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| Project Title: | **Request for Proposal (RFP) for the appointment of a digital marketing agency for the Care To Go Beyond campaign** |
| RFP Reference No: | **MHHCCDRFP21382** |
| RFP Roll-Out Date: | **4 May 2021** |
| RFP Closing Date: | **9 June 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. |
| **Objective of Project** |
| MOH Holdings Pte Ltd seeks to appoint a digital marketing agency for the Care To Go Beyond campaign from FY2021 to FY2022 with an option to extend in FY2023. The vendor is expected to deliver digital advertising services and coverage on third party media for the nursing, allied health and community care arms under the campaign. The consultant is expected 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 MHHCCDRFP21382 – RFP for the appointment of a digital marketing agency for the Care To Go Beyond campaign”  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 **17 May 2021.** Invitation will be sent to your Representative via email. 3. The RFP closing date is on **9 June 2021, 17:00 hrs (SG Time)**. |

**Annex A**

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