



INTERNATIONAL INSTITUTE FOR DEMOCRACY AND ELECTORAL ASSISTANCE

TENDER REFERENCE No: 2026-07-096

TENDER FOR COMMUNICATION CAMPAIGN

1. Background

As part of its ongoing support to the Central Election Commission of Ukraine (CEC), International IDEA has been providing technical and strategic assistance to strengthen the CEC's institutional readiness for the post-war democratic transition. A central element of this support is the implementation of voter-related information campaigns aimed at ensuring that citizens are adequately informed ahead of future elections and democratic processes.

The assignment aims to develop communication concepts and implement information campaigns in accordance with the needs identified by the CEC. Each concept shall be reviewed and refined through direct consultation with the CEC, which will provide input on contextual risks, terminology, audience segmentation, communication priorities, and communication barriers specific to the Ukrainian wartime context.

Each campaign will operate in two phases: a passive preparatory phase (under martial law), focused on content development, system readiness, and trust-building; and an active rollout phase to be launched upon the lifting of martial law. Each campaign concept, narrative framework, slogan, visual identity and target audience segmentation shall be developed and validated through consultation with the CEC and serve as the foundation for campaign implementation. This assignment begins at the stage of direct consultations with the CEC to finalise each campaign concept and proceeds through to full implementation.

The purpose of this procurement is to establish a Framework Contract under which International IDEA may request strategic communication and information campaign services through individual Service Orders.

2. Objectives of the Assignment

The overall objective of this assignment is to develop and implement comprehensive, context-sensitive information campaigns aimed at informing Ukrainian citizens about electoral processes and their practical aspects in preparation for future democratic processes.

The specific objectives are:

- a. To develop the campaign concept, messaging framework, and visual identity system in close coordination with the CEC, ensuring alignment with the strategic approach validated in prior consultations.
- b. To develop all campaign content and creative materials, including video, digital, and print assets, adapted to each target audience segment and communication channel.
- c. To implement the campaign phase across agreed communication channels, including coordination with influencers, partner organisations, and institutional stakeholders.

- d. To monitor campaign performance against agreed indicators and provide structured reporting to International IDEA and the CEC.

3. Scope of Work

The assignment is structured across three sequential work streams, reflecting the campaign development and implementation lifecycle.

Depending on the requirements of each Service Order, the requested services may include, but are not limited to, the following work streams.

3.1 Consultations with the CEC and Concept Finalisation

Based on the strategic framework validated during previous working sessions, the provider will engage in direct consultations with the CEC to develop and finalise all parameters of each campaign before content production begins.

This work stream includes:

- Conducting structured consultations with CEC representatives to review and confirm: the approved communication concept and narrative framework; target audience segmentation and priority groups; channel strategy and content format requirements; and terminology and messaging constraints.
- Presenting a finalised campaign concept note for CEC approval, incorporating feedback from consultations. The concept note must confirm: the two-phase campaign structure, the target audience, the approved slogan and its application across campaign materials, the messaging approach for each target audience, the proposed communication channels and content formats.
- Documenting agreed parameters in a Campaign Brief, which will serve as the reference document for all subsequent content production.

3.2 Creative Development and Content Production

The provider will develop the full suite of creative and content assets required for the implementation of each developed campaign. All campaign materials shall be adapted to the specific characteristics and communication needs of the target audiences identified and agreed with the CEC during the consultation phase.

Content and creative deliverables to be developed:

- **Visual identity system:** a coherent design ecosystem including typography, colour palette, iconography, and layout templates, applicable across all campaign materials and channels.
- **Video content:** video assets for YouTube and social media distribution, where required under the relevant Service Order.
- **Digital assets:** social media graphics, animated banners, and story formats for Facebook, Instagram, and Telegram, adapted per audience segment.
- **Direct channel materials:** e-mail and SMS templates for distribution.
- **Content calendar:** a phased content plan specifying publication schedule, channel, format, and audience for all assets, covering both the passive preparatory and active rollout phases.

3.3 Campaign Implementation and Monitoring

The campaign phase will be launched upon confirmation from International IDEA and the CEC that the political and legal context permits full rollout. The provider will be responsible for implementing the campaign across all agreed channels.

Implementation activities include:

- Managing campaign placement across digital and social media channels, including paid promotion, as specified in the relevant Service Order.
- Coordinating with influencers and content creators, ensuring alignment with the approved messaging framework.
- Liaising with banking and digital platform partners, such as Privat24 and Diia, for distribution through direct channels.
- Coordinating with civil society partners for targeted community-level outreach.
- Monitoring campaign performance using agreed indicators and providing regular performance reports to International IDEA and the CEC.
- Preparing a mid-campaign optimisation report and a final campaign evaluation report.

4. Timing and Work Plan

Upon completion of the tender process, International IDEA intends to establish a Framework Agreement with the successful bidder, which may continue for up to five (5) years, subject to funding availability, satisfactory performance, and the continued need for the services.

The establishment of the Framework Agreement does not guarantee any minimum volume of services or financial commitment from International IDEA. Services will be requested on an as-needed basis through individual Service Orders, in accordance with International IDEA's operational requirements and programme priorities.

The scope, timeline, deliverables, and reporting requirements for each assignment will be specified in the corresponding Service Order.

The Service Provider shall comply with the response times and implementation schedule specified in each Service Order. These may vary depending on the nature, complexity, and urgency of the requested assignment.

5. Deliverables and Reporting Requirements

Deliverables will vary depending on the requirements of each individual Service Order and may include, but are not limited to:

- communication strategies;
- campaign concepts;
- creative materials;
- digital and printed communication products;
- reports and assessments; and
- other outputs related to the requested services.

Unless otherwise agreed, all deliverables shall be submitted in the language(s) specified in the relevant Service Order (English and/or Ukrainian) and in editable formats where applicable.

The Provider shall ensure that all deliverables are of high quality, fit for purpose, and submitted within the agreed timeframe. International IDEA reserves the right to request reasonable revisions to ensure that the deliverables meet the agreed requirements and quality standards.

6. **Management and Organisation**

The provider shall report to the designated International IDEA representative responsible for the relevant assignment.