

TORs of Creative Work, Media Planning and Buying

Department : Marketing, Communications and Fundraising
Location : Istanbul, Turkey
Reports To: : Marketing Communications Fundraising Manager
Duration of Assignment : **7 months** from the start of the assignment

S.#	Details of Tasks	Expected Outcomes
	<ol style="list-style-type: none"> 1. Identify target audiences through comprehensive market research 2. Ideation and Concept Creation for TV and print, outdoor 3. Key Message, Text, Scenario Writing 4. Graphics Design 5. Jingle, Radio, TV Spot Production 6. Production and preparation of TV ads and band ads 7. Media strategy 8. Determine advertisement tools and channels 9. Media planning and buying (newspaper, magazine, TV, outdoor) 10. Test and retest ad placements and creative to uncover what's working and what's not. Refine and improve. 11. Deliver creative that motivates them to take action 12. Reporting accordingly. 	<ol style="list-style-type: none"> 1. Visibility of the brand in various channels 2. Brand awareness 3. Increased number of followers (social media) 4. Increased web page visits 5. Built trust within the community 6. Fundraising 7. Contact our audiences when they are most receptive to our messages.

Below table is for your review:

Service Name	Marketing Communications Consultancy Services
Service Period	3 months from the start of the assignment (subject to 1 month trial period).
Final selection of firm and awarding of service contract	within two weeks of closing date of proposal submission
Start of field work	Within one week of contract signing
Office Address:	Akşemsettin MAH, Vatandaş Sk. NO: 22, 34080 Fatih/İstanbul
Offer currency	TRY+VAT
Email Address to submit your offer	ihale@islamicrelief.org.tr