



## Reference Number: CWL-SBCC-001-03-2024

**Request for Proposal (RFP):** Creative firm to develop a creative concept for a SBC and market-based campaign in Liberia

The Countywide Sanitation Activity (CWSA) funded by USAID is intended to permanently end open defecation using the market-based approach in five selected counties: Lofa, Bong, Nimba, Grand Bassa, and Rural Montserrado

CWSA is soliciting proposals from a national or international creative agency that will develop a creative concept or an overarching idea that will be used across all campaign messages, calls to action, communication channels, and audiences. The agency will also develop a **theme, slogan, tagline, and logo** that will be used over the life of the campaign. The campaign seeks to increase awareness of quee toilet products leading to an increase in purchase, construction, and consistent use. Make them more visible and recognizable to the target audience, and attract business owners to invest in sanitation businesses.

Complete Proposal Briefs can be obtained by emailing [Procurement.Liberia@concern.net](mailto:Procurement.Liberia@concern.net) stating the Tender Reference in the subject title line

Details on proposal submission and other terms and conditions are stated in the proposal brief document. Bids opening will be at Concern Worldwide Monrovia's Office by the Procurement Committee on the date and times contained within the proposal brief. For further inquiries, please contact the Logistics Department at [Procurement.Liberia@concern.net](mailto:Procurement.Liberia@concern.net)

**Concern Worldwide reserves the right to reject any prequalification document during the prequalification process and to cancel the prequalification process in part or wholly without assigning and or giving reason(s) for its decisions.**