

„ORDER“

Service
provider:LLC Studio Velocipede
0107, Tbilisi, Gldani-Nadzaladevi District,
Mukhiani mass. 2 m/d, 3 Bldg, Apartm. 9

In Prague, on: 3rd September, 2026

Account
No.

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Order ref. no.: 280113/2026-13-CRA

CzDA administrator:

Jana Kačírková

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Within the frameworks of the public awareness campaign organized under the "QUIS - Better Goods and Services" project focused on **Toy Safety, Furniture safety, and Clothing Safety**, we hereby order the following services:

The service provider shall develop and implement a **comprehensive communication package** aimed at increasing parents' awareness of non-food product safety intended for children. The educational content shall be structured around three thematic areas: toy safety, children's furniture safety, and children's clothing safety. Each thematic area shall be divided into four (4) subtopics, resulting in a total of **twelve (12) educational subtopics**.

The specific subtopics and key educational messages shall be developed in close cooperation with the contracting authority (CzDA).

Part A – Communication Strategy, Campaign Development and Phase I Campaign Implementation

At the commencement of the assignment, the service provider shall develop one (1) comprehensive **Communication and Dissemination Strategy** covering the entire implementation period. The Strategy shall include the campaign approach, target audience, communication objectives, publication schedule and content calendar for all twelve (12) educational subtopics (see above), dissemination strategy for Joze's (famous Georgian cartoon influencing millions of children and parents in Georgia) **YouTube, Instagram and Facebook channels**, communication frequency, audience targeting, and a detailed advertising plan specifying the allocation and management of the campaign's paid promotion budget.

The Strategy shall be submitted to CzDA for review and approval within fifteen (15) calendar days from the date of signature of the Order and shall serve as the basis for the implementation of all campaign phases.

Following approval of the Strategy, the service provider shall develop and implement the **first campaign phase dedicated to Toy Safety**, covering four (4) educational subtopics. For each subtopic, the service provider shall:

- develop one (1) script based on the key educational messages and bullet points provided by CzDA.
- prepare one (1) mood board based on the approved script.
- produce one (1) animated educational video of approximately one (1) minute in length featuring the character Joze speaking in the Georgian language.

design and produce one (1) supporting informational poster in Joze's visual identity presenting the same topic in the Georgian language.

All materials shall undergo a two-stage approval process. First, they shall be reviewed and approved by CzDA and subsequently by the European Union's Digitool platform. Only upon obtaining approval from both parties may the contractor publish the videos and posters. The service provider shall publish the approved campaign materials through Joze's official Facebook, Instagram and YouTube channels and implement the approved dissemination and paid promotion strategy for the first campaign phase.

Part B – Phase II Campaign Implementation

The service provider shall develop and implement the second campaign phase dedicated to **Furniture Safety**, covering the following four (4) educational subtopics in accordance with the approved Communication and Dissemination Strategy. For each subtopic, the service provider shall:

- develop one (1) script based on the key educational messages and bullet points provided by CzDA.
- prepare one (1) mood board based on the approved script.
- produce one (1) animated educational video of approximately one (1) minute in length featuring the character Joze speaking in the Georgian language.

design and produce one (1) supporting informational poster in Joze's visual identity presenting the same topic in the Georgian language.

All materials shall be subject to the same two-stage approval process by CzDA and the European Union's Digitool platform prior to publication. Upon approval, the contractor shall publish the campaign materials through Joze's Facebook, Instagram and YouTube channels and manage their dissemination and paid promotion in accordance with the approved Strategy.

Part C – Phase III Campaign Implementation and Final Reporting

The service provider shall develop and implement the third and final campaign phase dedicated to **Clothing Safety**, covering the remaining four (4) educational subtopics in accordance with the approved Communication and Dissemination Strategy. For each subtopic, the service provider shall:

- develop one (1) script based on the key educational messages and bullet points provided by CzDA.
- prepare one (1) mood board based on the approved script.
- produce one (1) animated educational video of approximately one (1) minute in length featuring the character Joze speaking in the Georgian language.
- design and produce one (1) supporting informational poster in Joze's visual identity presenting the same topic in the Georgian language.

All materials shall undergo the same approval process by CzDA and the European Union's Digitool platform prior to publication. Following approval, the contractor shall publish the materials through Joze's Facebook, Instagram and YouTube channels, complete the dissemination and paid promotion activities, optimise campaign performance where appropriate, and prepare the Final Campaign Report.

Within this phase, the contractor should submit the **Final Campaign Report**, including evidence of dissemination, links to all published materials, screenshots, advertising expenditure details, campaign reach, impressions, video views, engagement statistics, audience demographics, and an assessment of the achievement of the campaign objectives and key performance indicators.

Campaign's KPIs

The campaign shall aim to achieve a minimum cumulative reach of **1,500,000 people** during the implementation period. Paid promotion shall target women and men aged 25–65 years, residing in all regions of Georgia, including Tbilisi, and excluding the occupied territories of Abkhazia and the Tskhinvali Region (South Ossetia). The contractor shall use Meta's available demographic and interest-based targeting options, with a primary focus on parents, expectant parents, and caregivers of young children, to maximize the campaign's reach and effectiveness.

Methodological Approach

The communication campaign shall be based on concise, engaging, and evidence-based educational content designed to improve public awareness of children's product safety. The animated videos and supporting posters shall communicate practical safety recommendations in a simple and accessible manner, encouraging informed purchasing decisions and safer use of children's products. Close cooperation between the service provider and CzDA shall be maintained throughout the project to ensure the accuracy, relevance, and effectiveness of all educational messages and campaign materials.

Minimum Technical Quality Requirements

All communication materials developed under this Order shall comply with the following minimum technical requirements:

- Animated videos shall be approximately one (1) minute in duration, produced in Full HD resolution (minimum 1920 × 1080 pixels), and delivered in publication-ready MP4 format.
- Videos shall include Georgian-language voice-over with English sub-titles, and shall be optimised for publication on Facebook, Instagram and YouTube.
- Informational posters shall be produced in high resolution, suitable for publication across all designated social media platforms.
- All materials shall comply with Joze's approved visual identity and the project's visibility guidelines along with the information about the project, respective logos and disclaimer provided by the CzDA.
- The contractor shall provide publication-ready files.
- All deliverables shall be free from technical defects and suitable for immediate publication following approval by CzDA and the European Union's Digitool platform.

Implementation Period

The Communication and Dissemination Strategy shall be submitted within fifteen (15) calendar days from the date of signature of the Order.

- Deliverable 1 shall be completed and submitted within sixty (60) calendar days from the date of signature of the Order.
- Deliverable 2 shall be completed and submitted within one hundred and twenty (120) calendar days from the date of signature of the Order.
- Deliverable 3 shall be completed and submitted within one hundred and eighty (180) calendar days from the date of signature of the Order.

The scripts, mood boards, animated videos and posters shall be produced, reviewed, approved and published on a rolling basis throughout the implementation period.

Deliverables

Deliverable 1 – Communication Strategy and Phase I Campaign Package

- One (1) Communication and Dissemination Strategy, including campaign approach, target audience, content calendar, dissemination plan and paid promotion plan; Four (4) scripts; Four (4) mood boards; Four (4) animated videos featuring Joze; Four (4) supporting informational posters; Publication, dissemination and paid promotion of the approved Phase I campaign materials.

Deliverable 2 – Phase II Campaign Package

Four (4) scripts; Four (4) mood boards; Four (4) animated videos featuring Joze; Four (4) supporting informational posters; Publication, dissemination and paid promotion of the approved Phase II campaign materials.

Deliverable 3 – Phase III Campaign Package and Final Campaign Report

Four (4) scripts; Four (4) mood boards; Four (4) animated videos featuring Joze; Four (4) supporting informational posters; Publication, dissemination and paid promotion of the approved Phase III campaign materials; One (1) Final Campaign Report, including evidence of dissemination, published content links, screenshots, advertising expenditure details and key performance metrics such as reach, impressions, views, engagement and audience demographics.

Contract Price and Payment Schedule

The total contract price of **EUR 6,000** covers the development and implementation of the communication campaign, comprising: development of twelve (12) scripts and production of twelve (12) one-minute animated educational videos featuring Joze, based on the topics and key messages provided by CzDA, for a total value of EUR 5,220 (EUR 435 per video); design and production of twelve (12) informational posters corresponding to each animated video and accompanied by the relevant copy, included in the total contract price; development of one (1) Communication and Dissemination Strategy, publication of approved campaign materials, campaign management across Joze's Facebook, Instagram and YouTube channels, included in the total contract price; and paid promotion of campaign materials, including an advertising budget of up to EUR 780.

Payments shall be made upon CzDA's acceptance of the respective deliverables, in accordance with the following schedule:

Deliverable 1 – Communication Strategy and Phase I Campaign Package: 35% of the total contract price (EUR 2,100).

Deliverable 2 – Phase II Campaign Package: 30% of the total contract price (EUR 1,800).

Deliverable 3 – Phase III Campaign Package and Final Campaign Report: 35% of the total contract price (EUR 2,100).

The contractor shall be entitled to submit an invoice only upon CzDA's written acceptance of the respective deliverable.

"This is the grant total price for the order. Final invoice will be based on the activities performed."

Grand Total: 6 000 EUR

This is VAT excluded project

Paid by invoice. Include banking details necessary for payment in EUR. Please, put the reference number of this order to the invoice and also indicate that the expenditure is paid from the project "QUIS — Better Goods and Services", budget line GQ6.2. Thank you.



Kateřina Matýšková - Head of the Delegated Cooperation Team