



Community Business Development Corporation

ATLANTIC ASSOCIATION

Corporation au bénéfice du développement communautaire

***Ref 20-07-30**

**REQUEST FOR PROPOSAL
Notice to Prospective Proposers**

Oct 13th, 2020

You are invited to review and respond to this Request for Proposal (RFP), entitled ***RFP for TikTok Campaign***.

A) Background

As CBDCs, we assist in the creation of small businesses and the expansion and modernization of existing businesses by providing financial and technical services to entrepreneurs. Typically, our services are targeted to entrepreneurs who require customized financing not normally available from traditional sources. We are not-for-profit community-based organizations run by volunteers from the local business community who firmly believe in improving the economic viability of their communities.

B) Purpose and Description of Service

Strategy Development

- As part of this RFP, an overall strategy for the campaign will be required. The campaign strategy will articulate how each video will form a cohesive body of work in:
 - maintaining the CBDC brand;
 - developing our presence on TikTok;
 - promoting our Learning Library initiative; and
 - acknowledging our New Year, New Business initiative.
- The campaign strategy will take care to integrate relevant technical considerations to ensure a smooth launch and delivery of the CBDC brand on TikTok.

Content Creation

- The proposer will be responsible for the creation of 28 TikToks that integrate relevant current trends on the platform while also promoting the four points addressed in the strategy.
- Content will be reviewed and approved by AACBDC.

Campaign Execution

- Establishing a TikTok profile for AACBDC.
- Upload and share the developed content at the agreed-upon time.

Review

- Upon completion of the campaign, the proposer and key staff will participate in a 2 hr (virtual) after-action review process which will discuss the overall success or failure of the campaign, how the content was received, how the brand was received, technical considerations and the business process at the AACBDC for executing this campaign.

C) Proposers must submit for evaluation

- 1) Résumé of the proposer, and a brief background of the business in operation if applicable;
- 2) Social media accounts of the proposer/business;
- 3) A relevant portfolio of work; and
- 4) Three (3) brief sketch ideas for potential TikToks for AACBDC.

D) Proposal Requirements and Information

1) Key Action Dates

<u>Event</u>	<u>Date</u>	
RFP is published	13 Oct 2020	9:00 AM
Final date for proposal submission	03 Nov 2020	4:00 PM
Proposal award date	17 Nov 2020	4:00 PM
Campaign strategy submitted	01 Dec 2020	4:00 PM
All content submitted for review	15 Dec 2020	4:00 PM
1 st Day of campaign	28 Dec 2020	TBC
Last day of campaign	29 Jan 2021	TBC
Campaign review	05 Feb 2021	11:00 AM

2) **Work Plan and Cost Requirements**

The proposer shall develop a work plan or schedule for task completion. Identify each major task, necessary subtask, and/or specific milestones by which progress can be measured and payments made. Meeting dates shall be included here as well as timelines for completion. The cost must be identified, including the total cost for the project.

3) **Release of Funds**

The following constitutes the release of payment by the AACBDC to the prospective proposer:

- (a) 10% released upon signing of the contract.
- (b) 50% released upon presentation and signoff of completed campaign strategy draft.
- (c) 40% released upon successful completion of the project.

4) **Submission of Proposal**

All proposals must be submitted via email to shelley.worth@cbdc.ca. subject: TIKTOK PROPOSAL. Proposals received after this date and time will not be considered.