REQUIREMENT SPECIFICATIONS

INVITATION TO QUOTE FOR THE PROVISION OF SOCIAL MEDIA CONTENT PRODUCTION SERVICES FOR SINGAPORE ART MUSEUM (SAM)

1 INTRODUCTION

1.1 SAM is looking to appoint a social media agency (hereinafter known as the "Contractor") to plan and produce content for SAM's Facebook (www.facebook.com/singaporeartmuseum) and Instagram (www.instagram.com/singaporeartmuseum) channels. The services will be for a period of two (2) months, with an option for SAM to extend the contract on a monthly basis for up to six (6) months ("the Contract").

2 BACKGROUND

2.1 SAM opened its doors in 1996 as the first fully dedicated visual arts museum in Singapore. Since then, it has built one of the world's most important collections of contemporary art by artists from Singapore, Southeast Asia and Asia.

SAM occupies two buildings: the old St Joseph's Institution on Bras Basah Road, built in 1855 and now a National Monument; and SAM at 8Q, a conservation building across the road on Queen Street that was the old Catholic High School. The museum buildings are currently closed for a major building redevelopment, with museum programming continuing at partner venues until the buildings reopen.

3 OBJECTIVES

3.1 The Contractor will be responsible for business-as-usual social media postings on SAM's Facebook and Instagram channels, producing engaging content in a variety of static and dynamic formats to create awareness and appeal for SAM's ongoing exhibitions and programmes, or to promote SAM's initiatives and National Collection artworks. The content shall exemplify the 3Ps:

a. **Purpose** | To amplify how SAM infuses art into everyday spaces and its impact on various communities;
b. **Perspective** | To invite and inspire new ways of seeing and understanding SAM's artworks, engaging in meaningful conversations with our publics;
c. **Progressive** | To demonstrate SAM's commitment to innovative and experimental exploration of aesthetic forms and new audience engagement methods.

3.2 The Contractor shall execute the content plan on the platforms highlighted in yellow.

4 ONBOARDING MEETING

4.1 Once the contract is awarded, SAM will conduct a mandatory meeting with the appointed Contractor to go through the content line-up and reporting. SAM will also onboard the Contractor on the use of its project management processes and tool (i.e. Trello), and run through its social media playbook, which covers SAM's copywriting house style and tone of voice.

5 SCOPE OF WORK & DELIVERABLES

5.1 Please provide the itemised costs and indicate remarks [e.g. a part of the content or service is produced or provided by subcontractor(s)], if any, in the table below. The detailed explanation for each cost item, if any, should be in the vendor's written proposal.

5.2 All prices quoted shall be all-inclusive and include any required out-of-pocket expenses, freight and delivery charges, insurance, installation and all materials, manuals and documentation required or implied in the table below. No further fees or charges shall be incurred or payable by SAM in respect of any goods or services purchased under the Contract.

5.3 The quoted prices for the mandatory and optional services shall be applicable to the optional extended period, should SAM exercise the option to extend the Contract, pursuant to clause 30 of the Conditions of Contract.

5.4 MANDATORY SERVICES

Description	Cost (S$)	Remarks
5.4(a) Overall Project Management (i) Assign an Account Manager who will liaise with SAM on a day-to-day basis on all content production matters. (ii) Ensure proper housekeeping of documents in SAM's designated filesharing system, Microsoft SharePoint. (iii) Adhere to SAM's project management workflow using Trello and monitor all content production schedules. (iv) Where necessary, represent SAM in liaisons with artists and/or external parties in obtaining the necessary permissions and rights for the use of third-party content and material.		
5.4(b) Content Calendar (the "Calendar") Development (i) Plan and execute a two-month content calendar (the "Calendar") that will cover a mix of SAM's exhibitions, programmes, initiatives and National Collection artworks. (ii) The Calendar shall be finalised and executed within two (2) weeks from the date of signing of the Letter of Acceptance. (iii) Should SAM exercise the option to extend for additional months, written notice will be given two weeks prior to the last day of the contract, and the Contractor shall ensure that the optional month's calendar is finalised before the end of the extended period.		
5.4(c) Content Production, Graphic Design, Copywriting and Proofreading (i) Manage the end-to-end content production process, including but not limited to the following activities:		

• Read and translate all reference materials on SAM's exhibitions, programmes, initiatives and National Collection artworks into a content plan, seeking clarifications where necessary; • Propose the content angles for all posts, adopting a phased approach (i.e. from teaser, launch, sustenance to closing) for exhibitions, programmes and initiatives that span a longer period of presentation; • Execute copywriting according to SAM's house style, perform fact-checking, proof-reading and editing; • Propose the visual direction for each content piece, and execute the graphic design or design treatment of visuals from SAM's image bank; • Where necessary, create digital renders or illustrations, design GIFs from scratch or adapt images from external sources (e.g. Third-party stock image bank or National Archives Singapore); • Seek SAM's feedback and approval for all drafts; • Schedule and post all approved drafts on SAM's Facebook and Instagram channels on the stipulated date and time; • Submit the details of posts that require boosting on SAM's Media Buy tracker (SAM will determine the posts that require boosting). (ii) Every draft shall include two rounds of edits for texts and visuals. (iii) Content types shall include a variety of static, dynamic and interactive formats, including but not limited to GIFs, long-/short-form videos (provided by SAM), polls, etc. (iv) All posts shall follow SAM's existing tone of voice, visual treatment and presentation, headline format and image-crediting style. (v) Visual aspect ratio of all posts shall be optimised for Facebook and Instagram respectively, with images possessing a minimum resolution of 72dpi and videos, 720p.		

(vi) SAM shall own the rights to all content (including but not limited to): (a) Full ownership of any intellectual property rights; and (b) Full perpetual usage rights on all new and existing SAM owned digital / social platforms. (vii) If stock images are required, all image acquisition fees shall be made known to SAM during the content planning stage. SAM will only bear such additional costs on a case-by-case basis. (viii) All third-party images shall be duly credited in the image or post copy according to SAM's house style.		
5.4(d) Weekly Report Submission (i) Prepare and deliver a weekly report every Friday at 10am, summarising the postings and activities of the week, using SAM's reporting template, which comprises the following: • An overview that summarises the total number of media posted on Facebook and Instagram and the total reach of all posts; and • Screenshots of each post and a brief description (of not more than 100 words) of the content posted (ii) The Contractor shall submit a <u>total of six (6) weekly reports</u> during the mandatory two-month Contract period, starting from the third week of appointment, after the Calendar has been signed off by SAM, and subsequently one report every week during the optional months, should SAM exercise its option to extend.		
Total mandatory cost (S$)		

5.5 OPTIONAL SERVICES

Description	Unit cost (S$)	Remarks
5.5(a) Business Continuity Management (i) To sustain business-as-usual content in the first two (2) weeks of appointment, while the Calendar is being developed, the Contractor shall continue producing and posting content on SAM's Facebook and Instagram channels according to SAM's existing content calendar.		
5.5(b) Extension of Services (i) Every additional month extended by SAM will cover the scope and deliverables described in Paragraph 5.4(a) to 5.4(e) above.	_____ Per Month	
5.5(c) Additional Content Production Support (i) The Contractor shall quote a man hour rate and indicate the man hours required for the development of each additional content type, as per the list below.	_____ Per Man Hour	
a **Images and graphics** with copywriting and two rounds of changes in the form of: (i) Images that are treated and adapted from SAM's image bank (ii) Digital renders or illustrations (iii) GIFs that are either publicly sourced or designed from scratch (iv) Externally sourced images, e.g. from the National Archives	(i)_____ Man Hours (ii)_____ Man Hours (iii)_____ Man Hours (iv)_____ Man Hours	

	Additional round of change (above the first two rounds) (i) Images that are treated and adapted from SAM's image bank (ii) Digital renders or illustrations (iii) GIFs that are either publicly sourced or designed from scratch (iv) Externally sourced images, e.g. from the National Archives	(i)_____ Man Hours (ii)_____ Man Hours (iii)_____ Man Hours (iv)_____ Man Hours	
	Adaptation to other sizes / aspect ratios (i) Facebook page cover image – 820 x 360px (W x H) (ii) Facebook event page cover image – 1920 x 1080px (W x H) (iii) Facebook link image size – 1200 x 630px (W x H) (iv) Landscape – 3:2 (v) Portrait – 3:4 (vi) Portrait – 9:16 (vii) Square – 1:1	(i)_____ Man Hours (ii)_____ Man Hours (iii)_____ Man Hours (iv)_____ Man Hours (v)_____ Man Hours (vi)_____ Man Hours (vii)_____ Man Hours	Please indicate the different adaptation costs if it differs between the four (4) 'Images and graphics' items. For example, the cost of adapting a GIF to a Facebook page cover image might be different from that of Digital renders / illustrations.

6 PAYMENT SCHEDULE

6.1 The payment schedule would generally be according to the services provided and the completion of deliverables to the satisfaction of SAM. The items under Mandatory and Optional Services will be paid upon the completion of service on the basis as listed in the table below.

S/N	Payment Milestone	Amount Due
1	Upon the sign-off of the Calendar for the mandatory Contract period	10%
2	After the first month of service and upon the submission of the first two weekly reports	40%
3	After the second month of service and upon the submission of the next four weekly reports	50%
4	[For Optional Month] At the end of every month of extended service and upon the submission of four weekly reports in the month	Full value of optional item
5	[For Optional Man Hour] Upon the completion of the services activated	Full value of optional item

7 DOCUMENTS TO BE SUBMITTED

7.1 To demonstrate its content planning, copywriting and graphic design capabilities, vendors shall submit a **proposal** to describe how they will promote the upcoming SAM Mini Mobile Museum: *Slander!* by Jeremy Sharma, which is part of an ongoing travelling exhibition organised by SAM in partnership with the National Library Board. Please refer to **Annex A** for the exhibition details. The proposal shall be **limited to 5 slides** and shall include:

a. A short paragraph or statement summarising the vendor's understanding of the meaning, themes or ideas described in the exhibition synopsis.
b. A brief description of the content angles from teaser to launch, sustenance and closing, including at least one example of a post (with copywriting and visual, for any phase), the proposed distribution of content on Facebook and Instagram and the rationale, and the posting schedule of all the posts (for all phases).

7.2 **Quotation** (as per Price Tables under Paragraph 5)

7.3 **Relevant Track Record** – Vendors shall submit a listing of clients in the recent two years (i.e. 2019 to now) and a portfolio of recent social media marketing campaigns, especially of arts and culture, including screenshots of actual posts produced.

Note: SAM will disqualify proposals with incomplete information or documents.

8 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	50%
Quality of content proposal	20%
Strength of portfolio, track record & industry reputation	30%
Total	**100%**

9 PROJECT TIMELINE

Date	Description
Week of 17 May	• Appointment of Contractor • Kick-off and Onboarding Meeting • Handover of BAU postings on SAM's Facebook and Instagram channels for Business Continuity Management
Week of 31 May	Finalisation of the Calendar
Week of 7 Jun	Submission of first weekly report
Week of 28 Jun	SAM will exercise the option to extend, if required
Week of 5 Jul	• SAM finalises option to extend • Contractor begins planning for third month's calendar
Week of 12 Jul	End of mandatory contract period

ANNEX A

About SAM Mini Mobile Museum: *Slander!* by Jeremy Sharma

Information is correct at the time of posting

Background

The SAM Mini Mobile Museum is SAM's way of presenting art in neighbourhood venues while our buildings are closed. This gives us an opportunity to reach out to audiences who do not frequent museums or actively engage in art.

The SAM Mini Mobile Museum is a travelling art exhibition held in partnership with the National Library Board. It showcases contemporary artworks by Southeast Asian artists through a selection of works adapted from the National Collection. It aims to introduce audiences to the multifaceted nature of contemporary art by presenting works in various art forms like sculptures, mixed media installations, etc.

There will be a few editions of the Mini Mobile Museum showing at the Regional Libraries of Tampines, Woodlands and Jurong during the period of SAM's redevelopment. Each edition will feature one artwork by a different artist, which will be shown for a limited time at each of the abovementioned library venue. Every exhibition will be accompanied by free drop-in activities for everyone.

Slander! by Jeremy Sharma is the fourth edition of the SAM Mini Mobile Museum series, which will be shown from 9 June to 31 October 2021. Learn more about previous editions: Edition 1 (Rodel Tapaya) | Edition 2 (Ezzam Rahman) | Edition 3 (Melissa Tan).

Exhibition Dates and Venues:

- Woodlands Regional Library : 9 June to 25 July 2021
- Jurong Regional Library : 28 July to 12 September 2021
- Tampines Regional Library : 15 September to 31 October 2021

Exhibition Synopsis for *Slander!* by Jeremy Sharma

It is often said that the golden age of Singapore cinema came in the post-war decades of the 1950s and 1960s, where a great number of films were produced and shot in Singapore. Local studios such as Malay Film Productions and Cathay-Keris (run by Shaw Brothers and Cathay Organisation respectively) are often credited for producing Malay-language films that helped sustain the **region's postcolonial search for a national identity and future, as well as the region's negotiations with the order of modernity at large**. Thus, the films that emerged from this period often brought with them **a palpable sense of social ferment and restlessness**.

Extending from his earlier work *A White, White Day* (2017) based on the 1959 film "Korban Fitnah" (Victim of Slander), artist Jeremy Sharma continues his research interests in the cultural production of the 1950s and 1960s.

He is particularly interested in the pulp fictions of this period not only for the aesthetics of their production, but also for their appeal towards the salacious and the sensational. The title of this new work *Slander!* pays homage to the language of pulp fiction, and points also to the possibility of misidentification and deviation.

Part of the interest here is also in thinking how to ‘quietly’ stage this period’s energies within the settings of public libraries. In an environment saturated with media, we have grown accustomed to the ease of access to (mis)information. Through videos forwarded, documents supposedly leaked, and political tweets quoted in official news, there is a percolating sense or suspicion that the world is, once again, undergoing a period of political agitation and restlessness.

How can we sense the ‘riot’ out there – quietly unfolding between the streets and the spreadsheets that aim to contain it? Is silence simply compliance?

Through **a network of videos, printed fabrics, texts and modular display structures**, *Slander!* aims to recreate the mood of this period, to **call on its energies and restlessness, as a means to reassess where or what else might Singapore become**.