



TERMS OF REFERENCE - PRODUCTION AGENCY

Prepared for: Lebanese Red Cross - Procurement Department

Prepared by: Resource Mobilization and Local Development Section

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1. SUMMARY AND BACKGROUND

The Lebanese Red Cross (LRC) operates in an increasingly complex humanitarian environment, where multiple crises—including economic instability, population displacement, and conflict escalation—have significantly increased the demand for humanitarian services.

In this context, strategic communication is critical to:

- Mobilize resources and fundraising
- Promote volunteering and blood donation
- Strengthen public trust and institutional visibility
- Advocate for humanitarian principles

LRC's digital ecosystem (social media platforms, website, and campaigns) plays a central role in engaging audiences. The organization seeks to further professionalize its content production through a long-term partnership with a qualified production and creative agency. Our brand is being redefined by how users experience content across all digital channels especially our social media channels and website.

2. PURPOSE OF THE TOR

The purpose of this TOR is to establish a framework agreement with a production and creative agency to support LRC in:

- Producing high-quality visual and digital content
- Developing impactful storytelling aligned with humanitarian principles
- Supporting conversion campaigns (donors, volunteers, blood donors)
- Ensuring consistent brand identity across all channels

The selected agency will work closely with LRC's internal teams and external partners to deliver both planned and emergency communication outputs.

3. SCOPE OF WORK

The agency is expected to provide end-to-end services including:

3.1 Digital Content Production

- Social media content (videos, graphics, GIFs, infographics)
- Website content production

3.2 Production Services

- Video shooting (short and long format)
- Photography
- Event coverage
- Emergency field coverage
- TV commercials (TVCs)

3.3 Post-Production

- Editing (video and photo)
- Color grading
- Subtitling (multi-language)

- Motion graphics and animation (2D & 3D)

4. TECHNICAL REQUIREMENTS AND STANDARDS

All deliverables must comply with the following:

- Video
 - Resolution: Full HD / 4K
 - Formats: .mp4, .mov
 - Optimized for digital platforms
- Audio
 - Licensed music only
 - Clear voice quality
 - Multi-language capability
- Photography
 - Minimum 300 dpi
 - Formats: JPG + RAW
 - Proper composition (portrait/landscape)
- Humanitarian Standards – All content must respect:
 - Dignity and consent
 - "Do No Harm" principles
 - Diversity and inclusion
- Ownership

All produced materials (including raw files) will be the exclusive property of LRC.

5. PRODUCTION & MEDIA SERVICES

- The **delivered services** should include all activities, fees, labor, equipment, expenses to deliver complete edited videos...
- The below quantities are estimated might increase or decrease upon the needs of LRC.

LRC To Complete			
Item number	Item/Milestone Required	Required UOM	Estimated Qty
1.1	Video Production (Short)	1 video/ 1min	24
1.2	Video Production (Long)	1 video/ 3 min	15
1.3	Video Production (Long)	1 video/ 5 min	8
1.4	TV Commercials	Per production	4
1.5	Event/ Emergency Coverage	Coverage/12 hours	4
1.6	Event Coverage	Coverage/ Per day	12
LRC To Complete			
Item number	Item/Milestone Required	Required UOM	Estimated Qty
2.1	2D Animation	Per minute	8
2.2	3D Animation	Per minute	8
LRC To Complete			
Item number	Item/Milestone Required	Required UOM	Estimated Qty
3.1	Photography	Batch of 100 photos	30

6. EVALUATION & SCORING CRITERIA

LRC will apply a **weighted evaluation model** to ensure selection of the most technically qualified and financially competitive proposal.

CRITERIA	DESCRIPTION	WEIGHT
1. Company Experience	Number of years in production/creative services and experience with NGOs, humanitarian organizations, or international organizations (portfolio, references, similar assignments)	15%
2. Technical Understanding & Methodology	Understanding of LRC communication needs, humanitarian environment, crisis communication, storytelling approach, workflow process, quality control, and proposed methodology	15%
3. Capacity & Team Structure	Team composition, roles and responsibilities, availability of staff, equipment, ability to handle multiple assignments and emergency requests	10%
4. Portfolio & Creative Quality	Quality of previous work, creativity, storytelling, video quality, photography quality, animation quality, innovation and branding consistency	10%
5. Compliance with Humanitarian Standards	Understanding and commitment to humanitarian principles, dignity, consent, data protection, ethical storytelling, “Do No Harm” approach	10%

- Technical proposals will be scored out of **60 points**
- Financial proposals will be scored out of **40 points**
- Final score = Technical Score + Financial Score
- Bidder must submit all the supporting documents mentioned in the criteria evaluation table.
- The contract will be awarded based on the highest combined technical and financial score
- Only bidders scoring at least 50 out of 60 in the technical evaluation will be considered technically compliant and will proceed to the financial evaluation.

7. KEY CONSIDERATIONS

- LRC reserves the right to:
 - Request clarifications
 - Conduct interviews or support
- The selected agency must demonstrate:
 - Flexibility for emergency response
 - Alignment with humanitarian values