

## **REQUIREMENT SPECIFICATIONS**

### **INVITATION TO QUOTE FOR THE PROVISION OF BLOG CONTENT PRODUCTION SERVICES FOR SINGAPORE ART MUSEUM (SAM)**

#### **INTRODUCTION**

Singapore Art Museum (SAM) is looking for a blog content producer. The appointed vendor should preferably have a background in creating SEO-optimised content, to produce creative and compelling blog posts on SAM's blog, titled "In Progress" ([www.singaporeartmuseum.sg/blog](http://www.singaporeartmuseum.sg/blog)).

SAM opened its doors in 1996 as the first fully dedicated visual arts museum in Singapore. In 2019, its two museum sites – the former St. Joseph's Institution on Bras Basah Road and Catholic High School on Queen Street – closed for a building redevelopment that is slated for completion in 2023. During this period, the blog will serve as the main source of news and stories about SAM, its ongoing exhibitions and events with partner venues, and its redevelopment for members of the public.

The appointed vendor shall undertake all tasks necessary to produce contents to uncover the storied histories behind SAM's museum buildings, i.e. the former St. Joseph's Institution on Bras Basah Road that is gazetted as a National Monument, and the former Catholic High School on 8 Queen Street that is a conservation building. The appointed vendor shall also conceptualise creative content ideas revolving around SAM's ongoing art exhibitions and events with partner venues, or people and activities directly or indirectly involved in the redevelopment. This includes but are not limited to interviews with architects, staff, visitors etc. SAM can facilitate access to these guest contributors, where possible.

The appointed vendor will also take stock of all potential content topics to identify at least one content topic that can become an evergreen content on the blog.

Vendors/agencies pitching for this job must propose the content pillars and content topics that fall under each pillar in the form of a 10-month editorial calendar.

**For more information about SAM's redevelopment, please read the articles on our blog [www.singaporeartmuseum.sg/blog](http://www.singaporeartmuseum.sg/blog) and refer to the following media releases:**

- [https://www.singaporeartmuseum.sg/-/media/sam/files/press-release/2017-pr/sam\\_revamp\\_media\\_announcement\\_1apr2017\\_addendum\\_jun2017.pdf?inline=1](https://www.singaporeartmuseum.sg/-/media/sam/files/press-release/2017-pr/sam_revamp_media_announcement_1apr2017_addendum_jun2017.pdf?inline=1)
- [https://www.singaporeartmuseum.sg/-/media/sam/files/press-release/2018-pr/appointment\\_of\\_sam\\_revamp\\_architect\\_and\\_archaeological\\_investigations\\_3apr2018.pdf?inline=1](https://www.singaporeartmuseum.sg/-/media/sam/files/press-release/2018-pr/appointment_of_sam_revamp_architect_and_archaeological_investigations_3apr2018.pdf?inline=1)
- <https://www.singaporeartmuseum.sg/-/media/sam/files/press-release/2019-pr/media-fact-sheet-mad-for-sam-party--25-jan-2019-final.pdf?inline=1>
- <https://www.singaporeartmuseum.sg/-/media/sam/files/press-release/2019-pr/vertical-submarine-to-feature-on-sam-hoardings.pdf?inline=1>

- <https://www.singaporeartmuseum.sg/-/media/sam/files/press-release/2020-pr/media-release-singapore-art-museum-reveals-artist-impressions-of-new-building-design.pdf?inline=1>

## 1. SCOPE OF SERVICES AND DELIVERABLES

Please fill in the blue-shaded boxes with your proposed prices, and remarks, if any.

Item Description	Cost (\$)	Remarks
<b>1.1. Project Management</b>  1.1.1. Provide overall project management, including but not limited to the following tasks that are necessary for discharging the required services to the best of the contractor's abilities: <ul style="list-style-type: none"> <li>• Develop and monitor project schedules to ensure the timely publication of all content pieces</li> <li>• Set up and manage a secured content management system (e.g. Dropbox) to facilitate the sharing, exchange, and storage of materials such as research papers, images, content drafts etc.</li> <li>• *Source for and manage all liaisons with external parties (e.g. interviewees for articles or guest writers) from start to finish, keeping SAM's MCC (Marketing, Communications, Creatives) team in the loop at all times.</li> <li>• Acquire written consent from third parties and external sources for quoting them or publishing their information, content, or images on the blog.</li> </ul> <p><i>* If the proposed guest contributor is a staff of SAM, or someone directly involved in the redevelopment process, e.g. architect, conservator, etc, SAM can facilitate access to these guest contributors, where possible.</i></p>		
<b>1.2. Content Strategy, Research, and Planning</b>  1.2.1 Develop a <u>10-month</u> editorial calendar, with at least 1 content piece a month, starting from <u>June 2020 to March 2021</u> .  1.2.2 Develop <u>at least three content pillars</u> that will define the scope and direction of all future content pieces.  1.2.3 Conduct primary and/or secondary research [using online sources or interviews (facilitated by SAM where necessary) and studies] to populate the content calendar with topics related to SAM (i.e. its buildings, history, people, milestones, etc) or on the arts and heritage sectors to identify content gaps  1.2.4 Develop compelling content topics and story ideas, using SEO best practices where possible, to generate readership. The content topics include but		

<p>are not restricted to: history of both the buildings and the island, society, urban development and the environment, architecture, conservation, art &amp; design etc.</p>		
<p><b>1.3 Creative Concept and Graphic Design</b></p> <p>1.3.1 Design, source for, and curate all graphics and images required for each content piece, facilitated by SAM where necessary. Each article must have:</p> <ul style="list-style-type: none"> <li>• an article header image adapted into sizes for desktop and mobile screens, website thumbnails, and social media posts</li> <li>• at least 1 and up to 8 accompanying graphics/images that are interspersed throughout the article</li> </ul> <p>1.3.2 Ensure all-round consistency in every content piece, including the tone of voice, type of imagery used, style of headlines, treatment and presentation of all images and graphics.</p> <p>1.3.3 Apply a consistent watermark to all SAM-owned images/graphics.</p> <p>1.3.4 Apply the SAM blog emblem to all article header images (SAM will provide the working file of the blog emblem design).</p> <p>1.3.5 Images and graphics span:</p> <ul style="list-style-type: none"> <li>• Images that are treated and adapted from SAM's digital or physical image bank (appointed vendor/agency will be given access to SAM's image bank to propose appropriate images and to give them a design treatment whenever suitable).</li> <li>• Digital renders or illustrations</li> <li>• GIFS that are either publicly sourced or designed from scratch</li> <li>• Externally sourced images, e.g. from the National Archives</li> </ul> <p>1.3.6 Ensure that all third-party images are duly credited in the footnotes or in the image captions according to SAM house style or the Chicago Style Guide, whichever is appropriate.</p> <p>1.3.7 SAM is entitled to 3 rounds of edits to graphics and images:</p> <ul style="list-style-type: none"> <li>• 1 x major edit (after 1<sup>st</sup> round feedback – refer to 1.4.1)</li> <li>• 2 x minor edits / touch-ups – refer to 1.4.1</li> </ul> <p>1.3.8 All image royalty fees and fees of acquiring image usage rights from third parties must be made known to SAM upfront before commencing on the production of an article. If agreeable, SAM will bear the costs of these image acquisitions, up to a total</p>		

<p>of \$1,000 during the entire contracted period. SAM will procure these images where possible. Otherwise, the contractor will procure these images on behalf of SAM and keep all purchase records for reimbursements.</p>		
<p><b>1.4 Content Writing, Proofreading, and Production</b></p> <p>1.4.1 Write and proofread all articles thoroughly before publishing and edit content to take in feedback after every round of review. There will be 3 rounds of reviews:</p> <ul style="list-style-type: none"> <li>• Round 1 will be a preliminary review on just the article skeleton with at least one fully developed paragraph, an article title (and subtitle, if any), and either an image mood-board or up to 3 processed images where at least 1 is the article header.</li> <li>• Round 2 will be a review on the first draft of the article, which should be fully developed based on feedback in Round 1, and includes all processed images/graphics, image captions, and footnotes. Edits may be more extensive during this stage and include changes to graphics and images if necessary.</li> <li>• Rounds 3 – 4 will comprise minor edits that are limited to grammar, factual corrections or touch-ups for graphics/images only.</li> </ul> <p>1.4.2 Deliverables include <u>10 content pieces and accompanying social media posts (refer to 1.2.1)</u>, with 1 content piece a month and an even distribution of articles across all proposed content pillars, comprising</p> <ul style="list-style-type: none"> <li>• <b>5 x short-form contents</b> approximating 300 words, excluding image captions, article titles and subtitles, and footnotes. Includes at least 1 and up to 8 in-article images//graphics and an accompanying social media post with at least 1 image (or multiple images for a carousel image post) and a corresponding copy.</li> <li>• <b>5 x long-form contents</b> approximating 500 – 1,000 words, excluding image captions, article titles and subtitles, and footnotes. Includes at least 1 and up to 8 in-article images//graphics and an accompanying social media post with at least 1 image (or multiple images for a carousel image post) and a corresponding copy.</li> </ul> <p>1.4.3 Ensure that all sources cited are duly credited in the footnotes according to SAM house style or the Chicago Style Guide, whichever is appropriate.</p> <p>1.4.4 For guest-contributed articles, the contractor is the facilitate the production of the content by develop the content brief for guest contributors. The content brief must include the objective of the article, the</p>		

questions/prompts that will help the guest contributor write their content, the timeline, and any other guidelines necessary. The scope of work defined in sections 1.1 to 1.3 applies, including proofreading, editing, and graphic design or image sourcing.		
<b>1.5 [OPTIONAL] 1 x <u>short-form</u> content</b> approximating 300 words, excluding image captions, article titles and subtitles, and footnotes. Includes at least 1 and up to 8 in-article images//graphics and an accompanying social media post with at least 1 image (or multiple images for a carousel image post) and a corresponding copy.	_____	per short-form content with accompanying social media post
<b>1.6 [OPTIONAL] 1 x <u>long-form</u> content</b> approximating 500 – 1,000 words, excluding image captions, article titles and subtitles, and footnotes. Includes at least 1 and up to 8 in-article images//graphics and an accompanying social media post with at least 1 image (or multiple images for a carousel image post) and a corresponding copy.	_____	per long-form content with accompanying social media post
<b>1.7 [OPTIONAL]</b> Supplementary in-article image/graphic (refer to 1.3.3)	_____	per image/graphic
<b>1.8 [OPTIONAL]</b> Additional social media post to amplify an article of SAM's choice. Includes at least 1 image/animated GIF (or multiple images/GIFs for a carousel post) and a corresponding copy.	_____	per social media post
<b>1.9 [OPTIONAL]</b> Extension of services for another 12 months (i.e. 12 months' worth of output based on 1 content piece per month) – covers scope from 1.1 to 1.4	_____	for option year

## 2. DOCUMENTS TO BE SUBMITTED

- 2.1 **Creative proposal** that includes overall creative concept, proposed content pillars, and a 3-month sample editorial content calendar, including proposed guest vendors, if any.
- 2.2 **Quotation** (as per Price Table in 1. Scope of Services and Deliverables)
- 2.3 **Relevant track record** – listing of past clients and a portfolio of published articles, especially of art, cultural, or heritage content pieces, if any

**Note: SAM will disqualify proposals with incomplete information.**

### 3. EVALUATION CRITERIA

Evaluation Criteria	Weightage
Conformity to the requirements of the specifications	Mandatory (Quotation is liable to be disqualified if any of these criteria are not met)
Not debarred by Expenditure and Procurement Policies Unit of Ministry of Finance on or after the closing date of the ITQ.	
Ability to meet the stated timelines for completion of project and delivery of goods and/or services	
Completeness of documents/information submitted	
Proposed quotation price	30%
Quality of content proposal	60%
Strength of portfolio, track record & industry reputation	10%
<b>Total</b>	<b>100%</b>

### 4. PAYMENT SCHEDULE

4.1 Below is the recommended payment schedule, subject to adjustments upon the appointment of the vendor.

Payment Milestone		Amount Due
a.	Upon the submission and approval of overall creative concept and content pillars	10%
b.	Upon the submission and sign-off on the content calendar for the first 5 articles	20%
c.	Upon the submission and sign-off on the content calendar for the remaining articles	20%
d.	Upon the final sign-off on every content piece for 10 content pieces in total	50% (i.e. 5% per approved content)

4.2 Invoices received by SAM by the 7<sup>th</sup> of the month will be paid by the end of the same month. For invoices received later than the 7<sup>th</sup> of the month, payment will be made by the end of the following month. If the 7<sup>th</sup> falls on a weekend, then invoices must be submitted earlier for payment to be made in the same month.

### 5. PROJECT TIMELINE

End Apr '20		appointment of content vendor
2 <sup>nd</sup> week of May '20		confirmation of content calendar (first 5 articles)
Jun – Oct '20		first 5 articles published
End Sep '20		confirmation of content calendar (next 5 articles)
Nov '20 – Mar '21		remaining 5 articles published once a month