



**Tender Brief for the Provision of
Integrated Marketing Services
August 2025 to March 2026**

25 June 2025

Thank you for your interest in submitting a proposal for the provision of integrated marketing services. Please find below the requirements and specifications:

1. Background and Project Overview

Singapore Federation of Chinese Clan Associations (“SFCCA” or “the Federation”) is the apex body representing Chinese clan associations in Singapore. In addition to our core membership, SFCCA also includes associate members comprising cultural associations. The Federation is dedicated to building a vibrant and united Chinese community through a range of educational, cultural, and community-based initiatives.

SFCCA invites proposals from qualified and experienced marketing communications agencies to deliver integrated marketing, publicity, and creative services that align with our mission to promote Chinese culture and values, strengthen community cohesion, and deepen public engagement.

As SFCCA marks our 40th anniversary in 2025, we seek to elevate our visibility, reach broader and more diverse audiences, and reaffirm our relevance in Singapore’s evolving societal landscape. A key focus will be on connecting with younger generations to ensure the continued resonance and sustainability of our cultural mission. The appointed agency will play a pivotal role in supporting SFCCA to:

- Enhance public visibility and brand recognition;
- Increase engagement across digital and traditional media channels;
- Deliver consistent and creative communications aligned with SFCCA’s core values and key initiatives; and
- Reach wider and more diverse audiences, including non-Chinese communities

2. Scope of Work

The appointed agency is expected to provide a comprehensive suite of services, with flexibility for adjustments based on SFCCA’s evolving needs. To ensure relevance and alignment, the agency should have a clear understanding of SFCCA’s current digital presence, market position, and audience landscape. The scope includes, but is not limited to:

2.1. Social Media Engagement

a. Strategy and Platform Development

- Strengthen SFCCA’s presence on our existing socials, including Facebook, Instagram, WeChat, and LinkedIn, through tailored content and consistent branding, including drafting captions in both English and Mandarin, and assisting with uploads upon approval.
- Recommend new platforms, tools, or trends to expand digital reach, particularly among younger and more diverse audiences. Instead of creating new official accounts on these platforms, explore alternative outreach methods such as influencer collaborations and paid media.
- Develop and implement platform-specific strategies, including content calendars, engagement tactics, and paid media plans where appropriate.

b. Content Production

- Conceptualise, script, and produce engaging short-form video content (e.g. Reels, TikTok-style videos) to support events and ongoing initiatives.
- Establish platform-specific KPIs (e.g. engagement rate, follower growth, reach, shares, views, click-through rates) to measure effectiveness and guide ongoing optimisation efforts.

2.2. Event Marketing & Campaigns

a. Key Events & Initiatives *(Refer to Annex A for the full list)*

To enhance clarity and planning efficiency, our marketing efforts can be broadly categorised into two types:

- **Events** – Time-specific engagements, either one-off or held annually. These are further segmented into:
 - **Public-facing**: Open to the general public and designed to engage a wide audience.
 - **Non-public-facing**: Closed-door or by-invitation-only activities intended for internal or strategic stakeholders.
- **Initiatives** – Longer-term efforts requiring sustained engagement, such as the scholarship programme, various video series, and publications, calling for consistent marketing and content strategies throughout the campaign period.

b. Visual Branding and Collaterals

Design consistent, visually compelling assets across all platforms and touchpoints, including event backdrops, social media visuals, website banners, and event collaterals aligned with each initiative's theme and SFCCA's branding.

c. Social Media Reels and Highlight Content

- Capture and produce short-form video content (e.g. Reels) before, during, and after events.
- Highlight key moments, behind-the-scenes content, and audience interactions to extend engagement beyond the physical event and drive attendance.

d. Influencer/KOL Engagement

- Identify and propose authentic, community-based influencers (e.g., nano or micro-influencers) who resonate with everyday individuals and can effectively engage target KOL audience segments.
- Define content types, distribution plans, and audience engagement strategies.

e. Media Buys

Plan and execute media buying strategies, including out-of-home (OOH) advertising, to boost visibility of selected events and initiatives.

f. Lull Period Publicity

- Maintain audience engagement during non-event periods with value-driven content such as educational posts, behind-the-scenes features, throwbacks, and interactive content (e.g. polls, quizzes, micro-series) that reinforce SFCCA's mission and relevance.
- Ensure alignment with SFCCA's broader communications calendar and goals.

g. PR and Media Coverage

- Liaise with major news outlet—such as *The Straits Times*, *Lianhe Zaobao*, and other relevant media platforms including non-traditional and community-based publications—to secure media coverage.

h. Building Decorations

- Design and produce event- and/or festival-themed physical decorations (e.g. façade banners, building wraps) for major occasions including SFCCA 40th Anniversary, National Day, and Chinese New Year.
- Coordinate logistics, including installation and removal, in line with event schedules and site requirements.

2.3. Advertising Budget Allocation

Provide a detailed allocation plan for the marketing budget across key categories, including:

- a. Programmatic Advertising
- b. Social Media Advertising
- c. KOL/Influencer Engagement

2.4. Analytics and Reporting

The appointed agency is expected to monitor performance across all digital platforms and SFCCA website, and provide timely, data-driven insights. For each project, detailed post-event marketing reports should be prepared. These reports should include, but are not limited to, the following components:

- **Overall Campaign Performance:** Summary of marketing effectiveness measured against predefined objectives.
- **Website Analytics:** Insights into traffic volume, user behaviour, conversion rates, bounce rates, and top-performing content.

- **Social Media Performance:** Analysis of engagement rates, follower growth, reach, impressions, and audience sentiment across all active platforms (e.g., Facebook, Instagram, WeChat, LinkedIn).
- **Advertising Performance:** Evaluation of paid campaigns, including Programmatic Ads and Social Media Advertising, with key metrics such as click-through rates (CTR), conversion rates, cost per acquisition (CPA), and impressions.
- **KOL/Influencer Engagement:** Assessment of influencer collaborations, including reach, engagement levels, content performance, and contribution to brand perception.
- **Content Performance:** Measurement of the effectiveness of specific content assets (e.g., videos, articles, posts) based on engagement, shares, and conversion metrics.
- **PR and Media Coverage:** Overview of media exposure, encompassing press clippings, screenshots, estimated audience reach, and PR value.
- **Audience Insights:** Analysis of target audience demographics, interests, and behaviours based on collected data.
- **Return on Investment (ROI):** Financial evaluation of marketing activities where quantifiable, demonstrating overall cost-effectiveness.

2.5. Optional Add-ons

a. Photography and Videography

- Provide high-quality photo and video coverage for key events.
- **Photography:** Deliver 10–15 edited images within 2 hours post-event; full set of edited photos within 24 hours.
- **Videography:** Produce a highlight video of up to 90 seconds, final cut to be delivered within 5 days after the event; simple edited recordings of all speeches; and a 3-to-5-minute raw event footage video for archival purposes. Final cuts for speech recordings and archival footage are to be delivered within 2 weeks after the event.

b. River Hongbao 2026 (Separate Tender)

A separate tender will be issued for this large-scale annual Chinese New Year celebration held at Gardens by the Bay, jointly organised by SFCCA and our partners. Interested vendors may indicate interest and will be notified when the tender opens.

3. Budget Cap and Allocation

- a. The total fee for the entire project **must not exceed S\$170,000** (inclusive of GST). This fee should cover all necessary services, including but not limited to creative concepting and content production, media buying (e.g. social media, programmatic, out-of-home, influencer/KOL engagement, campaign execution and amplification, visual asset and collateral development, and analytics and post-event reporting.
- b. Proposals exceeding this cap may not be considered.
- c. Tenderers should ensure that a reasonable portion of the total budget is allocated to support ongoing or non-event-specific initiatives outline in section 2.2(a), such as scholarship programme, video series, brand storytelling, and lull-period content. The remaining budget may be allocated to event-driven campaigns. As a guideline, **at least 25% of the total marketing budget should be reserved for non-event-specific branding and public engagement efforts**. SFCCA reserves the right to review and adjust the proposed allocation to ensure balanced visibility across our initiatives.
- d. Tenderers are also expected to propose a recommended percentage of the total budget to be allocated specifically to media buys, including social media advertising, programmatic ads, OOH placements, and influencer/KOL engagement, based on their proposed strategy and anticipated impact.

4. Submission Requirements

- a. **Company Profile:** Background, expertise, and relevant experience in marketing communications.
- b. **Technical Proposal:** Comprehensive overview of your proposed approach, including concept, creative vision, strategic direction, tools and platforms to be used, budget planning, and resource allocation.
- c. **Project Timeline:** Detailed campaigning calendar with proposed phases, milestones, and deliverables throughout the contract period.
- d. **Pricing Proposal:** Full cost breakdown covering all key areas such as creative development, media buying, influencer engagement, content production, and event marketing reports (including reach, impressions, and other relevant metrics). Include a proposed payment schedule, subject to SFCCA's approval.
- e. **Portfolio:** Samples of previous similar campaigns or marketing initiatives, particularly for cultural, community, or large-scale events.
- f. **Team Members:** Profiles of key personnel involved, highlighting their roles and relevant experience.
- g. **Language and Cultural Competency:** At least one core team member must be proficient in spoken and written Chinese, with a strong understanding of Chinese culture and community engagement to align with the Federation's mission and target profiles.

5. Submission Instructions

- a. All submissions must be titled “Tender for SFCCA Integrated Marketing Services” and emailed to corpcomm@sfcca.sg.
- b. **Submission Deadline: 11 July 2025, 12 noon.** Late or incomplete submissions may not be considered.
- c. **Cost of Submission:** SFCCA will not reimburse any costs incurred in the preparation of the tender submission, including mock-ups, artwork, or related work. SFCCA is not liable for any payment for works or services not eventually used.
- d. **Presentation/Interview:** Shortlisted tenderers may be invited for a presentation and/or interview. Barring unforeseen circumstances, all tenderers will be notified of the outcome no later than 31 July 2025.
- e. **Evaluation Criteria:** Proposals will be evaluated based on concept and creativity; pricing; track record and relevant experiences; and team qualifications and cultural alignment.

For any queries, please contact:

Ms Deanna Koh / Ms Koh Qiumei
Email: corpcomm@sfcca.sg
Contact No.: 6643 6489 / 6643 6476

We thank you once again for your interest in this tender and look forward to receiving your proposal.

Secretariat
Singapore Federation of Chinese Clan Associations
27 June 2025

Events (August 2025 – March 2026)

Date	Event	Public Facing	Non-Public Facing
August (TBC)	Post-National Day Rally Mandarin Dialogue	✓	
13 September	39 th Annual General Meeting		✓
20 September	SFCCA Youth Sports Festival: 1. Table Tennis 2. Archery 3. Closing Ceremony	✓	
23 September	8 th Zong Xiang Challenge Trophy Golf Tournament		✓
Early September (TBC)	"Singapore, Our Homeland" Experiential Series	✓	
September (TBC)	Talk of Town: Youth Seminar Series	✓	
September-October (TBC)	Volunteer Event: Mid-autumn lantern display installation in collaboration with Tan Tock Seng Hospital	✓	
5 October (TBC)	"New Immigrant and Singapore Society" Experiential Series: Heritage Tour (National Gallery)	✓	
13 October	SFCCA 40 th Anniversary Dinner		✓
25 October	Cultural Heritage Walk for Students	✓	
9 November (TBC)	Training Workshop for SFCCA Advocates and Supporters		✓
15 November (TBC)	"New Immigrant and Singapore Society" Experiential Series: Seminar on AI	✓	
22 November (TBC)	The Outstanding Youth League	✓	

Yearlong Initiatives

Frequency	Initiative
Bi-monthly (end of every even month)	<i>Yuan Magazine</i>
Quarterly	<i>Oneness Magazine</i>
Annually	SFCCA Scholarship Programme (Call for application, Sharing Session, Scholars' Gathering)
Annually	"This is Singapore" Video Series