



投資者及理財教育委員會
Investor and Financial
Education Council

Invitation to Tender

Planning and advertising services for mass media and social media channels 2026-2028



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Invitation to Tender

Planning and Advertising Services for Mass Media and Social Media Channels 2026-2028

The Investor and Financial Education Council (IFEC) is pleased to invite your company to submit a proposal/ proposal(s) for both or one part of the captioned project. A copy of the Invitation to Tender is attached and is available for download from the “Invitation to Tender” section on the path below:
<https://www.ifec.org.hk/web/en/about-ifec/invitation-to-tender.page>

If your company is interested in providing the services described in the Invitation to Tender, please submit your tender to the IFEC by **11:00 am on 28 July 2025 (Monday)** to the following address.

**Investor and Financial Education Council
c/o Securities and Futures Commission
38/F, One Island East
18 Westlands Road, Quarry Bay
Hong Kong**

Late proposals will not be considered.

For and on behalf of the
Investor and Financial Education Council

Mr Francis Li
Head of Campaign and Digital Marketing
Investor and Financial Education Council
25 June 2025

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1. Background

1.1 About the Investor and Financial Education Council (IFEC)

The Investor and Financial Education Council (IFEC) is an independent public organisation and a subsidiary of the Securities and Futures Commission, dedicated to improving investor and financial education in Hong Kong. The IFEC is supported by the four financial regulators and the Education Bureau. The IFEC promotes and delivers free and impartial investor and financial education resources and programmes through its consumer education platform, The Chin Family, and leads the Financial Literacy Strategy to facilitate stakeholders to deliver quality investor and financial education to the Hong Kong public. (www.ifec.org.hk)

1.2 About The Chin Family (TCF)



The Chin Family (TCF), representing different age groups and segments, serves as a communication platform of the IFEC for delivering various investor and financial education messages to the respective target audiences. Since the launch of TCF in April 2016, these characters have served as the mascot of the IFEC to support its branding and communications.

The TCF characters are in 3D format and used across our key promotional channels (e.g., TV commercials, ad banners, social media platforms), and have been shown to enhance the IFEC's brand recall and engagement. In order to further strengthen the connection between the IFEC brand and TCF characters and position them as storytellers for their respective target segments, an enhanced look of the 3D characters will be launched in Q1 2026. The revamped 3D characters will feature a more modern and approachable look while preserving key elements that ensure their recognizability.

2. Invitation to tender and interpretation

The IFEC invites Tenderers to submit written proposal(s) for the provision of both or one of the following services:

Part 1: Planning and advertising services for Mass Media (ongoing) for FY 2026-2028

Part 2: Planning and advertising services for Social Media channels (ongoing)
(Facebook, Instagram and YouTube) for FY 2026-2028

In this document, the following terms shall have the following meanings:

“Project” means the project described in Section 3 and 4;

“Tenderer” means the person(s) or corporation(s) tendering for the Project;

“Contract” means a formal agreement to be entered into between the IFEC and the Contractor in relation to the Project containing such terms and conditions as the parties shall agree including (but not limited to) those terms set out in Section 6 hereof (unless the same shall have been modified by the IFEC); and

“Contractor” means the Tenderer whose tender is accepted by the IFEC.

PART 1 - Planning and Advertising Services for Mass Media

3. Project overview, requirements and deliverables

The term of this service is for a period of two years commencing from 1 April 2026 – 31 March 2028. The initial terms may be extended for an additional one year (1 April 2028 – 31 March 2029), based on the same terms and conditions subject to a performance review.

3.1 Objectives:

- Align media strategy with brand strategy to support outlined objectives and outcomes, and drive traffic to the IFEC website, drive campaign video views, and support campaign call-to-actions.
- Broaden the reach of the IFEC messages to the masses and targeted groups in an efficient and cost-effective way, deploying the most optimal media mix using the latest media planning and evaluation tools.
- Explore new ways to further enhance IFEC's performance by reaching the unreachable audience.

3.2 Scope of tender

Tenderers are required to provide a combined proposal that covers **both** of the following areas:

- (a) Television, radio, print and outdoor media
- (b) Internet, mobile applications and search engine marketing

3.3 Service requirements

Media agency services required by the IFEC include:

- (a) Planning and Advisory Services
 - Advise on the overall media placement strategies and direction for the advertising campaigns in achieving the objectives set by the IFEC.
 - Recommend media channels, targeting strategies and budget allocation across media outlets with explanation and rationale for those recommendations.
 - Prepare detailed media placement plans and clear material specifications and deadlines.
 - Develop evaluation and reporting mechanisms for all campaigns.
 - Propose key performance indicators to ensure the objectives and outcomes are met.
- (b) Media Buying and Placement
 - Negotiate and secure ad space or airtime across different media outlets, ensuring cost-effective placements.
 - Place advertisements in agreed formats based on the approved media placement plans.

- (c) Production
- If necessary and appropriate, develop creatives such as banner ads, print advertorials and short videos.
- (d) Monitoring and Evaluation
- Verify whether the approved media plans have been duly and fully executed as scheduled and within budget.
 - Seek prior approval from the IFEC in the event of any variations/modifications of the media plans and provide justifications for such changes.
 - Evaluate and recommend if any improvements need to be made, while advisements are being run, as applicable.
- (e) Reporting
- Provide detailed monthly reports and/or log sheets for advertisements which are carried on an on-going basis.
 - For major advertising campaigns, provide monthly update before completion of campaign.
 - Prepare a detailed post-campaign report within four (4) weeks after the completion of a campaign.
 - Provide annual analysis of the performance of advertising campaigns during the year.
- (f) Market intelligence
- Provide regular update on media scene and effective promotion platforms and tools and alerts on special advertising offers.
 - Share findings of reports or surveys on areas which include but are not limited to consumers' media consumption habits and advertising case studies.
- (g) Search Engine Marketing
- Develop tailored SEM strategies and roadmap, perform keyword research, and manage campaigns effectively.
 - Craft engaging ad copies and optimise ad performance and budget.
 - Align SEM efforts with other marketing channels for a cohesive strategy.
 - Review and optimise landing pages to enhance relevancy.
 - Share the latest SEM strategies and updates on new features from search engines in the market.

3.4 Deliverables

(a) Media plans of advertising campaigns should include:

- Recommendations on overall advertising strategies and approach as well as the rationale behind such recommendations
- Descriptions of the plans including channels and formats adopted as well as the rationale behind such recommendations
- Quotations with details including but not limited to channels, ad formats/tools, frequencies (no. of spot or impression), size/share of voice, buying model, duration and costs (nett, agency commission and any third-party costs)

(b) Monthly updates and post-campaign reports of advertising campaigns should include:

Performance data

- TV - Track the number, channel and rating of individual TV airtime spots purchased by the IFEC and those provided by the government (i.e., Announcements of Public interests – APIs) and inform campaigns' overall TV rating/reach (i.e. Target Audience Rating Points (TARP)/Gross Rating Point (GRP)), Cost Per Rating Point (CPRP), Reach and Average Frequency etc within four (4) weeks after campaign completion.
- Radio - Track the number, channel and rating (i.e., average yesterday listenership or average past-week listenership) of Radio airtime spots purchased by the IFEC and those provided by the government (i.e. APIs) within four (4) weeks after campaign completion.
- Print - Verify the size, colour and page/section of advertisements, advertorials, and/or supplements, together with the latest readership figures of the media.
- Outdoor - Contain photos of advertisements and verify the size and location of such advertisements.
- Internet and mobile applications - Track the number of impression / click / engagement / other call-to-action, click-through / engagement rates of the advertisements and reach of the target audience; and provide as much on-site data (e.g., bounce/dropout rate, duration, page view and page per view etc) as possible.
- Search engine marketing - Track the cost per click, click-through rate and average position of keywords, ad groups and ad copies on search engines; and provide as much on-site data (e.g., bounce/dropout rate, duration, page view and page per view etc) as possible.

Evaluation and analysis of advertising campaigns

- Explain the implications of and lessons learnt from the above data for enhancing the effectiveness of future campaigns.

(c) Annual review of advertising strategy should include:

- Tracking of trends and update on changes of media landscape.
- Analysis of overall performance by factors including but not limited to (and if applicable) reach, traffic, level of engagement and cost efficiency.
- Recommendations on adjustments of future advertising strategies and plans

(d) Proposal requirements:

The proposal should include the following items:

- Description of the scope and depth of service on offer
- Agency credentials, including background and awards
- Account servicing team, including teammates' name, title and experience
- Overall advertising strategies for the IFEC
- Samples of the following items:
 - (1) media placement plan – assuming the re-use of [existing promotional materials](#) (but not a must) to promote the IFEC FinEd Hub across online and offline platforms (excluding TV) with the goal of boosting the Hub's traffic during off-peak seasons, leveraging a budget allocation of \$500,000;
 - (2) post-campaign report, and evaluation and analysis; and
 - (3) annual review to demonstrate levels of detail of advertising work the agency will be conducting through different media channels for the IFEC under Service requirements and Deliverables.
- Fee structure, including amounts of fee or rates of commission for each area under Scope of tender listed in Section 3 (if applicable) charged by the Tenderer, any volume discount and/or rebate obtained from the media (which may result from the IFEC placement or from the inclusion of the IFEC placement as part of any bulk advertising commitment by the Tenderer to the media) and any items which could incur costs charged by third parties.
- Additional, value-added deliverables and/or performance pledges from which advertising campaigns of the IFEC can benefit in their proposal(s).

PART 2 - Planning and Advertising Services for Social Media Channels

4. Project overview, requirements and deliverables

The term of this service is for a period of two years commencing from 1 April 2026 – 31 March 2028. The initial terms may be extended for an additional one year (1 April 2028 – 31 March 2029), based on the same terms and conditions subject to a performance review.

4.1 Objectives

- Leverage the IFEC's social media channels to effectively disseminate information in an approachable and interesting way to make financial learning more organic.
- Reach the IFEC's target segments to attract more followers, leading them to use our digital resources and follow our latest information.
- Deploy creative social media executions to engage with audiences to grow new followers, build brand loyalty, strengthen association with brand attributes and showcase IFEC's activities and initiatives to enhance click throughs to drive traffic to the IFEC website, IFEC FinEd Hub webpage, online tools and other resources.
- Use social media targeting and advertising strategy to reach specific demographics.

4.2 IFEC The Chin Family Facebook and Instagram – Planning and advertising services for ongoing feeds and campaigns

4.2.1 Planning and maintenance

Service requirements:

(a) Propose creative strategies of IFEC The Chin Family Facebook and Instagram.

(b) Craft and deliver innovative, impactful and effective investor and financial education content to deliver on the below key performance indicators:

Facebook: widen IFEC's presence on Facebook - continue to broaden the follower base, sustain engagement rates, deepen the level of engagements and connections with followers, direct traffic to the IFEC website and stimulate conversations.

Instagram: pursue substantial follower growth, maintain high engagement rates, enhance IFEC's presence in the Instagram space, and direct traffic to the IFEC website.

We aim to produce user-centric, practical and dynamic content which encourages the public to learn and take actions to manage their investments and finances.

(c) Adopt the enhanced look of TCF characters stated in Section 1 to IFEC social media content to effectively deliver relevant investor and financial education messages to the target audiences (an image library of TCF characters will be developed and provided to the Contractor of Part 2 (Social Media) of this tender for use. The Contractor will be responsible for executing adjustments to the enhanced TCF characters (e.g. facial expressions, postures, attire, etc.) as required to ensure alignment and suitability for social media content.

Key deliverables:

- (a) Provide content strategy and calendar, key messages, assets (videos, graphics, etc), design direction that support the IFEC brand strategy and campaign objectives;

Facebook: 8 feeds per month (Copywriting in Traditional Chinese, including but not limited to at least 2 feeds with advanced creative visual formats such as GIF, video, live photo, extended visual, 360-degree photo or any other new creative formats)

Instagram: 8 feeds per month, supplemented with Instagram stories on the related topics accordingly (Copywriting in Traditional Chinese and visuals/creatives popular in the Instagram environment)

(Tenderers are advised to quote additional feeds/stories beyond the above monthly requirements, as optional items.)

- (b) Measure and achieve key performance indicators e.g., number of page likes, number of followers, engagement rate, number of video views and click through rate to/of the current IFEC platforms;
- (c) Provide monitoring, evaluation and reporting mechanisms across all campaign initiatives and platforms.
- (d) Tenderers are welcome to propose additional, value-added strategies, deliverables and/or performance pledges from which the IFEC The Chin Family Facebook and Instagram can benefit in their proposal(s).

4.2.2 Advertising placements

Service requirements:

- (a) Planning and Advisory Services

- Advise on the overall media placement strategies and direction of the regular content and advertising campaigns of the IFEC social media channels to achieve the set objectives of the IFEC.
- Recommend budget allocation for regular feeds; prepare detailed media placement plans for social media channels/ publishers for advertising campaigns on Facebook and Instagram (or other social media platforms deemed suitable).
- Develop evaluation and reporting mechanisms.
- Propose key performance indicators to ensure the advertising campaign objectives and outcomes are met.

- (b) Placement

- Execute approved media placement plans in terms of format, creatives and ad targeting.

(c) Monitoring and Evaluation

- Monitor the execution of the approved media placement plans to ensure they have been duly and fully executed as scheduled and within budget.
- Evaluate and recommend if any adjustments to the media plans are needed.
- Seek prior approval from the IFEC before executing on the revised media plans.

(d) Reporting

- Provide detailed monthly reports and/ or log sheets for all advertisements.
- Provide monthly updates on major advertising campaigns.
- Prepare detailed post-campaign reports within four (4) weeks post campaign completion.
- Provide annual analysis on advertisement performance during the year.
- Market intelligence
- Provide regular updates on the social media scene and advise on effective promotion platforms and tools.
- Share findings and insights from market reports or surveys relevant to the IFEC social media channels.

Key deliverables:

(a) Media plans for ongoing feeds and campaigns of the IFEC social media channels:

- Recommendations on overall advertising strategies and approach as well as the rationale behind.
- Media plans with details including but not limited to ad formats/tools, frequencies, size/ share or voice, buying model, duration, targeting and costs (nett, agency commission and any third-party costs).

(b) Monthly updates should include:

- Performance data
Track engagement (e.g., reaction, comment, share, view, link click, app download etc.), engagement rate and major metrics of IFEC social media content.
- Evaluation and analysis of advertisements
Draw insights from the above data to enhance future advertisements/ campaigns.

(c) Annual review should include:

- Analysis of overall performance by factors including but not limited to (and if applicable) reach, traffic, level of engagement and cost efficiency.
- Tracking of market trends and insights on how the IFEC can adopt to them.

- Recommendations on adjustments of future advertising strategies and plans.

- (d) Tenderers are welcome to propose additional, value-added deliverables and/or performance pledges from which advertisements of the IFEC The Chin Family can benefit in their proposal(s).

4.3 IFEC The Chin Family YouTube planning and maintenance services (excluding YouTube ad placements)

4.3.1 Service requirement

- (a) Develop a strategy to enhance the IFEC's presence and engage a wider YouTube audience. Integration of the IFEC YouTube page with the IFEC social media channels is crucial in creating synergy between these platforms.

4.3.2 Key deliverables

- (a) Categorise videos for different target groups, creating homepage cover photos, video playlists and creative thumbnail images, uploading, proposing and adding tags for search functions, monitoring and reporting etc.
- (b) Provide regular updates on the digital media scene and mega trends, keep abreast of new functions and offers.
- (c) Propose key performance indicators that will drive substantial growth, in terms of subscriber base and video views, while ensuring the objectives and outcomes of the Project are met.
- (d) Tenderers are welcome to propose additional, value-added strategies, deliverables and/or performance pledges from which the IFEC The Chin Family YouTube channel can benefit in their proposal(s).

The advertising services for the IFEC The Chin Family YouTube channel will be managed by the Contractor of Part 2 (Mass Media) of this tender.

4.4 Budget indication:

Item	Cost (annual fee)
IFEC The Chin Family Facebook and Instagram -	
(1) planning and maintenance, and	(1) Tenderers to quote
(2) advertising services for the IFEC The Chin Family Facebook and Instagram ongoing feeds and campaigns	(2) Tenderers to quote based on the actual costs (nett media cost, agency commission and any third-party costs on a monthly basis)
IFEC The Chin Family YouTube maintenance services	Tenderers to quote

4.5 Proposal requirements

The proposal should include the following items:

- (a) Description of the scope and depth of service on offer
- (b) Agency credentials, including background and awards
- (c) Account servicing team, including teammates' name, title and experience
- (d) Proposed content and advertising strategies, key social media metrics and tactics for the IFEC social media channels in view of Sections 1 and 4
- (e) Sample design(s) and execution of IFEC social media platforms (suggested topics for consideration: promotion of the IFEC FinEd Hub and IFEC Money Tracker app)
- (f) Samples of (1) media placement plan; (2) post-campaign report, and evaluation and analysis; and (3) annual review to demonstrate levels of detail of advertising work the agency will be conducting through different media channels for IFEC under Services requirements and Deliverables.
- (g) Fee structure, including amounts of fee or rates of commission for each area listed in Section 4 (if applicable) charged by the Tenderer, any volume discount and/ or rebate obtained from the media (which may result from the IFEC placement or from the inclusion of the IFEC placement as part of any bulk advertising commitment by the Tenderer to the media) and any items which could incur costs charged by third parties.
- (h) Additional, value-added deliverables and/or performance pledges from which social media platforms of IFEC can benefit in their proposal(s).

5. Timeline

Date	Deliverables
25 June 2025	Issue of tender
3 July 2025	Interested tenderers to submit expression of interest to the IFEC via email
11:00 am, 28 July 2025	Deadline for submission of tender
Week of 4 August 2025 (Tentatively)	Presentation by shortlisted tenderers
By mid-September 2025	Appointment of contractor

6. Notes to Tenderers

6.1 Insurance

Without prejudice to the Contractor's liability to indemnify the IFEC under the Contract, the Contractor shall at its own expense maintain for the benefit of, and in the joint names of, the Contractor and the IFEC the following insurance policy covering the period from the date of the Contract to the completion of the Project:

Public Liability Insurance - in respect of personal injury, death, loss and damage to property, up to an indemnity limit of HK\$10,000,000 per occurrence, arising out of or being caused by the carrying out of the Contract by the Contractor, its employees or agents.

6.2 Intellectual property

Subject to the terms of the royalty and other relevant copyright agreements, the IFEC shall have full, unrestricted and exclusive rights to use the products and services listed out in Section 3 and 4 including the right to broadcast, show and disseminate them in any media, stakeholder and its IFEC websites/platforms and to make use of the products or services for any purpose, and the right to make any future adjustments to the contents of the products.

The Contractor is not allowed to use the products for any purpose other than those set out in the Contract, without the prior consent and authorisation of the IFEC in writing.

The Contractor shall warrant that the Project or any part of it produced by the Contractor or on its behalf will not infringe any patent, trademark, copyright, registered design or other intellectual property rights of any third party and agree to indemnify the IFEC for any such claim, liability, proceedings and costs arising therefrom.

6.3 Financial reports

Before signing of the Contract, the Tenderer must provide proof of their financial position for vetting by the IFEC.

6.4 Publicity

The Contractor shall not publish or use any advertising or other publicity material in connection with the Project nor include the name of the IFEC in its list of clients without the prior written consent of the IFEC.

6.5 Environmental requirements

The Contractor shall take all precautions to avoid any nuisance or damage to the environment arising from the execution of the Contract.

6.6 Confidentiality

- (a) All information presented in or as a result of this tender document, including information disclosed by the IFEC during the selection process, is to be considered strictly confidential. Information must not be released to external parties without the express written consent of the IFEC.
- (b) All responses and other materials submitted in response to this tender document will become the property of the IFEC. The IFEC assumes no obligation and shall incur no liability regarding confidentiality of all or any portion of a response or any other material submitted in response to this tender document unless expressly agreed in writing to protect specifically identified information.
- (c) The Contractor shall undertake that it and its sub-contractors shall keep all information concerning the IFEC that comes into its possession confidential save and except information which is already available to the public but not as a result of any leakage of such information by the Contractor. All information, documents, drawings, samples, models, etc. relating to the IFEC (collectively "Confidential Information") that may be supplied to the Tenderers during the tender process shall be treated as confidential by each Tenderer and shall be used only for the purpose for which it was disclosed and shall not be disclosed to any third party. For

details, please refer to the Acknowledgement and Undertaking (Appendix D). Each Tenderer shall at the completion of the tender process, upon request, return to the IFEC all Acknowledgement and Undertaking together with all copies and extracts thereof in whatever medium it has been recorded.

6.7 Conflict of interest

No Tenderer may have any interest which conflicts, or has the potential to conflict, with its duties to the IFEC under the proposal. If a Tenderer has any interest which conflicts, or has the potential to conflict, with its duties to the IFEC under the proposal, the Tenderer should clearly state this in its proposal. This requirement extends to the Tenderer's associates, associated persons, group companies and each member of the Tenderer's professional staff (and their associates and associated persons).

6.8 Prevention of Bribery

- (a) A Tenderer shall prohibit its directors, employees, agents, and sub-contractors who are involved in this tender from offering, soliciting or accepting any advantage as defined in the Prevention of Bribery Ordinance, Cap 201 when conducting business in connection with this mandate.
- (b) The Proposer shall take all necessary measures (including by way of a code of conduct or contractual provisions where appropriate) to ensure that its directors, employees, agents and sub-contractors are aware of the prohibitions in this clause.

7. Guidelines for Tenderers on proposal submission

These guidelines are intended to provide Tenderers with guidance on the procedure for submitting their proposals and the approach that the IFEC will generally adopt in assessing such proposals. They do not bind, and are not intended to bind, the IFEC in any way. The IFEC reserves the right to accept or reject all or any part of all or any proposal. The IFEC is not bound to accept the lowest or any tender submitted.

7.1 Preparation and submission of proposals

- (a) In your proposal, the charges for each item must be separately quoted with the total cost for the services provided.

Tenderers may propose alternatives to the IFEC's conditions and requirements if they consider that such conditions and requirements are either not feasible or do not provide the IFEC with the best solution in the circumstances.

All proposals must be submitted in writing.

- (b) One hardcopy of each proposal must be provided, together with a softcopy on CD-ROM or DVD-ROM or USB. The softcopy should be in Microsoft Word format (version 6 or above) or Adobe Acrobat format (version 4 or above).

The IFEC will not consider any proposal that is submitted in writing but without the accompanying softcopy.

- (c) Written proposals should be marked with the reference **"Planning and advertising services for mass media and social media channels 2026-2028"**, and must be submitted in a sealed

envelope and deposited into a TENDER BOX at the following address:

**Investor and Financial Education Council
c/o Securities and Futures Commission
38/F, One Island East
18 Westlands Road, Quarry Bay
Hong Kong**

- (d) Proposals must be received by the IFEC at the above-mentioned address on or before 11:00 am on 28 July 2025 (Monday). The IFEC will not consider any late proposals.

In case a rainstorm black warning or typhoon signal no. 8 or above is hoisted or remains hoisted between 9:00 am and 11:00 am on the tender closing date, the tender closing time will be extended to 11:00 am on the next working day following the affected closing date.

- (e) Each proposal must be separated into the following parts:

- Technical Part describing the proposal, project plan and schedule;
- Price Schedule;
- Letter: and
 - a. offering to carry out the works described in the Technical Part for the prices detailed in the Price Schedule in compliance with the payment and other terms set out in Section 3 and 4 of this invitation to tender;
 - b. stating the period that the offer is to remain open;
 - c. undertaking to negotiate in good faith to finalise promptly the Contract and to commence work immediately thereafter;
 - d. containing an acknowledgement and agreement that the IFEC:
 - I. is not bound to accept the lowest tender or any tender;
 - II. reserves the right to make changes to the specifications; and
 - III. will not defray any expenses incurred in tendering and/or in negotiating the Contract, whether successful or otherwise
 - e. signed by the Tenderer (in the case of an individual) or a duly authorised officer of the Tenderer (in the case of a company).
- Acknowledgement and Undertaking

For the proposal's hardcopy as well as its softcopy, the Technical Part, the Price Schedule and the Letter must be submitted as separate documents and be placed in separate envelopes. The envelope containing the Technical Part must be clearly marked "Technical Proposal". The envelope containing the Price Schedule must be clearly marked "Price Schedule". The envelope containing the Letter must be clearly marked "Offer Letter". Price information **must not** be specified in the Technical Part.

Details in relation to what should be specified in each part are set out in Appendices B (Technical Part), C (Price Schedule), and D (Acknowledgement and Undertaking) to this

invitation to tender.

- (f) By making a proposal in response to this invitation to tender, the Tenderer will be treated as having made an offer to the IFEC. The Tenderer should clearly state in its proposal how long its offer will remain open. In order to allow the IFEC sufficient time to consider all proposals validly submitted, Tenderers should keep their offers open for at least 90 days from the closing date of this invitation to tender. If this cannot be done, the reason must be stated in the proposal.
- (g) Documents of unsuccessful Tenderers will be destroyed by the IFEC.

7.2 Queries regarding this invitation to tender or proposals made in response

- (a) If the IFEC considers that any aspect of a proposal requires clarification from the Tenderer, the IFEC may request that the Tenderer to:
 - supplement its proposal; or
 - respond to the IFEC's queries verbally or in writing, or in any manner that the IFEC deems fit.
- (b) Any queries regarding this invitation to tender should be made to:

Mr Francis Li

Head of Campaign and Digital Marketing
Investor and Financial Education Council
54/F, One Island East, 18 Westlands Road, Quarry Bay, Hong Kong
Telephone: 2700 6018
Email: francisli@ifec.org.hk

Ms Joanne Chau

Manager, Campaign and Digital Marketing
Investor and Financial Education Council
54/F, One Island East, 18 Westlands Road, Quarry Bay, Hong Kong
Telephone: 2700 6028
Email: joannechau@ifec.org.hk

Ms Vicky Lau

Manager, Campaign and Digital Marketing
Investor and Financial Education Council
54/F, One Island East, 18 Westlands Road, Quarry Bay, Hong Kong
Telephone: 2700 6039
Email: vickylau@ifec.org.hk

7.3 Evaluation of proposals

There are two parts to the IFEC's evaluation process in the order of: (1) evaluation of the Technical Part and (2) evaluation of the Price Schedule. The Price Schedule will only be considered after the IFEC has evaluated the Technical Part. While pricing is one of the considerations, the IFEC will not make a selection based solely on price alone.

The technical proposal of Part 1 (Mass Media) and Part 2 (Social Media) will be evaluated separately based on the criteria listed below.

Evaluation Criteria

a.	Comprehensiveness, adequacy and depth of service (agency can propose service exceeding what are requested under Service Requirements)
b.	Company background, experience and expertise
c.	Quality of proposal(s)
d.	Cost effectiveness, company ability to negotiate with media organisations, performance pledge and execution efficiency

The IFEC reserves the right to shortlist the Tenderers, based on the above-mentioned criteria and only the shortlisted Tenderers shall be required to make presentations of their proposals for the IFEC's final evaluation.

7.4 Notification of results and rejection of proposals

The IFEC will notify each Tenderer by post and/or e-mail within 14 days upon the finalising of its shortlist of tenderers as to whether or not the tenderers have been shortlisted by the IFEC.

The IFEC will notify each shortlisted Tenderer by post and/or e-mail within 14 days of IFEC finalising its selection process as to whether or not its tender has been accepted by the IFEC.

The IFEC retains the right to reject any or all tenders submitted for any reason whatsoever.

7.5 Acceptance

No tender (or part thereof) shall be taken to have been accepted by the IFEC unless and until the execution of the Contract by the IFEC and the Contractor.

8. Payment and other terms

8.1 Payment terms

The IFEC has a performance-based payment policy, under which payments will generally be made to the Contractor on actual delivery of services or products.

Wherever possible, and if the IFEC considers appropriate in the circumstances, the IFEC may make payments to the Contractor for each phase of the Project subject to agreement with the Contractor.

8.2 Termination of service

The Contractor shall use its best endeavours to perform the Contract with such due care and skill

as is expected of a provider of similar services and products and of a comparable standing in the industry but if for whatever reason, the IFEC in its opinion concludes that the Contractor is in breach of the Contract or does not provide the level of services required by the IFEC, the IFEC shall have the right to terminate the Contract by notice in writing to the Contractor.

8.3 Revision of tenders

Revisions are not normally permitted unless in cases of manifest error or where the IFEC has consented to the changes as when revisions are necessitated by detailed discussions or changes to project or specification requirements. All revisions or amendments must be made and documented in writing and signed by both the IFEC and the Tenderer.

8.4 Sub-contracting of services

If the Tenderer wishes to sub-contract any part (or all) of its obligations under its proposal (e.g., shooting), this must be clearly specified in the proposal. The Tenderer must also clearly specify in the proposal the precise services or obligations intended by the Tenderer to be sub-contracted. Tenderers shall seek prior written approval from the IFEC for the sub-contractors they propose. The IFEC reserves the right to disapprove any proposed sub-contracting or reject any sub-contractors proposed by the Tenderer.

8.5 The incorporation of proposals into the Contract signed with the IFEC

Any proposals and responses to the IFEC's inquiries submitted by the Contractor may form part of the Contract made between the IFEC and the Contractor.

Every representation by the Contractor (whether of fact or performance, and whether set out in the proposal or otherwise) will be incorporated as warranties in the Contract between the IFEC and the Contractor. Therefore, any statement of fact or performance that the Tenderer does not wish to be treated as a warranty should be clearly indicated in the proposal.

8.6 Cost and expenses

All work done or services performed for the purposes of preparing the proposal are on the Tenderers' own account and not recoverable from the IFEC. The IFEC will not defray any expenses incurred in the tender process and/or in respect of the negotiation of the Contract.

Appendix A - Reference

IFEC Research

The IFEC has done an array of research to monitor the financial literacy level of Hong Kong people and identifying the knowledge and capability gaps that need to be filled.

Here are some of the research studies we have conducted over the past few years:

<https://www.ifec.org.hk/web/en/about-ifec/research.page>

IFEC social media platforms

IFEC The Chin Family Facebook

<https://www.facebook.com/ifec.thechinfamily>

IFEC The Chin Family Instagram

<https://www.instagram.com/ifec.thechinfamily>

IFEC The Chin Family YouTube

<https://www.youtube.com/channel/UCQe1XbhuvNVY12QA6H87Hlg>

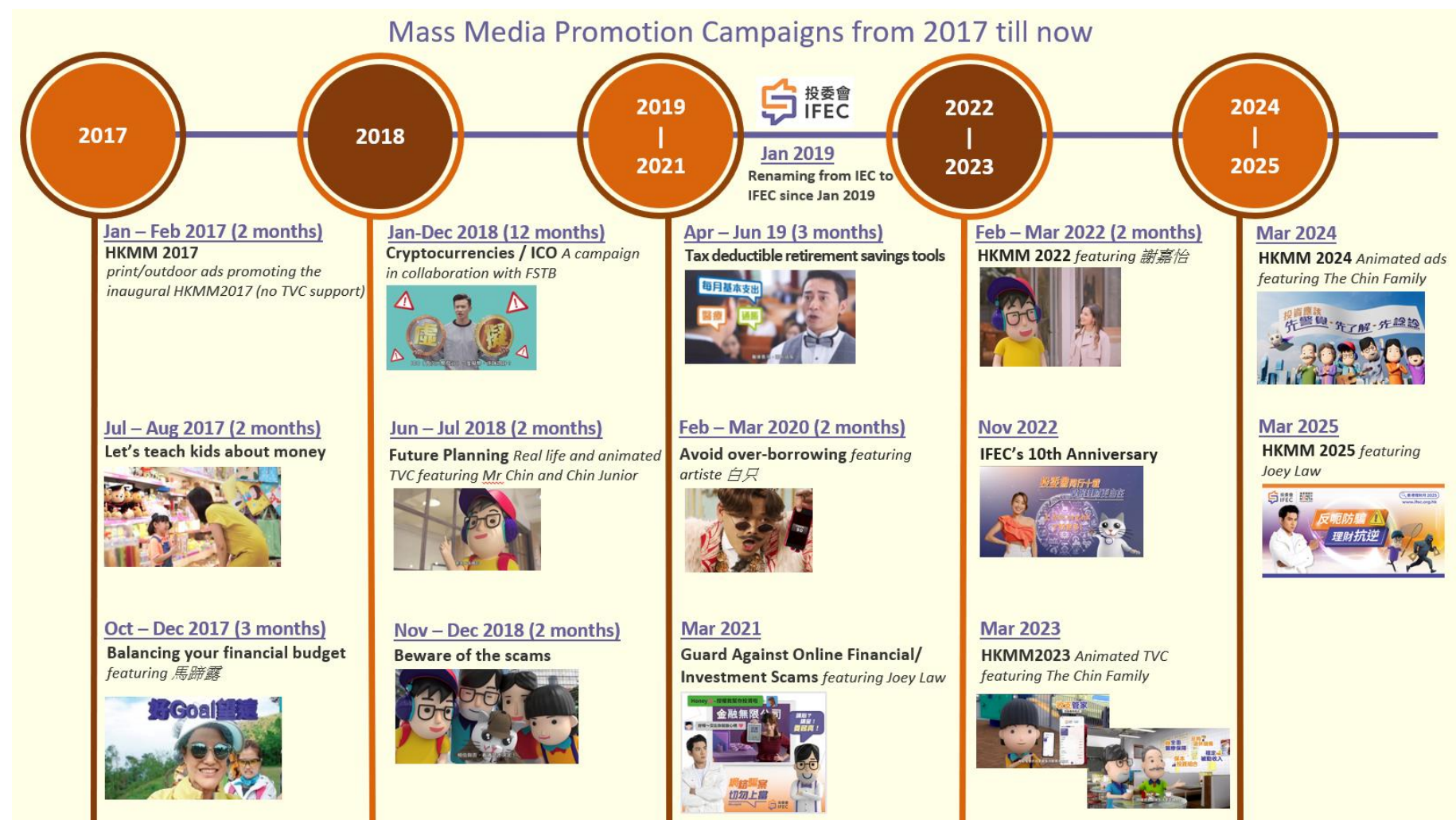
IFEC FinEd Hub

<https://www.ifec.org.hk/web/common/static/financial-education-hub/en/index.html>

IFEC Money Tracker App

https://www.ifec.org.hk/web/en/tools/calculators/money_tracker.page

IFEC The Chin Family previous advertising campaigns



Appendix B – The technical part

The Tenderer is free to include any information that it considers to be relevant to its proposal. However, **as a minimum**, this part should contain all of the following:

1. Executive summary

This section should provide a full summary of the proposal.

2. The proposal and service plan

This section should describe the proposal in detail and explain how the proposal meets the conditions and requirements set out in Section 3 and 4, and describe any limitations and compatibility issues associated with the proposal.

3. Exceptions to the IFEC's conditions and requirements

If the Tenderer wishes to propose alternatives to the IFEC's conditions and requirements, these alternatives should be specified here. The Tenderer should explain:

- (a) why the IFEC's conditions and requirements do not provide the IFEC with the best solution in the circumstances; and
- (b) the ways in which the Tenderer's alternatives are better.

4. Vendor profile and credentials

The Tenderer should provide full details of its company profile. This should include the following:

- (a) the company's organisation, background and history;
- (b) the company's financial strength, supported by the latest audited report or financial summary;
- (c) a list of clients served in the past three years and a list of awards received for works similar to the Project handled in the past three years (if any);
- (d) its experience in and references for similar projects, especially those involving work done for statutory or public bodies;
- (e) other relevant information (e.g. sample works); and
names, years of experience and profiles of key personnel to be assigned to implement the Project.

5. Appendices

(a) Project team and structure

Names, qualifications and work experience of persons proposed to be assigned to implement the Project and the team structure.

(b) Other relevant information

The Tenderer can include any other information that it considers to be relevant to its proposal.

(c) Contact details

The tender should include details of all contact persons.

Appendix C - Price Schedule

This part should contain all of the following:

1. Fees

- (a) All fees must be quoted in Hong Kong Dollars.
- (b) All fees should be properly itemized and explained.
- (c) The price quoted should be net and where applicable, they shall include trade and cash discounts and all expenses incidental to the due and proper performance of the Contract by the Contractor.
- (d) Price quoted
It will be assumed, unless the Tenderer clearly stipulates otherwise, that the price quoted by the Tenderer will remain valid and unchanged for the duration of the Contract. If, however, the Tenderer wishes to submit a conditional offer which contains a price variation clause, he may do so, with the clear understanding that such an offer may prejudice the award of the Contract. In any such case the basis of the price variation formula should be clearly stipulated and accepted by the IFEC in writing.
- (e) Accuracy of tender prices
Tenderers should make sure that the prices quoted are accurate before submitting their quotations. Under no circumstances will the IFEC accept any request for price adjustment on grounds that a mistake has been made in the tender price quotation.

2. Payment terms and arrangements

Payment must correlate with major milestone dates or achievements or deliveries, in accordance with the IFEC's performance-based payment policy (see Section 8 "Payment and other terms" above).

3. Agreement or Acknowledgement

The Fee Schedule shall also include an agreement or acknowledgement that the IFEC:

- is not bound to accept the lowest quotation;
- reserves the right to make changes to the specifications and conditions under the Invitation to Tender; and
- will not defray any expenses incurred in the tendering process and/or negotiating the Contract, whether successful or otherwise.

Appendix D - Acknowledgement and Undertaking

Acknowledgment in relation to the requirements for preservation of secrecy under section 378 of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) (“**SFO**”) and sections 76A to 76G of the Anti-Money Laundering and Counter-Terrorist Financing Ordinance (Chapter 615 of the Laws of Hong Kong) (“**AMLO**”), and avoidance of conflict of interests under section 379 of the SFO and section 53ZTW of the AMLO (together, the “**Specified Provisions**”).

Terms in this acknowledgement shall have the same meaning as defined in the SFO and/or the AMLO (as the case may be), unless otherwise defined herein.

To: _____

I. Preservation of Secrecy Requirements

Section 378 of the SFO binds you and in particular subsection (1) of that section provides as follows:

- (1) Subject to subsection (13A), except in the performance of a function under, or for the purpose of carrying into effect or doing anything required or authorized under, any of the relevant provisions, a specified person—
 - (a) shall preserve and aid in preserving secrecy with regard to any matter coming to his knowledge by virtue of his appointment under any of the relevant provisions, or in the performance of any function under or in carrying into effect any of the relevant provisions, or in the course of assisting any other person in the performance of any function under or in carrying into effect any of the relevant provisions;
 - (b) shall not communicate any such matter to any other person; and
 - (c) shall not suffer or permit any other person to have access to any record or document which is in his possession by virtue of the appointment, or the performance of any such function under or the carrying into effect of any such provisions, or the assistance to the other person in the performance of any such function under or in carrying into effect any such provisions.

The term “specified person” is defined in section 378(15) of the SFO and means-

- (a) the Commission;
- (b) any person who is or was a member, an employee, or a consultant, agent or adviser, of the Commission; or
- (c) any person who is or was -
 - (i) a person appointed under any of the relevant provisions;
 - (ii) a person performing any function under or carrying into effect any of the relevant provisions; or
 - (iii) a person assisting any other person in the performance of any function under or in carrying into effect any of the relevant provisions.

The term “relevant provisions” is defined in section 1, Part 1 of Schedule 1 to the SFO to include the provisions of the SFO.

Sections 76A to 76G of the AMLO bind you and in particular sections 76B(1) and (2) provide as follows:

- (1) This section applies to—

- (a) a matter that comes to a specified person's knowledge in any of the following circumstances—
 - (i) by virtue of the specified person's appointment under the AMLO;
 - (ii) in the course of performing a function under, or carrying into effect, a provision of the AMLO;
 - (iii) in the course of assisting another person in performing a function under, or carrying into effect, a provision of the AMLO; and
 - (b) a record or document that has come into a specified person's possession in any of the circumstances mentioned in paragraph (a).
- (2) A specified person—
- (a) must not communicate a matter referred to in subsection (1)(a)(i), (ii) or (iii) to a person; and
 - (b) must not allow another person to have access to a record or document referred to in subsection (1)(b).

The term "specified person" is defined in section 76A of the AMLO and includes—

- (a) the Commission;
- (b) a person who is or was a member, an employee, or a consultant, agent or adviser, of the Commission; or
- (c) a person who is or was—
 - (i) a person appointed under a provision of the AMLO;
 - (ii) a person performing a function under, or carrying into effect, a provision of the AMLO; or
 - (iii) a person assisting another person in the performance of a function under, or carrying into effect, a provision of the AMLO.

TAKE NOTICE THAT IF YOU CONTRAVENE SECTION 378(1) OF THE SFO YOU COMMIT AN OFFENCE UNDER SECTION 378(10) OF THE SFO AND IF YOU CONTRAVENE SECTION 76B(2) OF THE AMLO YOU COMMIT AN OFFENCE UNDER SECTION 76B(3) OF THE AMLO. ANY PERSON WHO COMMITS AN OFFENCE UNDER SECTION 378(10) OF THE SFO OR SECTION 76B(3) OF THE AMLO IS LIABLE:

- (a) on conviction on indictment to a fine of HK\$1,000,000 and to imprisonment for two years; or
- (b) on summary conviction to a fine of HK\$100,000 and to imprisonment for six months.

II. Conflict of Interests

Section 379 of the SFO binds you and in particular subsections (1), (2) and (3) of that section provide as follows:

- (1) Subject to subsection (2), any member of the Commission or any person performing any function under any of the relevant provisions shall not directly or indirectly effect or cause to be effected, on his own account or for the benefit of any other person, a transaction regarding any securities, structured product, futures contract, leveraged foreign exchange contract, or an interest in any securities, structured product, futures contract, leveraged foreign exchange contract or collective investment scheme—
 - (a) which transaction he knows is or is connected with a transaction or a person that is the subject of any investigation or proceedings by the Commission under any of the relevant provisions or the subject of other proceedings under any provision of the SFO; or
 - (b) which transaction he knows is otherwise being considered by the Commission.

- (2) Subsection (1) does not apply to any transaction which a holder of securities or a structured product effects or causes to be effected by reference to any of his rights as such holder—
 - (a) to exchange the securities or structured product or to convert the securities or structured product to another form of securities or structured product;
 - (b) to participate in a scheme of arrangement sanctioned by the Court of First Instance under the OFC rules, the Companies Ordinance (Cap. 622) or the relevant Ordinance;
 - (c) to subscribe for other securities or another structured product or dispose of a right to subscribe for other securities or another structured product;
 - (d) to charge or pledge the securities or structured product to secure the repayment of money;
 - (e) to realize the securities or structured product for the purpose of repaying money secured under paragraph (d); or
 - (f) to realize the securities or structured product in the course of performing a duty imposed by law.

- (3) Any member of the Commission or any person performing any function under any of the relevant provisions shall forthwith inform the Commission if, in the course of performing any function under any such provisions, he is required to consider any matter relating to—
 - (a) any securities, futures contract, leveraged foreign exchange contract, structured product, or an interest in any securities, futures contract, leveraged foreign exchange contract, collective investment scheme or structured product -
 - (i) in which he has an interest;
 - (ii) in which a corporation, in the shares of which he has an interest, has an interest; or
 - (iii) which—
 - (A) in the case of securities, is of or issued by the same issuer, and of the same class, as those in which he has an interest;
 - (B) in the case of a futures contract, is interests, rights or property based upon securities of or issued by the same issuer, and of the same class, as those in which he has an interest; or
 - (C) in the case of a structured product, is interests, rights or property based on a structured product of or issued by the same issuer, and of the same class, as that in which he has an interest; or
 - (b) a person—
 - (i) by whom he is or was employed;
 - (ii) of whom he is or was a client;
 - (iii) who is or was his associate; or
 - (iv) whom he knows is or was a client of a person with whom he is or was employed or who is or was his associate.

Please refer to Part I for the meaning of the term “relevant provisions”.

Section 53ZTW of the AMLO binds you and in particular subsections (1), (2) and (3) of that section provide as follows:

- (1) Any member of the Commission or any person performing any function under the AMLO (the member or person called in this section a ***specified person***) must not directly or indirectly effect or cause to be effected, on the specified person’s own account or for the benefit of any other person, a transaction regarding any virtual assets—
 - (a) which transaction the specified person knows is, or is connected with a transaction or a person that is, the subject of any investigation or proceedings by the Commission under the AMLO; or

- (b) which transaction the specified person knows is otherwise being considered by the Commission.
- (2) Subsection (1) does not apply to any transaction that a holder of virtual assets effects or causes to be effected by reference to any of their rights as such holder—
- (a) to participate in a scheme of arrangement sanctioned by the Court of First Instance under the Companies Ordinance (Cap. 622);
 - (b) to charge or pledge the virtual assets to secure the repayment of money;
 - (c) to realize the virtual assets for the purpose of repaying money secured under paragraph (b); or
 - (d) to realize the virtual assets in the course of performing a duty imposed by law.
- (3) A specified person must inform the Commission if, in the course of performing any function under Part 5B of the AMLO, the specified person is required to consider any matter relating to—
- (a) any virtual assets—
 - (i) in which the specified person has an interest;
 - (ii) in which a corporation, in the shares of which the specified person has an interest, has an interest; or
 - (iii) that are of or issued by the same issuer as those in which the specified person has an interest; or
 - (b) a person—
 - (i) by whom the specified person is or was employed;
 - (ii) of whom the specified person is or was a client;
 - (iii) who is or was the specified person's associate; or
 - (iv) whom the specified person knows is or was a client of a person—
 - (A) with whom the specified person is or was employed; or
 - (B) who is or was the specified person's associate.

TAKE NOTICE THAT IF YOU, WITHOUT REASONABLE EXCUSE, CONTRAVENE SECTION 379(1) AND/OR SECTION 379(3) OF THE SFO, YOU COMMIT AN OFFENCE UNDER SECTION 379(4) OF THE SFO AND IF YOU, WITHOUT REASONABLE EXCUSE, CONTRAVENE SECTION 53ZTW(1) AND/OR SECTION 53ZTW(3) OF THE AMLO, YOU COMMIT AN OFFENCE UNDER SECTION 53ZTW(4) OF THE AMLO. ANY PERSON WHO COMMITS AN OFFENCE UNDER SECTION 379(4) OF THE SFO OR SECTION 53ZTW(4) OF THE AMLO IS LIABLE:

- (a) on conviction on indictment to a fine of HK\$1,000,000 and to imprisonment for two years; or
- (b) on summary conviction to a fine of HK\$100,000 and to imprisonment for six months.

In the Specified Provisions, the term “person” has the meaning attributed to it in section 3 of the Interpretation and General Clauses Ordinance (Cap. 1) which provides that “person” includes any public body and any body of persons, corporate or unincorporate, and this definition shall apply notwithstanding that the word “person” occurs in a provision creating or relating to an offence or for the recovery of any fine or compensation.

I/We acknowledge that I/we have received and read carefully a copy of the Specified Provisions, and understand that these sections (in particular, sections 378(1) and 379(1), (2)

and (3) of the SFO and sections 53ZTW (1), (2) and (3) and 76B (1) and (2) of the AMLO) impose statutory obligations on me/us. I/We further confirm that I/we understand and agree to be bound by the Specified Provisions.

Signature

Name / Entity name (as applicable)

Name of authorized signatory (in the case of an entity)

Title of authorized signatory (in the case of an entity)

Date

Witnessed by:

Signature

Name

Title

Date



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