



Brief for creative campaign design and/or film making

Regional awareness raising campaign - Arab region

MSIF is looking for an Arabic speaking experienced creative agency/consultant to develop a visual concept for an awareness raising campaign, develop the campaign toolkit and produce a short-film.

Background

[The MS International Federation \(MSIF\)](#) is a unique global network of MS organisations, people affected by MS, volunteers and staff from around the world. Our movement is made up of 48 MS organisations with links to many others. We inspire, mobilise and bring the MS world together to improve the quality of life of everybody affected by MS and to end MS forever.

Data suggests there are more than 55,000 people with MS in the Arab region with many thousands more directly affected as family and community members. In many countries in the region the data remains patchy and, in some instances, simply unavailable. It is thought that more people still remain undiagnosed, untreated and unsupported.

Low levels of public MS awareness can be found in much of the region which often leads to social stigma and exclusion and discrimination in education and the workplace for those with and affected by the disease.

We have been working with the Arab region since 2008 to strengthen the capacity of MS organisations in the region so that they will be better able to meet the needs of people affected by MS. The organisations with which we work in the region are mostly run by volunteers who are often people with or affected by MS.

When, in 2016, we surveyed some 23 MS organisations from 16 countries in the region on which themes our 2017-19 region wide capacity building programme should address, **awareness-raising** was identified as an area on which MS organisations were keen to focus to better support the MS community in their country. The need to address this lack of MS awareness was echoed by people with MS who participated in a number of MSIF focus group discussions and interviews which ran in parallel.

At our 2016 Regional Workshop in Amman, Jordan, MS organisations' delegates identified a **joint regional project** as an initial way to build cooperation amongst the organisations and promote collaborative working in the region.

In order to combine the above elements, MSIF is looking to support the MS organisations in the region in planning and implementing a **joint regional awareness-raising campaign**. It is

envisaged that the **campaign will be small-scale** and would be **carried out in October 2018** by as many MS organisations in the Arab region who are able to participate.

During the 2017 Regional Workshop in Dubai in November, MS organisations' representatives were trained in awareness-raising campaigning skills and techniques; generated ideas around which a joint campaign could be built and began to develop an initial framework for such a campaign.

Campaign Aim

Increase awareness of MS and its effects amongst young people (such as school and university students) in the Arab region.

Target audience

The primary target audience of this campaign is young people aged between 15 -24 years old.¹ With no/limited knowledge of MS and its effects.

It is envisaged that young people with MS² will play a key role in promoting the campaign and helping reach the primary target audience.

Campaign Theme

Further online discussion was carried out with MS organisations and young people with MS from the Arab region to decide on the campaign theme. **My Future – I have a dream** was chosen. See **Annex 1** for more details about the theme.

Who manages the campaign?

This campaign will be coordinated by MSIF's Capacity Building Manager in London. A consultation work group formed of representatives from MS organisations in the Arab region will be consulted by MSIF throughout the campaign development, implementation and evaluation. We will also regularly consult young people with MS to ensure the campaign messages and tone are relevant to and representative of them

We envisage sharing the produced toolkit online with MS organisations in the Arab region who will adapt and use them in promoting the campaign online (via their websites and social media networks) and also in their offline activities (e.g. awareness raising activities in the schools, universities and youth clubs, see **Annex 2**).

Deliverables (all deliverables needs to be in Arabic language)

We are looking for an experienced creative agency/consultant to deliver the following:

- 1) Develop look and feel of the campaign - creative and visual concept (in conjunction with identified theme and target audience and in line with the campaign principles) including :**
 - logo

¹ However, some MS organisations in the Arab region might use the campaign to target slightly older groups

² Young people with MS are generally considered to be in the 18-35/40 age range.

- tagline and hashtag
- key messages
- online awareness-raising ask(s)/action(s). The ask(s)/action(s) needs to engage **both young people with MS and the primary target audience of youth 15 – 24** (with no/limited knowledge about MS).

2) Develop campaign toolkit including:

- materials that can be used (online and offline) by MS organisations in the Arab region to communicate the campaign messages and ask(s) including:
 - a) Facebook and Twitter shareables
 - b) Facebook and Twitter cover images
 - c) 1 printable poster
 - d) 1 roll-up banner design template
 - e) ‘Take action’ printable card(s)

3) Short film

In addition to developing the campaign visual concept and toolkit, we would like to gather case studies from three young people with MS living in three different Arab countries who will feature in a short film to illustrating the campaign theme. This film will be the key media offering for the campaign.

We will ask MS organisations to submit nominations for the case studies.

Please note - if you are unable to produce the short film, we will commission a separate contractor for this, but would require you to work closely with them to ensure a consistent tone and visual style across all the campaign content.

Here are some examples of videos produced to raise MS awareness:

https://www.youtube.com/watch?time_continue=2&v=HNTqgw-UUYI

<https://www.youtube.com/watch?v=NJzyfR6dbT8>

https://www.facebook.com/alsep.mslebanon/videos/1678902062205942/?hc_ref=ARQxQJl40piFnz98KwrUVXUIboBNf7yJlpwr8OAuo-GKIH4uBmzgB0t8oZuWFFpJ_k

Key Dates

The campaign will be carried out over one month - October 2018. Below are some of the key dates:

Mid-July 2018	Toolkit completed
End of August 2018	Short film completed
1 October 2018	Public launch of the campaign (offline and online)

Budget

Our total budget for this campaign is **GBP£15,000**. If you are able to produce both the campaign creative work, toolkit and short film, you will have flexibility in allocating the **GBP£15,000** between these areas. If you are unable to produce the short film, the budget will be reduced to reflect this.

How to apply

Interested agencies/consultants are requested to submit the following (in English and/or Arabic) to development@msif.org by **17.00 GMT on 04 June 2018**:

- A proposal of no more than 2-3 pages explaining how you would respond to the Brief
- An outline of the budget for the service (including a breakdown of the cost for each of the deliverables).
- A profile of previous work (preferably examples of similar campaigns carried out by you/your agency)

In order to avoid any conflict of interest, perceived or otherwise, agencies/ consultants should note that, in order to be eligible to tender for the work, they (or their company/ agency/ organisation) should not have been employed by (as a permanent or temporary member of staff) or have carried out services for (in an advisory or consultancy capacity) national or international healthcare companies, or their subsidiaries, within the past 6 months. Agencies/consultants who have carried out services for national or international healthcare companies, or their subsidiaries, within the past 18 months, should declare this within their application.

Annex 1 The campaign theme and general principles

Please note that these are just guiding ideas given by MS organisations and you have the freedom to adapt/use some of them where relevant.

Campaign theme: My future - I have a dream

- The period of youth is always linked to the future dreams of each person. The word 'dream' has a great impact especially on young people. The future and dreams are the biggest concern for young people, whether they have MS or not; it's especially so for people with multiple sclerosis (MS), for whom the future and dreams are always in mind, whether negatively or positively.
- To present the stories of young people from three Arab countries with MS through a short film where they talk about MS, its symptoms, how to live with it, how MS became only one part of their life "*just part of my life*", what they dream of as people with MS, and what may help them live with MS now and in the future (e.g. I dream that other people can understand what my disease is; I dream that I will obtain my rights; I dream that I can live like other people).
- To focus on the inspiring aspects by providing a model for a person with MS who has achieved something or is working to achieve something, both in a practical and academic setting in life, despite being diagnosed with MS and the difficult living conditions associated with it. This person will represent a role-model for both the patient's peers and society in general, as it will prompt them to find out or question the nature of the MS and its symptoms, which, in my view, is a kind of positive awareness.
- If we consider that MS is a problem, then continuing to talk about or complain about this problem will not lead to its solution, but the solution lies rather in the definition and recognition of the problem and the transition to the future, and perceiving this problem \[MS] is the catalyst to achieving something in life.
- It is possible to present the idea of youth's dreams in general terms (university entry, graduation, work, marriage) and then move on to how difficult it is sometimes to achieve some of these dreams due to MS. However, it's also possible to present examples of people who have overcome these difficulties and whose dreams have come true.
- To talk about the challenges of the period of youth in general, and then add to them the challenges facing young people with the disease; for example, add the word MS last in the list of youth's challenges.
- How the status of the people with MS changes with their changing needs; how that affects a young person with MS, for example: "The change in my lifestyle because of my MS" or "the uncertainty and difficulty planning for life".
- Messages linked to the subject such as "My disease/MS will not defeat the future I dreamed of; help me achieve my dream" and other similar messages.

- MS has different symptoms and some of them are invisible. It is not easily recognisable, and changes; one of your friends could have MS without you knowing about it.
- To explain how MS changes from day to day, "Multiple Sclerosis is different from one day to another" and through the various stories presented, it will be demonstrated how MS impacts each person differently.
- Examples of online activity:
 - Encourage people with MS by sharing their dreams as people with MS on social media and using a specific hashtag in the campaign
 - Or, encourage people with MS to take selfie photos with their friends or relatives/family at school, university, home, or anywhere, and share them on social media.
 - Or, encourage people with the disease to send a message that begins with the phrase "Imagine if you had ... (adding one of the symptoms showing on the person because of MS) - I have MS."

General principles which are important to consider in the campaign

1. The subject is to be covered from a **positive point** of view filled with hope and optimism: I can; MS will not hold me back/stop me; I will challenge the pain of MS; how people cope positively with MS.
2. To show the **variations and diversity** (showing different faces of young people with MS from a number of Arab countries. The stories / people with MS who are chosen for the campaign will show the differences from one person, within one or several countries; showing people who have different habits and different lifestyles as individuals but are united by having MS.) For example: "We are different ... but MS brings us together,"; "We come from all parts of the world united by pain and hope."
3. To encourage the **involvement of young people targeted in the campaign** by using expressions that stimulate active participation, such as: Hand in Hand to Spread Awareness of MS; Hand in Hand For a Better Tomorrow For People with MS; Your understanding of MS will ease the pain and nurture hopes; United to Face MS.
4. To show that despite having MS, **"I'm like you"**: I have the right to life; you're productive like I am; as a person with MS, I have the right to study, work and have a family.
5. To take into consideration the **difference in dialects** from one Arab country to another. Therefore, it is important for the messages used in the campaign to be localised in all Arab countries (each according to its dialect) and appropriate to address young people as the target audience.

مرفقات 1 : محور/موضوع الحملة والمبادئ العامة

موضوع/محور الحملة: مستقبلي - لدي حلم

- سن الشباب دائما مرتبط بالأحلام المستقبلية لكل شخص. كلمة حلم كلمة لها أثر كبير علي الأخص علي الشباب. المستقبل والأحلام اكثر ما يشغل الشباب سواء مصابون او غير مصابون خاصة المصابون يصبح المستقبل والأحلام اكثر ما يفكرون فيه بالسلب او الايجاب وبالتساؤلات.

- تقديم قصص شباب مصاب بالمرض من 3 دول عربية عن طريق الفيلم القصير يتحدثون عن المرض واعراضه وكيف يتعايشوا مع المرض وكيف اصبح المرض فقط جزء من الحياة just part of my life، وما يحلمون به كأشخاص مصابين بالمرض والذي قد يساعدهم في التعايش مع المرض الآن وفي المستقبل (مثلا احلم أن يتفهم مرضي الآخرون، احلم أن احصل على حقوقي، احلم أن أعيش كالأخرين).
- التركيز على الجوانب المهمة بإعطاء النموذج لذلك الشخص المصاب بالتصلب والذي تمكن من تحقيق شيء أو يعمل على تحقيق شيء سواء في الجانب العملي أو الأكاديمي في الحياة على الرغم من إصابته بمرض التصلب وظروف الحياة الصعبة اذ سيمثل ذلك النموذج والقوة سواء لأقرانه من المرضى أو للمجتمع بصورة عامة بحيث سيدفعهم ذلك للتعرف أو التساؤل عن طبيعة المرض وأعراضه وهو ما اعتبره توعية إيجابية.
- اذا اعتبرنا ان مرض التصلب هو (مشكلة) فان استمرار الحديث أو الشكوى من هذه (المشكلة) سوف لن يؤدي بالنتيجة الى حلها ولكن الحل يكمن في التعريف والاعتراف بوجود المشكلة والانتقال الى المستقبل وان تكون هذه المشكلة (مرض التصلب) هي الحافز لإنجاز شيء ما في الحياة.
- يمكن تقديم فكرة احلام الشباب بوجهة عام (دخول الجامعة، التخرج، العمل، الزواج) ثم التطرق لمدي صعوبة تحقيق بعض هذه الأحلام بسبب التصلب المتعدد في بعض الأوقات ولكن يمكن ايضا تقديم امثلة قامت بالتغلب علي تلك الصعوبات وتحقيق احلامها.
- التحدث عن عن تحديات سن الشباب بشكل عام، ثم اضافة تحديات الشباب المصابين بالمرض عليها/ مثلا اضافة كلمة التصلب المتعدد في اخر القائمة.
- كيف تتغير حالة المصاب بالمرض والاحتياجات المتغيرة للأشخاص الذين المصابين بالتصلب العصبي المتعدد. مدي تأثير ذلك علي شاب مصاب بالمرض مثل: "اختلاف نمط/اسلوب حياتي بسبب مرضي" uncertainty عدم اليقين وصعوبة التخطيط للحياة.
- رسائل مرتبطة بالموضوع مثل "مرضى لن يهزم مستقبل حلمت به، ساعدني على تحقيق حلمي" وغيرها من الرسائل المشابهة.
- التصلب المتعدد له أعراض مختلفة وبعضها غير مرئية ليس من السهل ان يتم التعرف عليه، متغير، وممكن ان يكون احد من أصدقائك مصاب به.
- توضيح كيف ان التصلب المتعدد يختلف كل يوم عن الآخر، "التصلب المتعدد.. كل يوم مختلف عن السابق" ومن خلال القصص المختلفة المعروضة سوف يظهر كيف يختلف التصلب المتعدد تأثيره علي الحياة من شخص لآخر.
- أمثلة لنشاط عبر الأنترنت:
- تشجيع المصابين بالمرض عبر وسائل التواصل الاجتماعي مشاركة احلامهم كأشخاص مصابين بالمرض علي هاش تاج الحملة
- او، تشجيع المصابين بالتصلب بأخذ صور سيلفي مع أصدقائهم او اقاربهم/افرد العائلة في المدرسة او الجامعة او المنزل او اي مكان ومشاركتها عبر وسائل التواصل الاجتماعي.
- او، تشجيع المصابين بالمرض إرسال رسالة تبدء بجملة " تخيل انك(اضافة احد الأعراض التي يتعرض لها الشخص بسبب المرض) - انا مصاب بالتصلب المتعدد/ ام اس".

مبادئ عامة من المهم اعتبارها في الحملة

1. تغطية الموضوع من زاوية ايجابية وبها أمل وتفائل: أنا أستطيع، لن يعيقني/يوقني التصلب المتعدد، سأتحدي آلام التصلب، وكيف يتعايش المصابين مع المرض بشكل ايجابي.
2. إظهار الأختلافات والتنوع (تظهر وجوه مختلفة من شباب من عدد من البلدان العربية مصابين بالمرض. سوف تظهر القصص/الأشخاص الذي سوف يتم اختيارهم للحملة الأختلافات بين كل شخص والآخر من المصابين بالتصلب سواء في نفس الدولة او من دولة لأخري. من بلدان مختلفة ولدينا عادات مختلفة وأسلوب حياة مختلف كأفراد ولكن يجمعنا التصلب المتعدد) - مثال: "نحن مختلفون .. ولكن يجمعنا التصلب المتعدد"، "من كل بقاع الدنيا يجمعنا ألم وأمل".
3. الحث علي إشراك الشباب المستهدف من الحملة باستخدام عبارات تحث علي المشاركة الفاعلة مثل: يدا بيد لننشر الوعي بالمرض، يدا بيد من اجل غد أفضل لمرضى التصلب المتعدد، فهكم لمرض التصلب المتعدد ينهي الألم وينمي امال، معا لنواجه مرض التصلب المتعدد.

4. عرض نقطة انه رغم اصابتي بالتصلب المتعدد ولكنني "مثلي مثلك": لدي الحق في الحياة، كما تنتج سأنتج، لدي الحق كمصاب بالدراسة والعمل وتكوين أسرة.
5. الأخذ في الاعتبار **اختلاف اللهجات** من دولة عربية الي اخري ولذلك من المهم ان تكون الرسائل المستخدمة في الحملة يمكن استخدامها في جميع الدول العربية (مع اختلاف اللهجات) ومناسبة للشباب في الدول العربية.

Annex 2 - Examples of offline activities that MS organisations in the region could carry out

- Organise awareness raising events and lectures in schools and universities
- Organise an entertainment trip for secondary school students, during which the campaign can be promoted
- Produce a documentary and encourage the students to role-play the roles in the documentary
- Distribute printed materials at universities and schools
- Organise TV, Radio and newspaper interviews
- Organise sports activities (e.g. participate in a marathon)
- Organise activities/educational day in places where young people congregate such as youth councils or youth clubs
- Field trips to hospitals and treatment centres
- Display posters at universities and in commercial complexes/malls/cinemas/cafes
- Reach out to a celebrity/influencers (whose fans are of target age group) to participate in a specific activity in the campaign to attract media coverage and increase outreach
- Celebrate the completion of the campaign and honour/acknowledge participants including staff, volunteers, universities, schools, clubs, relevant authorities (e.g. giving appreciation letters)