



Funded by the U.S. Embassy in Georgia



International Organization for Migration (IOM)
The UN Migration Agency

INFORMATION CAMPAIGN TO RAISE PUBLIC AWARENESS ON TRAFFICKING IN PERSONS

TERMS OF REFERENCE

January 2022

Introduction

IOM requests the services of a specialized company to produce the below-mentioned deliverables for conducting an information campaign to raise the awareness of the population of Georgia as well as foreign visitors on trafficking in persons.

Main Message:

Trust your Gut Feeling.
If you feel danger, call

Tangible and measurable outputs

The service provider will provide to IOM the following products and services:

- 1) **Design of posters fit for placement in high-quality display holders.** The posters will contain key messages in multiple languages + hotline numbers. The design should be impactful, yet balanced.

Requirements:

- Size: 150 cms (height) – 85 cms. (width)¹
 - Full colour
 - Each poster shall contain two language versions, as follows: version 1: Georgian-English together; version 2: Russian-Turkish together and produced 4 times each.
 - Total number of posters to be produced: 8
- 2) **The printed posters** shall be put on display in highly visible locations in the following premises (two posters per each location):
 - Tbilisi International Airport (arrival hall - luggage reception area and departure hall – check-in area)
 - Kutaisi International Airport (arrival hall - luggage reception area and departure hall – check-in area)
 - Batumi International Airport (arrival hall - luggage reception area and departure hall – check-in area)
 - Border Crossing Point (BCP) in Sarpi (in both the exit and entry halls)

¹ The exact dimensions of this product may be amended based on advice of the selected service provider and commonly used measures of display frames.

The selected service provider is expected to negotiate with the management authorities of all four above-mentioned locations the conditions for placement of the posters in the locations indicated above and obtain competitive price quotes.

The poster shall be placed in high-quality display frames (see below illustrations as examples).



- Required duration of placement: please provide two price quotes for placement of 4 months and 6 months respectively.
 - The selected service provider is expected to negotiate with the management authorities of all four above-mentioned locations the conditions for placement of the posters and obtain competitive price quotes.
- 3) **Maximum 30-second animated video** (with and without sound and subtitles) reflecting the main message of the campaign (designs of all visibility items should be consistent and carry relevant logos in coordination with IOM)
- IOM requires four video clips, for each language version (Georgian, English, Russian and Turkish).
 - The clip shall be consistent with banners.
 - The clips shall be demonstrated in parallel to other clips that are commonly at display at the four above-mentioned locations, at a frequency as agreed with the management authorities of the three airports and the Sarpi BCP.
 - The service provider will ensure airing of the clips (as social ads) on at least 3 TV channels (e.g. Public Broadcaster, TV Formula, Euronews Georgia)
- 4) IOM requires the design and printing of 50,000 **flyers** (maximum two-fold A-5 size paper printed on matte paper of at least 150 grs. in full-colour), based on the design as produced for the posters and containing the same messages in the four languages as indicated under point 1).

Realistic delivery dates and details as to how the work must be delivered

All material must be produced and put in the agreed location or, where relevant and as agreed with IOM, physically delivered to IOM no later than 31 March 2022.

Performance indicators for the evaluation of results

The final product will have been delivered on time and endorsed by IOM.