

## INVITATION TO QUOTE FOR THE PROVISION OF MEDIA MONITORING SERVICE FOR SINGAPORE ART MUSEUM FROM 1 MAY 2020 TO 31 MAR 2021

### REQUIREMENT SPECIFICATIONS

#### 1 Introduction

Agencies are invited to quote for the provision of a monthly retainer service for media monitoring to track local and international media coverage of Singapore Art Museum and its campaigns, across print, broadcast, radio, online and social platforms during the period of 1 May 2020 to 30 Mar 2021.

#### 2 About Singapore Art Museum

Singapore Art Museum (SAM) focuses on international contemporary art practices, specialising in Singapore and Southeast Asia, and houses one of the world's most important public collections of Southeast Asian contemporary artworks, with a growing component in international contemporary art. SAM requires print, digital and social mentions of Singapore Art Museum and its campaigns to be monitored and tracked in order to assess the overall media coverage of each campaign, analyse overall media value, track sentiment, and better plan future campaigns.

#### 3 Scope of Work

3.1 The appointed agency will be required to provide the following services:

#### Price Table: Mainstream Media Monitoring

Item Description	Cost (\$)	Remarks
i. Monitor local media outlets for all media coverage related to SAM and its campaigns, across print, broadcast, radio, and online platforms	_____	For vendors that monitor local and international media outlets under a single package, please quote cost under i. and indicate 'Inclusive' under ii.
ii. Monitor international or Asia-Pacific (APAC) media outlets for media coverage related to selected SAM campaigns (decided by SAM), across print, broadcast, radio and online platforms. To be activated only upon SAM's request.	_____	
iii. Provide daily email alert by 9am on media coverage related to SAM and its campaigns across	_____	

print, broadcast, radio, and online platforms, including information such as media outlet, type, date, headline, and link to clipping	Cost per month	
iv. Provide original clippings of all media coverage related to SAM and its campaigns, across print, broadcast, radio and online platforms, local and international	_____ Cost per month	
v. Provide in-software English translation of foreign-language articles	_____ Cost per month	
vi. [Option] Provide monthly tracking list of all media coverage related to SAM and its campaigns with columns for campaign, publication title, month, date, headline, tonality, media value generated, publication region (international vs local), publication type (general media vs art media), online links or clippings if available, and total number of media reports (international vs local). No analysis required.	_____ Cost per month	
vii. [Option] Provide an analytical, end of campaign report with quantitative and qualitative summary and analyses of media coverage and performance at the end of contract period, including the following (details subject to further discussion): - Analysis of media coverage in terms of volume, media value, key message penetration, tonality, share of voice and spokespeople - Learning points and recommendations for future campaigns - Include tables, graphical illustrations and analyses where applicable, to support the evaluations - Provide an itemised list of all media coverage related to SAM with columns for campaign, publication title, month, date, headline, sentiment, media value generated, publication region (international vs local), publication type (general media vs art media), and online links or clippings if available	_____ Cost per report	
viii. [Option] Extension of services for 12 months, covering scope from i. to v.	_____ Cost of extension for 12 months	

**Price Table: Social Media Monitoring**

Item Description	Cost (\$)	Remarks
<p>i. Monitor and analyse all mentions related to the Singapore Art Museum, including campaigns, exhibitions and programmes, across social platforms like Facebook, Instagram, Twitter and LinkedIn. Analysis should include:</p> <ul style="list-style-type: none"> <li>- Sentiment scoring: Determining whether mentions are positive, negative or neutral.</li> <li>- Influencer identification and scoring: Identify the source of mention and its influence over social communities.</li> <li>- Social measurement: Provide quantitative metrics such as conversation volume, when conversations are happening and SAM's share of voice.</li> </ul>	<p>Indicate cost in a) and b) below.</p>	<p>For vendors that monitor local and international data under a single package, please quote cost under <b>a)</b> and indicate 'Inclusive' under <b>b)</b></p>
<p>a) Local data</p>	<p>_____</p> <p>Cost per month</p>	
<p>b) International data</p>	<p>_____</p> <p>Cost per month</p>	
<p>ii. Provision of real-time alerts upon increasing rate of manifestation of</p> <ul style="list-style-type: none"> <li>- buzz, new conversations and mentions</li> <li>- threats, negative sentiments and comments related to the Singapore Art Museum, including campaigns, exhibitions and programmes.</li> </ul>	<p>_____</p> <p>Cost per month</p>	
<p>iii. [Option] Submit a social media campaign report covering the following for the specified period:</p> <ul style="list-style-type: none"> <li>- Summary of sentiment scoring and social measurements specific to SAM and our campaigns benchmarked against competitors and a previous period, if applicable;</li> <li>- Include tables and graphical illustrations to support points where applicable.</li> </ul>	<p>_____</p> <p>Cost per report</p>	
<p>vii. [Option] Extension of services for 12 months, covering scope from i. to ii.</p>	<p>_____</p>	

	Cost of extension for 12 months	
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3.2 Upon appointment, Agency will propose media coverage and media value tracking and calculation methods with SAM's concurrence.

3.3 The above scope of service is not exhaustive and can be reasonably amended further.

#### 4 Submission Requirements

Documents to be submitted by vendor/contractor are:

4.1 Cost quotation (Breakdown as per Price Tables in 3. Scope of Work)

4.2 Relevant track record and industry reputation: Listing of past clientele, particularly from the art, cultural, heritage and museum industry; regional presence; and awards

4.3 Media monitoring list (Number of media outlets monitored in Singapore and APAC)

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

#### 5 Evaluation Criteria

The quotation submissions will be evaluated based on the following criteria.

	<b>Evaluation Criteria</b>	<b>Weightage</b>
A	Conformity to the requirements of the specifications	Mandatory  (Quotation is liable to be disqualified if any of these criteria are not met)
B	Not debarred by Expenditure and Procurement Policies Unit of Ministry of Finance on or after the closing date of the ITQ.	
C	Ability to meet the stated timelines and service level guarantee for delivery of services	
D	Proposed quotation price	50%
E	Past portfolio, relevant track record & industry reputation	20%
F	Reach and relevance of media monitoring software	30%
	<b>Total</b>	<b>100%</b>

## **6 Contact**

SAM's Representative(s) for this Contract and the corresponding contact details are as follows:

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