

ADDITIONAL INFORMATION

“Development and Implementation of the Campaign and Enhancement of the brand book and visual assets in the frame of the 10th Anniversary of the Regional Youth Cooperation Office (RYCO)”

Having regard to the stipulations outlined in the Tender Dossier, kindly consider the below given information, intended to further clarify the requirements set forth in the Terms of References.

- **The technical proposal/ Brief Campaign Proposal:** Should answer what is your main idea of the campaign, how do you plan to organize it, what would be visual and communication style, channels of communication and a distinctive creative element. The 400-word guideline is directional criterion. What matters most is that your proposal clearly communicates:
 - The distinctive creative anchor of your campaign concept.
 - Strategic channel selection and rationale for maximum campaign reach and engagement.

To illustrate what we're looking for:

Example 1: If your concept centers on a brand mascot, include either a written character description or visual representation demonstrating how this mascot drives campaign recognition.

Example 2: If emotional storytelling is your main approach, explain the story behind the campaign and how it will be communicated through videos, posts, and other content.

Important Note: The 400-word limit applies to the strategic rationale. Supporting materials such as visual concept boards, mockups, illustrative examples, or preliminary design explorations are highly encouraged and will strengthen your submission.

- **The Digital Campaign visuals (for Meta Campaign):** We want to understand your vision for translating our campaign message into compelling content. This should be demonstrated through your proposed approach and the draft concept visuals you submit. Your approach may explore different creative directions and formats (e.g. interconnected visual narratives, short-form video content, or testimonial-based storytelling centered on youth voices).
- **Deliverables expectation:** Submit substantial number of draft concept visuals to support your idea (not final production-ready assets). These visuals will demonstrate how you would present RYCO in a contemporary, engaging way to drive follower growth, brand awareness, and measurable campaign impact on Meta platforms.



- **Production of Official / Corporate Campaign Video and Other Video Materials (in implementation phase of campaign)**

During the campaign, the selected contractor will be granted with the task of producing campaign video. We're looking for medium-scale production: professional and polished, but not a high-budget broadcast or TV-level production. The video should feel authentic and engaging without requiring extensive crews or complex production setups.

Production features:

- a) Scale: Medium-scale production
 - b) Locations: Simple, authentic environments
 - c) Production aesthetic: Clean, professional quality that prioritizes genuine storytelling over high-gloss production values
 - d) Style: it can include elements of 3D, mixed, other kinds of animations
- **Videographers:** working with videographers from RYCO contact list is not mandatory. We're providing these contacts as a resource if you encounter challenges reaching out to local videographers in specific CPs. RYCO will provide contacts only if they are required from the Agencies, not by default.

Thank you!

6th of February 2026

