

Terms of Reference (ToR) for Recruiting a Video Production Consultant/Firm

An Artistic Video Campaign to Shift Consumer Habits and Cultural Norms Toward Pasteurized Dairy Products in Ethiopia (**Bid Number: 042/26/SNV**)

Introduction

BRIDGE+ is a five-year programme from November 2023 to December 2028, implemented by a consortium led by SNV Netherlands Development Organisation in partnership with Agriterro and Wageningen University, with funding from the Embassy of the Kingdom of the Netherlands (EKN). The project has a national scope and is present in Oromia, Amhara, Tigray, Sidama, Southwest, South and Central Ethiopia, Addis Ababa, Dire Dawa, and Harar. The primary goal of the BRIDGE+ programme is to contribute to a robust dairy value chain that generates inclusive and sustainable benefits for all participants, particularly smallholder farmers within mixed farming systems, and positively impacts the broader community. To achieve this, the project operates on three levels: (1) Smallholder farmers enhancing benefits from dairy farming; (2) Dairy value chain, improving functionality and food safety; and (3) Sector level, strengthening institutional frameworks.

1. Background

The Ethiopian dairy sector is one of the fastest-growing agricultural industries, with increasing investment in milk production, processing, and distribution. Despite this, a significant share of consumers continues to rely on raw milk and informal, unregulated market channels rather than processed and pasteurized dairy products — a pattern that poses public health risks and constrains the growth of formal dairy processors.

A recent BRIDGE+ consumer study found that this preference is **not primarily driven by the availability of pasteurized products or by price**. Instead, the study identified four core drivers behind continued raw milk consumption:

- Deep-rooted habit, raw milk consumption is an established, routine practice rarely questioned by consumers.
- Cultural norms, raw milk is associated with tradition, authenticity, and family practice, while pasteurized products are seen by some as less “natural.”
- Trust in the raw milk distribution system, consumers have longstanding, personal relationships with informal milk suppliers that formal processors have not yet replicated.
- Limited consumer information, low public understanding of what pasteurization is, why it matters, and the safety risks of untreated raw milk.

Because these drivers are behavioural and cultural rather than economic, conventional awareness messaging (facts, statistics, and product promotion) is unlikely to be sufficient on its own. Shifting deeply held habits and cultural narratives requires emotionally resonant, artistically produced storytelling capable of reaching audiences through both mainstream and social media channels. To this end, BRIDGE+, in collaboration with partners including EFDA and the Ethiopian Dairy Sectoral Association (EDSA), seeks to engage a professional video production consultant/firm to conceive and produce a body of artistic video content that addresses these specific behavioural and cultural drivers.

2. Objective of the Assignment

The overall objective of this assignment is to engage a professional video production consultant/firm to conceptualize and produce a series of artistic, narrative-driven videos and radio spots for broadcast on mainstream media, radio, and social media that:

- Directly address and help shift the habits and cultural norms that favour raw milk consumption over pasteurized dairy products.
- Build consumer trust in the pasteurization process and in formal dairy processing and distribution systems.
- Increase public understanding of what pasteurization is, how it works, and why it matters for health and safety.
- Create emotional resonance and lasting behaviour change through compelling storytelling, rather than conventional product-promotion messaging.
- Directly address and correct common myths and misconceptions about pasteurized dairy products — such as the belief that they contain additives/chemicals, or that the fat or nutritional content is removed during pasteurization.

3. Scope of Work

3.1 Concept and Creative Development

- Review BRIDGE+ consumer study findings on the habitual, cultural, and trust-related drivers of raw milk preference, and translate these insights into creative direction.
- Propose artistic creative concepts and narrative approaches (e.g. story-led, testimonial, or drama-style formats) designed specifically to shift habit and cultural norms not simply to inform.
- Develop scripts, storyboards, and treatments for review and approval prior to production.

3.2 Video Production

- Produce high-quality, artistic/cinematic video content (e.g. short-film, documentary-style, or drama-style narratives) suitable for mainstream broadcast.
- Produce adapted cuts optimized for social media formats and durations (e.g. short reels, stories, and clips).
- Deliver versions dubbed or subtitled in Amharic and selected regional languages.

3.3 Radio Spot Production

- Adapt the campaign's creative narrative into radio-appropriate scripts that address the same habit, cultural norm, trust, and misinformation drivers.
- Produce 6–8 radio spots in Amharic and selected regional languages for broadcast on mainstream and community radio stations.

3.4 Broadcast and Dissemination Support

- Recommend appropriate mainstream TV and radio channels, broadcast slots, and complementary social media platforms for maximum reach and impact.
- Propose partnerships with broadcasters, digital platforms, and relevant social media influencers to extend the campaign's reach.

4. Deliverables

- Creative concepts note, treatments, and storyboards/scripts grounded in the study's findings on habit and cultural drivers.
- At least **three (3)** high-quality artistic/cinematic videos (2–5 minutes each) for mainstream broadcast.
- A set of short-form video cuts (**8-10 clips**) adapted for social media platforms and formats.
- 5 radio spots in Amharic and Afan Oromo languages.
- Dubbed/subtitled versions of all videos in Amharic and selected regional languages.
- A broadcast and social media dissemination recommendation strategy document.

5. Duration of Assignment

The assignment is expected to be completed within 3 months of contract signing, with phased deliverables (concept, production, final cuts) submitted for review and approval at each stage.

6. Required Qualifications of the Consultant/Firm

- Demonstrated track record in artistic and cinematic video production e.g. short films, documentary-style content, or narrative-driven branded content with a strong creative portfolio.
- Demonstrated capability in radio spot production, including scriptwriting, voice talent, and sound production in Amharic and regional languages.
- Proven experience designing behaviour-change or social/cultural marketing campaigns, ideally in health, nutrition, or agriculture.
- Experience producing content optimized for mainstream broadcast (TV and radio) and social media platforms.
- Ability to produce and adapt content in Amharic and other Ethiopian languages.
- Strong understanding of Ethiopian cultural context and consumer behaviour; familiarity with the Ethiopian dairy sector is an added advantage.

7. Management and Coordination

The consultant/firm will work under the supervision of the BRIDGE+ Project, in close collaboration with sector stakeholders (EFDA and the Ethiopian dairy sectoral association). Progress will be monitored through regular review meetings and content validation workshops at each production stage.

8. Evaluation Criteria

Proposals will be evaluated based on the below quantitative technical criteria:-

Quantitative Technical Evaluation Criteria

Video and Radio Production Firm / Consultant

Technical Qualifications	Scoring Criteria	Max. Score
1. Page Limit on Technical Proposal	The technical proposal should not be more than 10-12 pages. Company profile, portfolio samples/links, CVs and other supporting documents should be included as annexes. Proposals that exceed this page limit may be automatically disqualified.	Mandatory
2. Demonstrated Track Record in Artistic and Cinematic Video Production	Evidence of a strong creative portfolio in short films, documentary-style content, or narrative-driven branded content, including sample links/reels.	20
	Strong, diverse portfolio with multiple high-quality, professionally produced cinematic/narrative works demonstrating clear creative and technical excellence	20
	Moderate portfolio with some relevant creative video work, but limited in scale, diversity, or production quality	10
	Limited or no demonstrated portfolio in artistic/cinematic video production	0
3. Capability in Radio Spot Production	Demonstrated experience across the full radio production cycle - scriptwriting, voice talent/casting, and sound production - in Amharic and regional languages.	15
	Demonstrated experience across the full radio production cycle, in Amharic and at least one regional language	15
	Some radio production experience, but limited to Amharic only or covering part of the production cycle	8
	No demonstrated radio production experience	0
4. Experience in Behaviour-Change / Social and Cultural Marketing Campaigns	Proven experience designing behaviour-change or social/cultural marketing campaigns, ideally in health, nutrition, or agriculture.	15
	Proven track record designing and implementing behaviour-change/SBCC campaigns, ideally in health, nutrition, or agriculture	15
	Some experience in general social or commercial marketing campaigns, but not specifically behaviour-change focused	8
	No relevant experience in behaviour-change or social marketing campaigns	0
5. Multi-Platform Content Production (Broadcast and Social Media)	Experience producing and adapting content optimized for mainstream broadcast (TV and radio) as well as social media platforms.	10
	Demonstrated experience producing and adapting content across both broadcast (TV/radio) and social media platforms	10
	Experience limited to only one channel type (either broadcast or social media)	5
	No demonstrated multi-platform production experience	0
6. Language Capability and Ethiopian Cultural Context	Ability to produce and adapt content in Amharic and other Ethiopian languages, and a strong understanding of Ethiopian cultural context and consumer behaviour; familiarity with the Ethiopian dairy sector is an added advantage.	10
	Strong demonstrated ability to produce/adapt content in Amharic and other Ethiopian languages, with clear understanding of Ethiopian cultural context and consumer behaviour (dairy sector familiarity is a plus)	10
	Amharic language capability present, but limited demonstrated understanding of broader Ethiopian cultural/regional context	5
	Neither language capability nor cultural context understanding is demonstrated	0
Total Technical Score		70

Note: The technical proposal carries a maximum of 70 points, and the financial proposal carries the remaining 30 points, for a total evaluation score of 100. Bidders scoring below the minimum technical pass mark (to be set by the evaluation committee, typically 70% of the technical score, i.e. 49/70) will not proceed to financial evaluation.

9. Application Process

Applicants are required to submit SEPARATE technical and financial proposal (we expect two separate emails - one for Technical and one for Financial Offer) until September 4th 2026 5PM to **ettenders@snv.org**, with the subject “**Proposal for Recruiting a Video Production**”.

Interested and qualified video production consultants/firms are invited to submit their technical and financial proposals, including:-

- Company/consultant profile and portfolio of similar creative and video production assignments
- Detailed creative methodology and work plan
- Team composition and qualifications
- Financial proposal (itemized budget with taxes)

For further information/clarification, please contact: bchane@snv.org

SNV-Ethiopia Reserves the Right to Cancel the Bid Partially or Fully.