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| Project Title: | **Request for Proposal (RFP) for the appointment of a branding and marketing consultant for the Healthcare Scholarships campaign FY2021 and the Care To Go Beyond campaign FY2021 to FY2022 with an option to extend in FY2023** |
| RFP Reference No: | **MHHCCDRFP21378** |
| RFP Roll-Out Date: | **14 April 2021** |
| RFP Closing Date: | **19 May 2021, 17:00 hrs (SG Time)** |

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| **Background of Project** |
| The Care To Go Beyond (CTGB) campaign promoting nursing and allied health as careers of choice to young Singaporeans was launched on 23 February 2013. The CTGB campaign workgroup consists of representatives from Ministry of Health, MOH Holdings and the Agency for Integrated Care.  The four key thrusts of the CTGB campaign are (1) to enhance the image of nursing and increase the public’s respect for nurses, (2) to raise awareness and understanding of what allied health professionals (AHPs) do, (3) to retain current nurses working in public healthcare; and (4) to build awareness and improve perceptions of the community care sector and enhance interest in community care careers.  The Healthcare Scholarships brand was established since 2010 and has been a subset of the CTGB campaign since 2013. The brand was created specifically to attract young talents and leaders to join the public healthcare sector through seven healthcare scholarship schemes that cover 23 professions. The campaign is crucial to build our allied health, nursing, pharmacy and healthcare administration talent pipeline.  The key objectives of Healthcare Scholarships are (1) to work with NUHS, NHG, SingHealth and AIC to build awareness of scholarships and careers in healthcare, (2) engage key influencer groups of parents and teachers, in addition to graduates and final year students, to have an impact on the latter groups’ scholarship choices; and (3) provide a holistic and cohesive overview of the scholarships and careers in Singapore’s public healthcare sector, what our scholarships provide as well as how we will take care of and develop our scholars to the fullest. |
| **Objective of Project** |
| MOHH seeks to appoint a branding and marketing consultant for the Healthcare Scholarships campaign FY2021 and the Care To Go Beyond campaign FY2021 to FY2022 with an option to extend in FY2023. The consultant is expected to oversee the production of key new collateral which includes conceptualisation, creatives, copywriting, editing and preparation of final artwork across all relevant marketing and publicity platforms. The consultant is required to deliver the scope of work and deliverables detailed in the RFP document. |
| **Participating Procedures** |
| The Request for Proposal (RFP) process shall be as follows:   1. Interested Vendor shall first read the Confidentiality Undertakings Letter (“Letter”) and Annexure 1 attached in Annex A to this Notice. If the vendor is agreeable to be bound by the terms of this Letter and Annexure 1, interested vendor may proceed to request for the RFP documents by sending an email to   [procurement@mohh.com.sg](mailto:procurement@mohh.com.sg) to request for the electronic RFP documents. In the email, please state the following:   * company name; * company registration number; * business address and * the name, designation, contact number and email address of your company representative who will be the primary contact for all communications with MOHH pertaining to the RFP (“Representative”), with the Subject line as “Response to MHHCCDRFP21378 – RFP for the appointment of a branding and marketing consultant for the Healthcare Scholarships campaign FY2021 and the Care To Go Beyond campaign FY2021 to FY2022 with an option to extend in FY2023”  1. Instructions relating to your submission of Proposal will be stipulated in the RFP documentation. Only Proposals submitted in compliance with such instructions will be considered. 2. A vendor briefing will be held on **28 April 2021**. Invitation will be sent to your Representative via email. 3. The RFP closing date is on **19 May 2021, 17:00 hrs (SG Time)**. |

**Annex A**

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