.co.uk.

The procurement processes require that all bidders complete the Crown Agents Business Partners Questionnaire. For advance notice of this requirement the link to access the documents is: <https://www.crownagents.com/procurement/ukraine-procurement/>

Principle Procurement Specialist

Gareth Love
10th May 2022