



## **EMBAJADA DE LOS ESTADOS UNIDOS DE AMERICA SAN SALVADOR**

### **PR5458071 - SES60016Q0123 – “HEROES DE EL SALVADOR” MESSAGING SERIES**

The American Embassy in San Salvador invites you to submit a quotation to provide supplies according to the following SOW:

#### *SCOPE OF WORK FOR SMS TEXT AND SURVEY DISSEMINATION*

##### *Part 1*

##### *General Information*

1. *GENERAL: This is a contract to provide print products in the form SMS text messages and SMS Surveys to support the Bureau of International Narcotics and Law Enforcement Affairs (INL) and the Policia Nacional Civil (PNC). The Government shall not exercise any supervision or control over the contract service providers performing the services herein. Such contract service providers shall be accountable solely to the Contractor who, in turn is responsible to the Government.*

1.1 *INTRODUCTION: The contractor shall provide all personnel, equipment, supplies, facilities, transportation, tools, materials, supervision, and other items necessary to perform print production support as defined in this Scope of Work except for those items specified as government furnished property and services. The contractor shall perform to the standards in this contract.*

1.2 *BACKGROUND: This media campaign aims to change the behavior of a specific Target Audience (TA) within Salvadoran society in order to Build Partner Nation Image of the PNC. Through empirically supported techniques of persuasion, the Bureau of International Narcotics and Law Enforcement Affairs (INL) will influence the TA to increase the amount of support given by the population to the PNC. The series “Heroes de El Salvador” will showcase the Police as Heroes of El Salvador by highlighting their daily sacrifice, service, and support to the citizens of El Salvador.*

*“Heroes de El Salvador” is going to be directed at a Salvadoran population that, through research, has been found to be the most susceptible. The audience identified will have the greatest positive impact in favor of the Police—parents of young kids within the ages of 10 to 14 years old. Every message, image, and argument that is used will be oriented toward gaining the trust and support of the population in favor of the Police in an effort to aid their daily fight against illegal criminal activities and Violent Extreme Organizations (i.e.: MS13 and Barrio 18) in El Salvador.*

*The proposed media campaign was developed by Salvadoran PNC leadership. Using local ideas and reflecting local priorities, INL requests funding for the attached \$770,000 campaign, which sequences a variety of products over a 12-month period, beginning with a televised address by President Sanchez Ceren tentatively planned for August 2016. The address will be followed by TV and radio ads, successive waves of SMS and social media messaging, dissemination of PNC-branded school supplies and soccer balls to local communities. Billboards, street signs, and truck wraps will*

round out visibility of the campaign, providing sustained positive imaging of the PNC to balance out the negative press generated by ongoing violence.

## 2. PERIOD OF PERFORMANCE:

The period of performance will be for a period of 12 months/365 days, with 7 dissemination dates on a quarterly basis (approximately every three months) from the date of the first SMS text dissemination, tentatively to begin on 01 August 2016 or on a date chosen by the INL not to be before 01 August 2016, but no later than 01 September 2016.

## 3. SCOPE-DESCRIPTION OF REQUIREMENTS AND QUANTITIES:

3.1 BASIC REQUIREMENT: The Contractor shall provide all personnel, equipment, supplies, facilities, transportation, tools, materials, supervision, and other items and non-personal services necessary to broadcast/disseminate three hundred and ten thousand (300,010) SMS text messages with script and three hundred thousand (300,000) SMS text message surveys within the locations (cities within El Salvador) and dissemination dates provided below. The 4 messages and 1 survey scripts will be provided to the contractor after the contract is awarded.

3.1.1 SPECIFIC REQUIREMENT 1: The contractor shall adhere to the following dissemination/broadcasting schedule of the 300,010 SMS text messages and the 300,000 SMS surveys:

3.1.2 SPECIFIC REQUIREMENT 2: The contractor shall randomly select 100,000 cell phone numbers for dissemination for the first set of 100,000 SMS text messages with 20,000 cell phone numbers in San Salvador; 20,000 cell phone numbers in Soyapango; 20,000 cell phone numbers in San Miguel; 20,000 cell phone numbers in Apopa; and 20,000 cell phone numbers in Ciudad Delgado, and shall use the same selected 100,000 cell phone numbers in their respective locations for dissemination of all 300,010 SMS messages consisting of four (4) provided scripts and 300,000 SMS surveys consisting of one (1) provided survey, with the survey consisting of the same questions..

3.1.3 SPECIFIC REQUIREMENT 3: The contractor shall resend, at no additional cost, any and/or all 300,010 SMS texts and/or 300,000 survey SMS if the contractor fails to follow the above mentioned dissemination/broadcasting schedule.

3.1.4 SPECIFIC REQUIREMENT 4: The contractor shall disseminate all 300,010 SMS messages and 300,000 SMS surveys in the groupings and to the locations specified above in "Specific Requirement 2", to the 100,000 cellphone numbers randomly selected for the period of performance.

3.1.5 SPECIFIC REQUIREMENT 5: The contractor shall disseminate the second and third groupings of 100,000 SMS messages, in accordance with the dissemination/broadcasting schedule, to the same selected 100,000 cellphone numbers as the first set of 100,000 SMS messages, and the same applies to the 300,000 survey SMS. And the remaining 10 SMS text messages will be disseminated per INL instructions.

3.1.6 SPECIFIC REQUIREMENT 6: The Contractor shall be able to develop and disseminate the SMS text messages and surveys in proper Spanish language to include correct grammar and punctuation, using the examples provided by the INL (pre-formatted messages and surveys).

3.1.7 SPECIFIC REQUIREMENT 7: The contractor shall not broadcast/disseminate the provided SMS messages or SMS surveys to any other phone numbers other than the original 100,000 randomly selected cell phone numbers, nor to any locations or on dates not specified in the dissemination/broadcasting schedule, unless a prior written agreement has been reached between the contractor and the INL.

3.1.8 SPECIFIC REQUIREMENT 8: The contractor shall ensure that each SMS message allows space for 1,000 characters, in order to ensure that all of the content of the provided scripts for the messages will fit within the SMS message, allowing the 100,000 receivers to read the entire message.

3.1.9 SPECIFIC REQUIREMENT 9: In the event the contractor cannot disseminate/broadcast any or all of the 300,010 SMS text messages or 300,000 SMS surveys on a planned dissemination date, the contractor must notify the INL at SousaRE@state.gov no less than 7 calendar days prior to the "to be" affected dissemination day.

3.1.10 SPECIFIC REQUIREMENT 10: The contractor shall understand that the INL reserves the right to change the content of the 300,010 SMS text messages and/or the 300,000 SMS survey messages or any part of the dissemination/broadcasting schedule, at any time and at no additional charge, unless the number of messages exceeds the original contract numbers of 300,010 SMS text messages and 300,000 SMS survey messages.

3.1.11 SPECIFIC REQUIREMENT 11: The contractor shall provide a results (data) report based on the data received from the surveys to the INL at SousaRE@state.gov no more than 7 calendar days after each of the three 100,000 SMS survey disseminations (three (3) reports total).

3.1.12 SPECIFIC REQUIREMENT 12: The contractor shall include in the 3 results reports the results or data collected/received from the 300,000 SMS surveys, disseminated in 100,000 increments (3 reports, one report following each of the 100,000 survey disseminations). Each results report shall contain the five (5) locations for dissemination, the date the 100,000 SMS surveys were disseminated, and the total quantity of each number (option) for each of the three (3) questions, with a combined total of all 100,000 SMS text messages including totals for each choice selected. See below for example.

Results report example:

(Survey # 1 - 01SEP2016 - San Salvador:  
Question #1:  
Choice #1 = 4,000  
Choice #2 = 4,000  
Choice #3 = 4,000  
Choice #4 = 4,000  
Choice#5 = 3,999  
Total not answered = 1  
Total = 20,000.

3.1.13 SPECIFIC REQUIREMENT 13: The INL shall chose the cell phone numbers and locations of the remaining 10 SMS text messages for dissemination at a time of their choosing, but the chosen

dissemination date shall not exceed 365 days after the first dissemination of 100,000 SMS text messages.

#### 4. DELIVERY INFORMATION

The contractor shall provide all resources necessary to effectively begin the on time dissemination of the SMS text message scripts and surveys provided by INL and follow the specifications provided in Specific Requirement 1 (the "Dissemination/Broadcasting Schedule").

Prices must be without local tax (IVA)

Delivery Address:

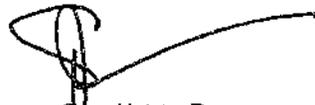
AMERICAN EMBASSY SAN SALVADOR

Final Boulevard Santa Elena, Urbanización Santa Elena, Antiguo Cuscatlán, la Libertad, El Salvador

Payment: Net-30 days after receiving order at delivery address

Payment Address: American Embassy, FMO / Annex Building, Urb. Y Blvd. Santa Elena, Antiguo Cuscatlán, La Libertad

Submit your proposal via e-mail to Janina de Rengifo, [RengifoJM@state.gov](mailto:RengifoJM@state.gov), on or before 11:00am on Wednesday, July 29, 2016. No proposal will be accepted after this time.



Scott McDow  
Contracting Officer

July 21, 2016