

Crown Agents Ukraine – Specific Procurement Notice

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

Crown Agents Ltd has been appointed by the Swedish International Development Cooperation Agency (SIDA), which works on behalf of the Swedish Government, to undertake the procurement of an informational campaign. The campaign aims to increase awareness of the Suspilne digital regional and nationwide news content. Mainly, the campaign focuses on boosting the qualitative indicators, namely, views of the content; and secondary, increasing the number of subscribers of Suspilne pages and channels.

Parameters of the campaign

- 1) Target audience: male and female users aged 25-55.
- 2) Geography and channels:
 - Nationwide pages and channels.
 - Regional pages and channels - the respective administrative regions (oblast centers and rural areas) listed below.
- 3) The timeline – eight to twelve weeks, including report compilation.
- 4) The budget distribution between the platforms will be decided with the services provider based on Suspilne priorities and can be altered during the campaign.

Target pages on Youtube	Target pages on Facebook
Suspilne News	Suspilne News
Suspilne Cultura	Suspilne Cultura
Suspilne Lviv	Suspilne Lviv
Suspilne Uzhhorod	Suspilne Uzhhorod
Suspilne Lutsk	Suspilne Lutsk
Suspilne Rivne	Suspilne Rivne
Suspilne Ternopil	Suspilne Ternopil
Suspilne Ivano-Frankivsk	Suspilne Ivano-Frankivsk
Suspilne Chernivtsi	Suspilne Chernivtsi
Suspilne Vinnytsia	Suspilne Vinnytsia
Suspilne Zhutomyr	Suspilne Zhutomyr
Suspilne Kropyvnytskiy	Suspilne Kropyvnytskiy
Suspilne Cherkasy	Suspilne Cherkasy
Suspilne Mykolaiv	Suspilne Mykolaiv
Suspilne Kherson	Suspilne Kherson
Suspilne Dnipro	Suspilne Dnipro
Suspilne Zaporizhzhia	Suspilne Zaporizhzhia
Suspilne Poltava	Suspilne Poltava
Suspilne Donbas	Suspilne Donbas
	Suspilne Kyiv

The list of channels can be altered during the campaign implementation.

Crown Agents requests that digital marketing agencies and PR companies to register their interest immediately to receive the solicitation document. The deadline for receipt of quotations is 5th May 2023.

Interested digital marketing agencies and PR Companies should request the RFQ from vanda.kozub@crownagents.co.uk and cc vladyslav.piontkovskyy@crownagents.co.uk.

Information to be provided should include:

Company name

Company address

Contact details (tel., email, etc.)

Contact person

The procurement process requires 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/>

Christine Jackson

Project Director

24th April 2023