

ENTITY NAME : Département Communication PIRAC

International Operations Department

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Terms of Reference

MICRO-INFLUENCER CAMPAIGN TO PROMOTE THE CHOREOGRAPHY OF THE DISASTER RISK AWARENESS SONG

GENERAL INFORMATION

CRF PROJECT CODE AND PROJECT TITLE	PF272 – Ready 360°
ACTIVITY TITLE	R3.A3 Dissemination of messages through targeted media (TV, radio, social media, outdoor advertising, etc.) as part of the development of the campaign's awareness-raising activities, including awareness messages and the Caribbean song on disaster risk prevention and climate change.
ACTIVITY LOCATION	8 Caribbean territories: Antigua and Barbuda, Dominica, Grenada, Guadeloupe, Martinique, Saint Kitts and Nevis, Saint Lucia, and Saint Vincent and the Grenadines
ACTIVITY MANAGERS (NAME AND POSITION)	Emmeline Da Silva (Communications Manager) and Sandrine Désiré (Regional Project Manager)
PLANNED PERIOD / DATES	From 15 november 2026 to 15 march 2027

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1. CONTEXT AND RATIONALE

1.1 PIRAC

Established in 2005, PIRAC (Regional Intervention Platform for the Americas and the Caribbean) is the representative delegation of the French Red Cross (FRC) for the Caribbean region, based in Guadeloupe. It is also the operational mechanism through which the French Red Cross implements humanitarian action and regional cooperation.

PIRAC supports Caribbean populations affected by major disasters and works to strengthen the resilience and preparedness capacities of populations in the French territories and countries of the Caribbean arc.

1.2 The READY 360° / 3 Oceans Programme

The **READY 360° / 3 Oceans programme** aims to build comprehensive and greener resilience across Caribbean territories by strengthening disaster preparedness and response capacities at all levels, from individuals and families, to organisations and businesses, and up to regional institutional coordination for disaster risk management.

The programme's institutional partners are the **Organisation of Eastern Caribbean States (OECS)** and the **Caribbean Disaster Emergency Management Agency (CDEMA)**.

Eight Caribbean territories are involved in the programme:

- Antigua and Barbuda;
- Dominica;
- Grenada;
- Guadeloupe;
- Martinique;
- Saint Kitts and Nevis;
- Saint Lucia;
- Saint Vincent and the Grenadines.

One of the expected outcomes of the programme is to contribute to strengthening the resilience of Caribbean citizens through improved information, awareness and preparedness for disasters and crises.

As part of the programme, several activities have been implemented to strengthen risk awareness and the resilience of Caribbean populations to natural hazards and the impacts of climate change, by ensuring the broad dissemination of disaster risk awareness messages and increasing the visibility of tools developed under the READY 360° / 3 Oceans programme.

These activities notably include the regional awareness campaign [“It's Your Move!”](#) and the regional [Caribbean Risks](#) portal.

The *It's Your Move!* campaign uses a range of awareness-raising materials, including infographics, testimonial videos and posters, to make preparedness messages accessible and relevant to the general public in Caribbean territories. These materials are available in French and English.

The **Caribbean Risks** portal was developed as a regional reference resource for the general public. It brings together reliable, accessible information adapted to the realities of Caribbean territories, with the aim of informing, raising awareness and helping citizens prepare for the main natural hazards to which they are exposed.

TV and radio awareness spots are also currently being produced and are scheduled for broadcast in November/December.

1.3 The Awareness-Raising Song

As part of the awareness campaign, an original song and music video will be developed as awareness-raising tools targeting audiences across the region. The objective is to raise awareness among local populations, particularly young people and families, about major natural hazards and the impacts of climate change in the Caribbean, and subsequently direct audiences towards reliable resources such as the campaign and the portal.

An original choreography is integrated into the music video and is intended to become a recognisable and easily reproducible element of the campaign.

The official release date of the song is currently scheduled for **11 January 2027**.

The song, primarily in English, is intended for regional distribution. It will notably be made available on major music streaming and distribution platforms.

As part of an overall promotion strategy for the song, PIRAC wishes to develop an activation involving micro-influencers in order to launch a **TikTok / Instagram Reels challenge around the choreography**.

The objective is to enable creators to initiate the challenge within their communities and subsequently encourage users to reproduce the choreography themselves and publish their own videos.

This activation is one component of the overall song promotion strategy, which also includes media relations, media programming and broadcasting activities.

2. OBJECTIVES OF THE ASSIGNMENT

2.1 OVERALL OBJECTIVE

The objective of the assignment is to **launch and amplify a regional challenge around the song's choreography**, by mobilising micro-influencers with primarily local audiences in the territories concerned.

The activation should aim to:

- raise awareness of the song among Caribbean audiences;
- establish the choreography as recognisable and easy-to-reproduce content;
- encourage users to create and publish their own videos;
- generate user-generated content around the choreography;
- maximise the reach and visibility of the song at regional level.

3. GEOGRAPHICAL SCOPE

The activation will cover the following eight territories:

- Guadeloupe;
- Martinique;
- Antigua and Barbuda;
- Dominica;

- Grenada;
- Saint Kitts and Nevis;
- Saint Lucia;
- Saint Vincent and the Grenadines.

The service provider must be able to propose a strategy ensuring **coverage across all territories**.

PIRAC does not set a minimum number of creators per territory. The service provider shall propose the combination of profiles it considers most relevant to ensure regional coverage and broad reach, taking into account in particular:

- the size and engagement of local communities;
- platform usage patterns;
- the availability of relevant micro-influencers;
- the specific characteristics of each territory;
- the resources available for the activation.

The service provider may mobilise its own creator network and/or work with local partners.

The proposal must specify which territories are covered by the service provider's own network and, where applicable, which partners it intends to involve.

The campaign targets both French-speaking and English-speaking territories. The service provider must therefore demonstrate its ability to mobilise creators in both linguistic environments.

4. TARGET AUDIENCES AND CREATOR PROFILES

The campaign primarily targets local audiences in the territories concerned, with particular attention to TikTok users, with a **pre-targeted age range of 15–25**. Instagram may also be activated as a secondary platform, depending on the creators selected and the available budget.

The assignment will primarily rely on the mobilisation of **local micro-influencers/content creators**.

Follower count will not be the sole selection criterion. Particular attention will be paid to:

- the creator's local presence and connection to the territory;
- the composition and geographical location of their audience;
- their community engagement rate;
- their ability to generate participation;
- their relevance to the target audiences;
- their editorial style and ability to create natural and authentic content.

From a strategic perspective, PIRAC favours mobilising **several micro-influencers with strong local roots**, rather than relying on a larger influencer with a broader audience, who would generally be more costly. This approach aims to ensure broader territorial coverage and greater proximity to local communities.

This is a particularly important requirement: the selected profiles must also be compatible with the **values, principles and image of the French Red Cross** (see the French Red Cross editorial guidelines attached as an annex).

Micro-influencers must not currently create, have previously created, or collaborate with companies promoting violence, weapons or drugs, or disseminating degrading images or racist, homophobic, ableist or sexist content.

The service provider shall submit proposed profiles to PIRAC for prior approval before any contractual commitment is made or content is published.

Applicants may include in their proposal an initial indicative selection of profiles that could potentially be mobilised, specifying in particular their territory, main platform, audience size and location and, where available, their key engagement indicators.

5. PLATFORMS

TikTok will be the priority platform for the activation.

Instagram may also be activated, particularly through the Reels format.

Where relevant and technically possible, the same content may be published on both TikTok and Instagram in order to maximise reach.

6. ACTIVATION MECHANICS

As the choreography has already been created and integrated into the official music video, **no choreography creation is expected as part of this assignment**.

The service provider will primarily be responsible for organising and coordinating the mobilisation of creators around the existing choreography.

The intended mechanism is based on the following principle:

Mobilised creators → choreography published → communities encouraged to reproduce the choreography → users create and publish their own videos → song and challenge amplified.

The service provider may propose additional measures to strengthen this dynamic, provided that they remain simple, adapted to platform usage and proportionate to the resources available.

7. SERVICES EXPECTED

7.1 ACTIVATION STRATEGY

The service provider shall:

- propose a regional activation strategy;
- define a launch and distribution mechanism for the challenge;
- recommend the most relevant number and combination of creators;
- propose a distribution of profiles across the different territories;
- identify priority profiles to be mobilised;
- propose an operational activation timeline;
- define mechanisms to encourage users to reproduce the choreography.

7.2 CONTENT PRODUCTION AND DISTRIBUTION

For each creator mobilised, the activation shall include, as a minimum:

- **1 TikTok video reproducing the choreography;**
- use of the song's audio track;
- use of the hashtag defined for the challenge;
- tagging of the campaign accounts according to the arrangements agreed with PIRAC;
- a call to action encouraging users to reproduce the choreography and publish their own video.

Where platform features and usage allow, content may be **cross-posted on TikTok and Instagram** in order to maximise reach.

7.3 ACTIVATION MANAGEMENT AND AMPLIFICATION

The service provider shall monitor the activation and, where necessary, propose actions to maintain the momentum of the challenge throughout the agreed campaign period.

This may include identifying relevant user-generated content and recommending opportunities for organic amplification.

Any additional paid amplification or sponsored activity shall be presented separately and require prior approval from PIRAC. The service provider may include recommendations regarding this aspect in its proposal.

8. MATERIALS PROVIDED BY PIRAC

PIRAC will provide the service provider and selected creators with the materials required for the activation, including:

- the song;
- the official music video;
- the choreography;
- campaign visual identity elements;
- logos and required graphic assets;
- campaign accounts and hashtags to be tagged or used;
- background information and awareness-raising content required to understand the project.

The precise terms and conditions governing the use of content and graphic assets will be agreed with the selected service provider.

9. TIMELINE

Production of the song and music video will be completed by the end of November. The song, music video and choreography may be provided to the service provider in advance for its outreach and discussions with influencers.

The public release is scheduled for **11 January 2027**.

The promotion campaign will run for **one month**.

The service provider shall propose a detailed timeline in its offer, specifying in particular:

- the preparation phase;
- identification and approval of creators;
- contracting;
- launch of the activation;
- main publication period;
- follow-up and amplification activities;
- performance monitoring;
- deadline for submission of the final report.

The service provider may recommend a different activation period if it considers that this would maximise reach and participation.

10. OBJECTIVES AND PERFORMANCE INDICATORS

PIRAC does not set a minimum number of publications or guaranteed views. The performance of a micro-influencer activation depends in particular on the communities mobilised, platform algorithms and the spontaneous participation of users.

The service provider must nevertheless propose **realistic means-based objectives and performance indicators** in its offer to assess the effectiveness of the activation.

Deployment indicators

Monitoring should notably measure:

- number of creators mobilised;
- number of territories covered;
- number of pieces of content published;
- number of platforms activated;
- number of publications on TikTok and Instagram;
- number of cross-posted publications, where relevant.

Performance indicators

Where data is available, the service provider shall monitor:

- estimated reach;
- number of views;
- impressions;
- engagement rate;
- number of interactions;
- number of videos created organically by people who were not part of the mobilised influencer network;
- key insights allowing PIRAC to assess the momentum generated around the challenge.

The ability of the activation to generate significant regional reach will be a key element in assessing campaign performance.

11. EXPECTED DELIVERABLES

The service provider shall provide, at a minimum:

Before the activation

- a regional activation strategy;
- a proposed combination of creators and territorial allocation;
- a qualified list of profiles submitted to PIRAC for approval;
- an operational timeline;
- activation monitoring arrangements.

During the activation

- a tracking table of creators and publications;
- monitoring of content actually published;
- monitoring of content performance;
- identification of relevant user-generated content;
- progress updates with PIRAC, according to the agreed arrangements.

After the activation

A final report including, in particular:

- creators actually mobilised;
- territories covered;
- content published;
- platforms used;
- performance achieved;
- reach and number of views;
- available interactions and engagement rates;
- user-generated content identified;
- key lessons learned and recommendations for future activations.

12. BUDGET AND FINANCIAL CONDITIONS

PIRAC wishes to prioritise an activation **proportionate to the nature and scale of the campaign**, while maximising regional reach and keeping costs under control.

The budget allocated to collaborations with micro-influencers is estimated at approximately **€4,000**.

This envelope corresponds to the amounts allocated to creator collaborations and is separate from the service provider's fees.

Applicants shall submit a detailed financial offer clearly distinguishing between:

- their fees for strategy, selection, coordination, monitoring and reporting;
- expected remuneration or costs related to creators;
- any other costs required to implement the assignment.

The applicant shall propose an organisation that maximises the **regional reach and visibility of the campaign within the available resources**.

Any additional costs must be clearly identified in the offer and subject to prior approval by PIRAC.

13. REQUIRED CAPABILITIES AND EXPERIENCE

Applicants must demonstrate:

- experience in implementing micro-influencer campaigns;
- strong knowledge of TikTok and Instagram Reels;
- ability to mobilise creators with local audiences;
- knowledge of social media usage patterns in the Caribbean;
- ability to work across multiple territories;
- ability to mobilise French-speaking and English-speaking creators, either directly or through local partners;
- experience coordinating multiple creators;
- ability to monitor and analyse campaign performance.

Applicants shall specify in their offer:

- the territories in which they have a direct creator network;
- any local partners they intend to involve;
- their experience in the territories concerned;
- the number and type of profiles they would be able to mobilise;
- examples of similar campaigns carried out.

14. ORGANISATION AND COORDINATION WITH PIRAC

The service provider will work in close coordination with PIRAC, particularly with the Communications Manager.

PIRAC will notably be responsible for:

- approving the proposed strategy;
- approving creator profiles before they are mobilised;
- providing the materials required for the activation;
- approving key communication elements where necessary.

The service provider will be responsible for the operational coordination with the creators mobilised and for ensuring compliance with the agreed timeline.

15. SELECTION CRITERIA

Criteria	Indicative weighting
Understanding of the objectives and relevance of the proposed methodology	30%
References and experience in the Caribbean region	10%
Quality and breadth of the professional network	20%
Price / value for money	30%
Timeline and proposed schedule	10%
TOTAL	100%

16. SUBMISSION REQUIREMENTS

Applicants shall provide:

1. their understanding of the objectives and the proposed activation mechanics;
2. their methodology and activation strategy;
3. their proposed coverage of the eight territories;
4. their creator network and/or the partners they intend to involve;
5. an initial indicative selection of profiles, where available;
6. their proposed timeline;
7. their monitoring and reporting arrangements;
8. references for similar campaigns;
9. a detailed financial offer.

Applicants may propose adjustments or recommendations to the proposed approach, provided that these strengthen the reach, participation and effectiveness of the activation while remaining proportionate to the resources available.

The service provider may propose the organisation it considers most appropriate to ensure a consistent regional activation, including by mobilising its own creator network or, where necessary, local partners.

The offer must be submitted with the reference "**PF272_ABY_ABY_2026_0165 micro-influenceurs**" by **30 October 2026 - 23h59 - Guadeloupe (UTC-4)** to the following address:

- Stéphanie Rene, Purchaser : stephanie.rene@croix-rouge.fr :
- Copy: Emmeline Da Silva, Communications manager : emmeline.dasilva@croix-rouge.fr, and Sandrine Désiré, Regional Project Manager : sandrine.desire@croix-rouge.fr