



## Brief: Faces of AMR campaign support

10 December 2020

### **Background**

The Global Antibiotic Research and Development Partnership (GARDP) is a not-for-profit research and development organization accelerating the development of new treatments for drug-resistant infections that pose the greatest threat to health. GARDP works with public and private sector partners to ensure sustainable access to treatments, promoting responsible use and affordability to all in need.

After four years in operation, GARDP has built a pipeline to tackle infections in children including newborns with sepsis, hospitalized adults and children, and sexually transmitted infections. In 2019 it unveiled its “5 BY 25” strategy to deliver five new treatments for drug-resistant infections by 2025. GARDP is seeking €500 million to develop these treatments.

Just like COVID-19, antibiotic resistance is a global health security crisis that moves silently within populations and knows no borders. Each year, an estimated 700,000 people die worldwide as a result of drug-resistant infections. Drug-resistant bacteria can infect anyone, of any age, but it is the most vulnerable –children, people with weakened immune systems and the elderly – who are hit hardest.

### **Scope of work**

GARDP’s communications objective for 2021 is to build GARDP’s profile as a global health innovator focused on developing and delivering new treatments for drug-resistant infections through its public-private partnership model.

GARDP is looking to hire a communications agency to support GARDP in developing the creative concept and roadmap for “Faces of AMR”, a multimedia campaign that will showcase the human “face” of AMR. GARDP, with support from its regional offices, will generate a range of content, including videos, interviews, blogs, pitch presentations, photos, photo stories, and social media tiles, in line with the creative concept.

The campaign will aim to:

1. Showcase the human face of AMR and build GARDP’s profile in target countries.
2. Raise funds particularly from the private sector, including foundations, philanthropic organizations, high-net-worth individuals/philanthropists, and impact investing companies. Target countries include the US, UK, Switzerland and Germany.

The campaign's target countries are:

1. Germany
2. India
3. South Africa
4. Switzerland
5. Thailand
6. UK
7. US

The campaign will be launched on various digital platforms, including the GARDP website and its social media channels – Twitter and LinkedIn. We could explore the possibility of creating an Instagram account once we have a substantive photo collection, and placing ads on Twitter and LinkedIn.

In addition, we will also explore featuring the campaign through awareness-raising activities in key cities, e.g. a “Faces of AMR” photo awareness campaign on Geneva's public transport (and possibility of showing short videos on buses and trams), and a photo exhibit in the City of Geneva.

The work will be done in the context of GARDP's communications plan for 2021 and managed by the Head of Communications at GARDP.

### **Deliverables**

1. Creative concept for Faces of AMR campaign following workshop
2. Roadmap on how to roll out the campaign on various platforms
3. Creation of ads and management of ads campaign on social media – Twitter, LinkedIn, Instagram TBC

### **RFP timelines**

11 December 2020	RFP process launch
11 January 2021	Deadline for submitting technical and financial proposals
18 January 2021	Bid defense meetings (virtual)
25 January 2021	Notification of GARDP decision

### **Project timelines**

Ongoing

- Weekly coordination video conference calls with communications team

#### **February**

- Kick off call with GARDP communications team and Director of External Affairs
- Workshop to develop creative concept and roadmap
- GARDP generates content (videos, interviews, photos, photo stories) in collaboration with regional offices and PR consultants (covering Germany, UK, US markets) TBC

## **March**

- GARDP generates content (videos, interviews, photos, photo stories) in collaboration with regional offices and PR consultants
- Develop campaign launch strategy

## **April**

- Launch Faces of AMR campaign on various digital platforms
- Organize photo exhibit with Ville de Geneve

## **May – December**

- (Optional) Manage digital ads campaign - Google Ads, LinkedIn, Twitter, Instagram TBC
- Launch awareness campaign (photos/videos) with TPG (public transport) in Geneva
- Organize photo exhibit with Ville de Geneve

## **June**

- Display photo exhibit in Geneva (to coincide with GARDP flags on Pont du Mont-Blanc, 2-6 June)

## **Criteria for selecting communications agency**

Proposals will be assessed based on the following main criteria, but not limited to:

1. **Technical criteria:** Technical note presenting the recommended approach to support the project
2. **Capacity to deliver:** Ability to meet GARDP timelines
3. **Financial criteria:** Cost effectiveness of your proposal
4. **Project team:** bios of team
5. **Expertise** in not for profit, public health, digital communications, campaign management
6. **References**

The successful provider will be required to enter into a written agreement with GARDP that will include terms as to confidentiality, key personnel, approval for use of subcontractors, requirement for appropriate insurance and responsibility. The agreement will be subject to Swiss law.

If you have any questions, please contact Dominique De Santis, Head of Communications at GARDP, [ddesantis@gardp.org](mailto:ddesantis@gardp.org). For more information on GARDP, please visit [www.gardp.org](http://www.gardp.org).