Proposal for Communication & Media Support

Implementing Partner
Visual Flow Media (VFM)

Address
TF-C26, Mall of Dubai, Opposite H-Medix, Area 11, Abuja, FCT

Client
International IDEA – RoLAC Programme (Nigeria)

www.visualflowmedia.com

February, 2026

Table of Contents

- Executive Summary 2
- Introduction 4
- Understanding of the Programme Context 5
- Our Approach 6
- Key Personnel & Governance Structure 20
- Compliance & Standards 23
- Costing Approach 24
- Our Unique Value Offer 26
- Conclusion 27

Executive Summary

Visual Flow Media submitted this proposal in response to the International IDEA Terms of Reference to provide communication and media support for the RoLAC Programme across multiple Nigerian states. The assignment covers media services, content production, event management, animation, and documentary or film production. VFM proposes a creative and compliant approach aligned with RoLAC objectives to strengthen the criminal justice system, improve access to justice for vulnerable populations, and advance anti-corruption reforms. Drawing on strategic communication principles, high-quality media production standards, and state-specific audience insights, VFM will deliver the following:

- **Deploy targeted media services strategies that maximize reach, cost efficiency, and message resonance across radio, TV, print, and digital platforms.**
- **Deliver high-quality videography and photography that document programme achievements, capture compelling human interest stories, and provide timely event highlight reels.**
- **Provide end-to-end event management, covering audiovisual systems, LED boards, hybrid participation technology, stage design, media walls, and overall event coordination.**

Executive Summary

- Develop animation content that simplifies complex justice reforms, promotes public awareness, and supports behavior change messaging in multiple languages.
- Produce documentaries, films, and drama skits that humanize justice and anti-corruption narratives while strengthening citizens' trust in reform efforts.
- Uphold strict data protection, safeguarding, and ethical storytelling practices consistent with International IDEA, EU visibility guidelines, and Nigeria data protection frameworks.
- Submit timely reporting, evidence logs, and media verification aligned with International IDEA standards.

Introduction

Visual Flow Media Limited is a Nigerian strategic communications and media production firm with over two decades of experience delivering evidence-based storytelling, behavioural change communication, and large-scale visibility campaigns for governance and development programmes. Our work spans governance, education, public health, gender equity, and institutional reform, translating complex policy and democratic processes into accessible narratives that strengthen accountability and citizen engagement.

We have partnered with leading organisations, including the World Bank, UNICEF, USAID, GIZ ECOWAS, the Gates Foundation, the Bank of Industry, and BBC Media Action. Notably, VFM produced the BBC Media Action Youth Discussion Programme on the 2019 Elections, a nationally broadcast platform that convened young Nigerians to discuss civic participation and democratic engagement, demonstrating our ability to manage high-visibility, politically sensitive media content aligned with democratic values. From the World Bank-supported AGILE Project to the Natural Capital Accounting initiative and gender advocacy campaigns such as Voices4Change, VFM has consistently delivered documentaries, television series, hybrid events, and nationwide engagement campaigns. Our multidisciplinary team combines strategic communication expertise, advanced production infrastructure, multilingual capability, and strong governance compliance standards, positioning VFM to deliver technically robust and institutionally aligned communication solutions.

Understanding of the Programme Context

RoLAC II aims to:

- (i) enhance performance and oversight of the criminal justice system.
- (ii) improve access to justice for vulnerable groups and SGBV survivors.
- (iii) increase transparency and accountability of anti-corruption systems.

It is implemented in the FCT and focal states with scope for extension. VFM will translate these priorities into communication products that inform, mobilize, and showcase results through evidence-based, state-specific content.

Our Approach

This proposal framework offers on-demand Service Orders, each of which triggers the activation of a fast-action team comprising a Project Manager, Producer, and Technical Lead within 24 hours. Deliverables would follow a pre-defined turnaround standard: media scripts and press briefs within 48–72 hours; event highlight videos within 72 hours alongside same-day 45–60-second social highlights; animations within 10–15 working days (with expedited options available); documentary shorts within 4–6 weeks; and long-form productions within 6 –12 weeks. Evidence and reporting processes include comprehensive media service reports with supporting documentation, event post-mortems with attendance and livestream metrics, and well-structured asset libraries with compliant filenames and metadata. Each of the Lot features would be structured into three or four phases: inception and design, content development, execution, and sustainability, depending on the scope.

LOT 1: Media Services

Visual Flow Media will implement an integrated media relations model combining broadcast visibility and newsroom engagement through a phased workflow designed for coordination and cost efficiency. Drawing on experience supporting high-profile clients such as the World Bank, UNICEF, BBC Media Action, the Nigerian Bank of Industry, and others, VFM will conduct media ecosystem scanning, develop engagement tools, coordinate TV and print coverage, and manage media placements. Execution will include broadcast delivery, real-time monitoring, and standardized reporting to ensure accountability and visibility. Below is an indicative project activity schedule based on the scope of work for Lot 1: Visual Flow Media will implement an integrated media relations model that combines broadcast visibility with newsroom engagement through a phased workflow designed for speed and cost efficiency. The approach begins with media ecosystem scanning, stakeholder consultation, and development of engagement tools such as press kits and style guides, followed by coordinated TV and print coverage, production of press materials and radio jingles, and scheduling of media placements.

Activates a fast-action team within

24 HOURS

Deliverables turnaround time within

72 HOURS

Animation

10-15 WORKING DAYS

Documentary shorts

4-6 WEEKS

Long-form productions

6-12 WEEKS

Our Approach

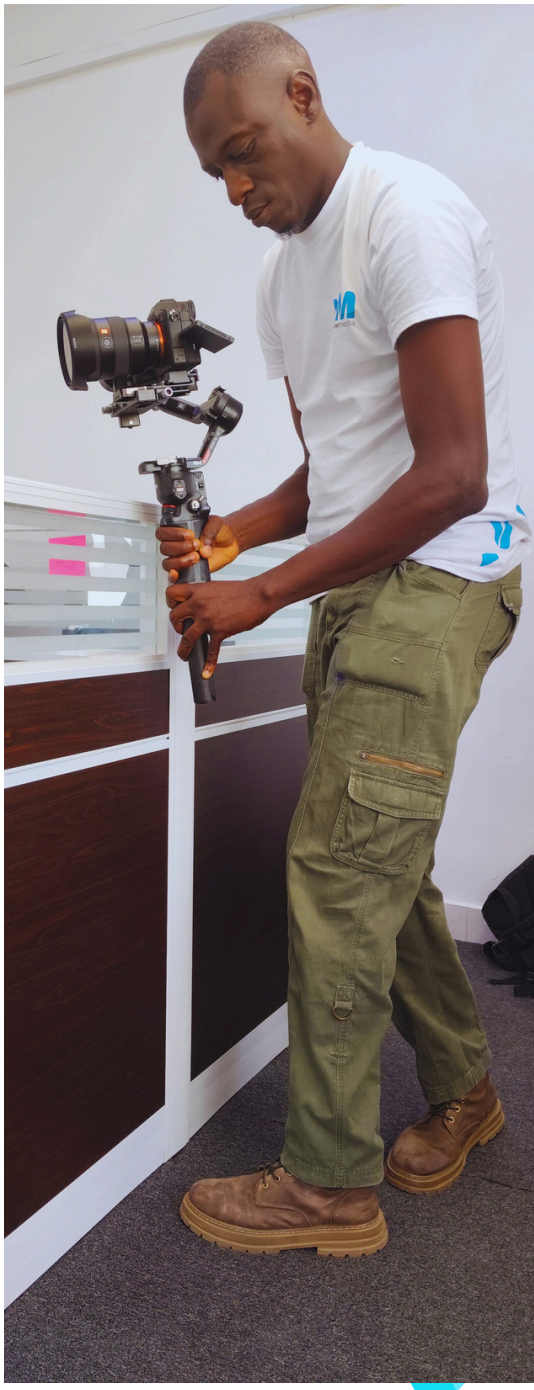
Execution will include broadcast coverage, radio programmes, real-time monitoring, and standardized reporting to ensure accountability and visibility. Below is an assumptive project activity schedule based on the scope of work for Lot 1:

LOT	Activities	Deliverables	Duration of Work/Timeline
LOT 1 — Media Services	• Development of media strategy • Establish long-term discountable service provision with local media outlets • Develop media outputs such as press briefs, newspaper publications, podcasts, talk shows, and designated airtime, and produce radio and TV jingles for IDEA messaging and media products	• Comprehensive media strategy for the entire scope of work • Comprehensive media support (radio, TV, newspaper, audio-visual products, reports) for 2 events across three focal states per quarter • Rally 5 National TV stations (TVC, Arise TV, Channels Television, NTA, AIT) for coverage per IDEA event • Produce 24 press releases over the 12 months • Mou and negotiable airtimes rates with one local radio/TV station in each of the 12 focal States, including FCT • Produce 7 jingles of 60-second duration per annum • Publish 10 news articles in 4 national dailies • Publish 2 news articles in the local newspaper across 12 States • Develop and produce 12 talk shows, monthly on key themes in English and three local languages.	• Produce media strategy within 15 working days of project commissioning. • Placements booked within 48–72 hours post-approval. • Weekly verification packs.

Our Approach

LOT 2: Videography & Photography

VFM will deliver high-quality visual documentation through a phased production workflow supported by state-of-the-art equipment, including Sony FS6 filming at 4K resolution, Sony A7 series photography cameras, and Sanken/Tascam audio systems, ensuring crisp, broadcast-grade photography and videography. During the Inception and Design stage, the team will develop the coverage blueprint, shot lists, visual style guides, interview kits, asset-management protocols, and safeguarding measures. In pre-production, crews and equipment will be scheduled, locations scouted, consent and releases secured, and the editorial calendar for highlight videos prepared. Production and post-production will involve capturing action footage and interviews using VFM's behavioural-change storytelling framework, supported by multi-camera setups and drone cinematography where appropriate, followed by editing, colour grading, motion graphics, sound design, and quality assurance, enabled by cloud-based collaboration and rapid-turnaround workflows. Drawing on over two decades of documentary and multi-state programme experience, VFM ensures authentic, compelling human-interest storytelling while generating event photo sets, edited highlights, interview reels, and event media reports. In the Sustainability phase, the team archives and catalogues assets, produces best-of reels, refines templates, and trains the client team on future reuse, ensuring long-term value and continuity. Below is an assumptive project activity schedule based on the scope of work for Lot 2:



Our Approach

LOT	Activities	Deliverables	Duration of Work/Timeline
LOT 2 – Videography & Photography	Produce high-quality visuals that document activities and outcomes. Dual-team deployment for parallel coverage; interview capture; drone use where appropriate; captions and multilingual versions.	Develop photo sets of 30 pictures (edited and captioned) for 12 events, estimated at 3 events per quarter across 12 States and the FCT High-quality footage of the entire event captured for production and documentation. Deliver 3–5-minute highlight films and social cut-downs within agreed Service Level Agreements Media assets (event footage and pictures submitted via secured hard drive to the International IDEA representative for archiving	Same-day photo selects Highlight videos within 72 hours Social media wraps within 24 to 48 hours Media assets submitted four weeks after the event and post-production

Our Approach

LOT 3: Event Management

VFM's event management strategy integrates digital innovation with on-ground excellence to deliver seamless, modern development-sector events. For hybrid and virtual components, VFM provides enterprise-grade Zoom and virtual-meeting setups supported by high-speed internet and professional audiovisual hardware—ensuring uninterrupted streaming for both local and international participants. Lighting and sound will be handled using energy-efficient LED systems, digital mixers, and hall-appropriate amplification, driven by VFM's production-level experience managing large events such as national conferences, state-wide project launches, and international forums, some of which include the World Bank's Natural Capital Accounting Forum 2025, the AGILE Games 2025 Award Ceremony hosted by the First Lady at Aso Villa Banquet Hall in Abuja. To enhance branding, VFM will deliver visually striking LED HD digital boards, modular branded media walls with rugs and lighting, and reusable stage-wrap banners customized for each event. VIP chairs, ushers, and full venue décor, including stage building, will be arranged with precision to communicate International IDEA's professionalism. Event registration will be coordinated using digital QR-code systems that cut wait times and generate instant attendance analytics. Below is an assumptive project activity schedule based on the scope of work for Lot 3:

Our Approach

LOT	Activities	Deliverables	Duration of Work/Timeline
LOT 3 – Event Management	• Enable hybrid and virtual participation of all IDEA events • Venue mapping and sourcing • Provide high-level technical support for all events, delivering approved event branding and environmental design, and show flow • Coordinating guest flow, event registration, and on-site operations deliver engaging, memorable participant experience for all IDEA events	• Develop a comprehensive event plan and blueprint for 10 events comprising high-level workshops, stakeholder sessions • Provide venue for 10 events across 12 states, including the FCT • Provide lighting support as appropriate to 10 events • Provide live sound for participation (physical or hybrid) and media production. • Provide multimedia LED projection support for 10 events • Stage design and set up for 10 events • Set up branded media walls with rugs and lighting for 10 events • Facilitate event decoration for 10 events, including roll-up banners, ceiling-height banners, stage wraps, and other branded assets. • Produce branded souvenirs such as executive note pads, pens, mugs, tote bags, and brochures for 10 events. • Provide at least 8 VIP chairs for 10 events. • Provide at least 5-10 ushers, depending on event scope and size, for 10 events	• Curate events and sourcing four weeks after approvals • Venue technical checks 24 hours before the event • Registration is live 48 hours before the event • Debrief report within 48 hours after the event

Our Approach

LOT 4: Animation

For animation projects, VFM will apply a modern, pipeline-driven production workflow that combines creative design, digital storytelling, and strict quality control. Building on VFM's experience producing behaviour-change communication tools for RTI, USAID, Voices4Change, and NRARA, each animation will begin with a co-creation session with International IDEA's communication team to refine key messages, audiences, and visual direction. The team will develop detailed scripts and storyboards aligned with International IDEA. Animations will use contemporary vector-based illustration, motion-graphics templates, character rigging, and human and AI-supported lip-sync tools to ensure smooth, high-quality delivery while keeping production cost-efficient. We will also leverage our in-depth experience in hyper-realistic AI-driven design animation production where needed.

All final outputs will be delivered in high-resolution formats suitable for broadcast, digital platforms, and community screenings. Quality assurance workflows built on multi-stage reviews, brand alignment checks, and secure file-handling ensure every animation reflects the required standards and maintains strict data protection principles. Below is an assumptive project activity schedule based on the scope of work for Lot 4:

Our Approach

LOT	Activities	Deliverables	Duration of Work/Timeline
LOT 4 – Animation	• Approved Concept & Storyboard Package • Production of a High-Quality Animation Video	• Three 2-D animated videos in at least 3 Nigerian languages and pidgin English • Two 3-D animated videos in at least 3 Nigerian languages and pidgin English • 5 animated PSAs on election violence, rule of law, and democracy in at least 3 Nigerian languages and pidgin English	• Script and storyboard in 3 to 5 working days • First cut in 7 to 10 working days • Final version in 10 to 15 working days, depending on complexity

Our Approach

LOT 5: Documentary, Film & Drama

VFM's film and drama approach is anchored on its extensive experience producing development-sector films, including the BOI documentary series, The Golden Key – Chidera's Tale, and multiple World Bank–funded productions, such as the currently screening AGILE Project Impact Series, which is currently being broadcast on the Nigerian National Television Authority (NTA) every Wednesday at 3:30 PM until April 22, 2026. Working closely with International IDEA's communication team, VFM will co-develop compelling scripts using human-interest storytelling and governance messaging designed to educate and inspire public audiences. Outstanding cast selection will be conducted through VFM's talent network built over two decades of media production. Using cutting-edge cinema gear, professional lighting, and high-fidelity audio systems, VFM will ensure the visual and emotional quality of the films meets international standards in compliance with International IDEA's brand guidelines. Our Oscar and BAFTA award-winning Technical Directors and Directors of Photography with global development-sector experience will oversee filming to ensure creativity, integrity, technical excellence, and global standards. Post-production will include cinematic colour grading, sound design, subtitling, and multilingual outputs where needed. Strict data-protection procedures, encrypted footage storage, controlled access, and NDA-bound crew will guarantee secure management of all sensitive content. Below is an assumptive project activity schedule based on the scope of work for Lot 5:

Our Approach

LOT	Activities	Deliverables	Duration of Work/Timeline
LOT 5 – Documentary, Film & Drama	Coordinate and manage end-to-end film production with International IDEA focused messaging Deliver film outputs that meet quality, timeliness, and data protection standards	Engage a media producer/director dedicated to International IDEA communications media products. Produce 2 expository documentaries with International IDEA messaging and broadcast on state, regional, and national TV platforms. Produce 13 episodes of 1 season TV drama series and broadcast across state, regional, and national TV platforms. Produce one feature film and broadcast across state, regional, and national TV platforms.	Short form productions 6 to 8 weeks Long form productions 8 to 12 weeks from approved concept and schedule

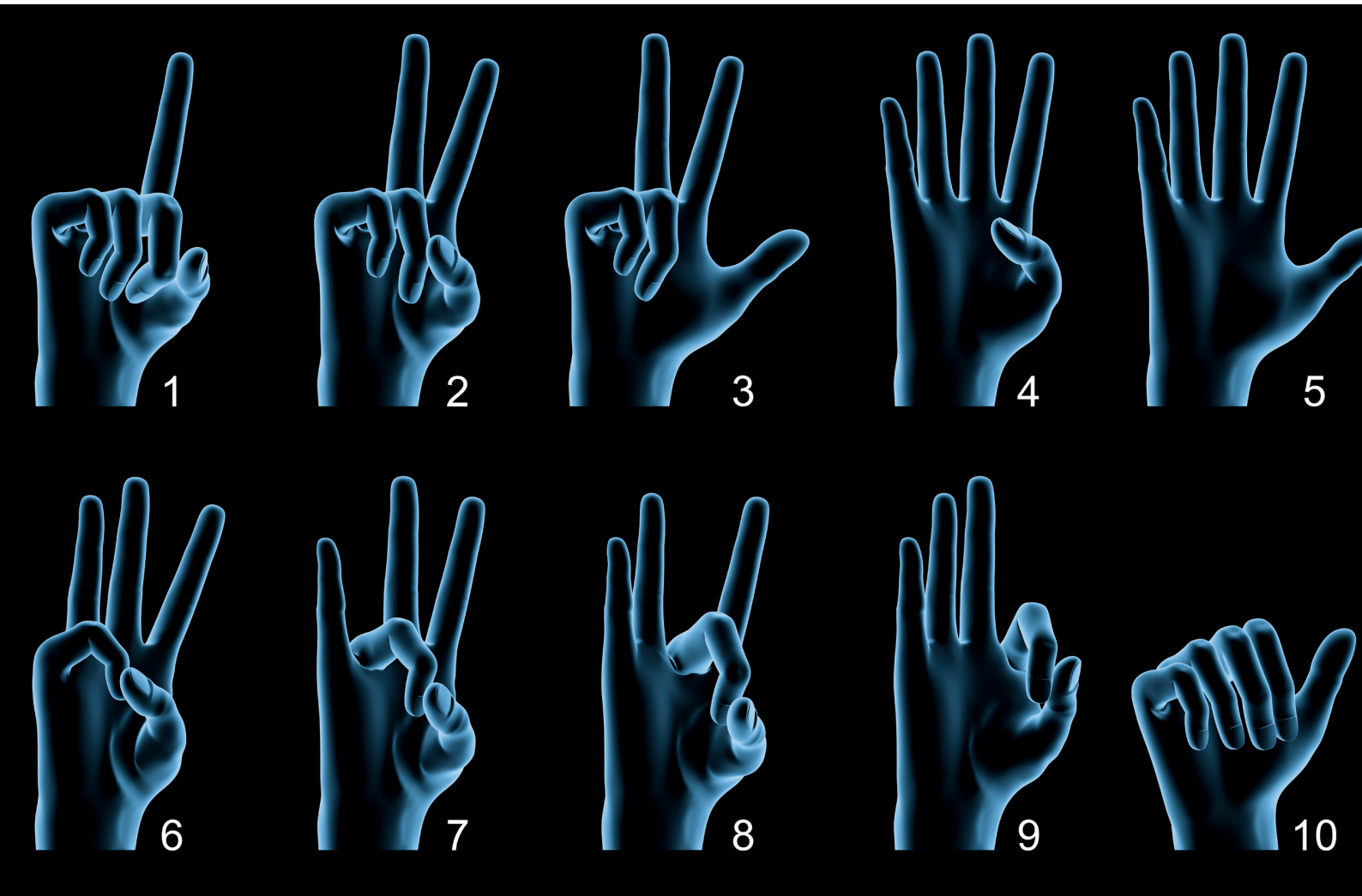
Our Approach

LOT 6: Sign Language Interpretation (SLI)

VFM will utilize our relationship with organizations, such as The Joint National Association of Persons with Disabilities (JONAPWD), which is the umbrella non-governmental organization (NGO) representing all disability clusters in Nigeria, to recommend trained sign language interpreters with experience supporting conferences, hybrid events, community programmes, and live broadcasts. VFM will also establish and leverage SLI capacity from private institutions in all 12 focal states and the FCT. For hybrid and virtual meetings, interpreters will be equipped with HD webcams, stable internet, and studio-quality lighting to ensure clear visibility and facial expression accuracy. To maximise value for International IDEA, VFM will adopt a hybrid deployment model, using on-site interpreters for high-level sessions and remote interpreters for supporting sessions, thereby reducing logistical costs. All interpreters will follow a rotation system to prevent fatigue and maintain accuracy throughout long events. When supporting media broadcasts, chroma-key overlays will be used to ensure professional placement of interpreters on screen. Below is an assumptive project activity schedule based on the scope of work for Lot 6:

Our Approach

LOT	Activities	Deliverables	Duration of Work/Timeline
LOT 6 – Sign Language Interpretation	Identification and engagement of sign language interpreters for all International IDEA's events	2 sign language interpreters deployed to 10 events across 12 states, including the FCT	Roster confirmation 5 working days prior Backup personnel on standby for major events



Our Approach

LOT 7: Event Rapporteurs

VFM will deploy trained rapporteurs experienced in documenting development-sector events, technical sessions, and multi-stakeholder consultations. Before each event, VFM rapporteurs will review background documents, agendas, and objectives to align expectations with International IDEA's reporting standards. During events, the rapporteurs will use digital note-taking tools, voice-to-text support, session tagging, and timestamping apps to ensure accuracy and efficiency. All presentations, discussions, action points, and decisions will be documented objectively and with confidentiality. Our experience supporting organisations like the World Bank, RTI International, and BBC Media Action stakeholder engagement forums ensures high analytical clarity. Post-event, drafts will be submitted within agreed timelines and refined through a rapid feedback-incorporation process. Final reports will include executive summaries, thematic insights, and, where needed, recommendations. Below is an assumptive project activity schedule based on the scope of work for Lot 7:

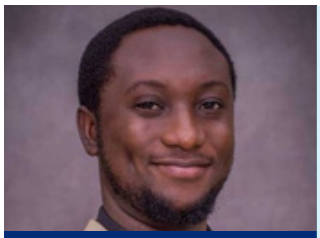
Our Approach

LOT	Activities	Deliverables	Duration of Work/Timeline
LOT 7 – Event Rapporteurs	Event documentation and information capture Reporting and archiving documents	Reports and communique for 10 events with 4 deployable VFM rapporteurs	Topline notes same day Draft report and communique within 3 working days Final report and communique within 5 working days of feedback.

Key Personnel & Governance Structure

Okikola Akinkugbe
Project Lead Team Lead

Okikiola Akinkugbe is a BBC-trained senior producer with over eighteen years of experience leading documentaries and behavioural communication productions for organisations including BBC Media Action and major development partners. His leadership on nationally recognized broadcast series and multi-stakeholder media initiatives demonstrates strong capacity to guide complex communication assignments and ensure high-quality delivery across all Lots.



Matthew Smart
CEO, Borcelle

Matthew Smart is an international award-winning filmmaker and communications specialist with over a decade of experience leading integrated media production, strategic communication, and large-scale event delivery for organisations including USAID, the Chevron PIND Foundation, and the World Bank. As Head of Operations, he will oversee multi-state coordination, production and event logistics, resource deployment, and quality assurance, ensuring efficient implementation and delivery across communication and media assignments.

Marian Nkem
Project Accountant

Marian Nkem is a certified accountant with experience supporting financial management for donor-funded initiatives, including USAID and EU-supported projects, complemented by professional recognition through ICAN certification and advanced finance training. Her background in development finance administration strengthens budgeting, reporting, and compliance oversight across framework assignments.

Key Personnel & Governance Structure

Prof. Tunji Azeez

Lead Script and Content Development Specialist

Prof. Tunji Azeez is a distinguished writer and cultural scholar whose work spans theatre, film, and behavioural communication for organisations including BBC Media Action, MTV Shuga, and M Net Africa Movies Original. His recognised contributions to socially responsive storytelling strengthen narrative development for justice, governance, and public engagement content, will provide necessary insights in crafting politically neutral narratives, and are in line with the principles of Do-No-Harm.

Yinka Edwards

Lead Cinematography Specialist

Yinka Edwards is a BAFTA award-winning cinematographer whose credits include internationally acclaimed productions such as Belfast and Netflix titles including Lionheart and The Milkmaid, Nigeria's Oscar entry. His award recognition and global production portfolio ensure cinematic quality and internationally benchmarked visual standards for videography assignments.

Rita Akor

Deputy Cinematography and Visual Capture Specialist

Rita Akor is a professionally trained cinematography specialist with demonstrated experience delivering broadcast-ready visuals for television and film productions. Her technical proficiency with professional cinema systems and multi-camera workflows supports consistent quality capture across events and programme documentation activities.

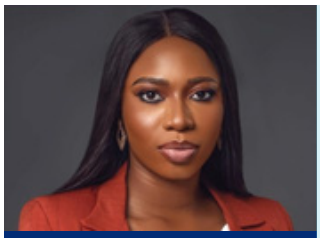
Key Personnel & Governance Structure

Diwang Jirai
Event Management Specialist

Diwang Jirai is an experienced event and production coordinator with a strong track record delivering multi-stakeholder events and programme activities for organisations including UNESCO and GIZ. Her experience managing high-profile stakeholder engagements, coordination, logistics, travel arrangements, registration systems, and cross-team event operations ensures structured planning and seamless on-site delivery of event management assignments in line with safety, branding, and compliance with International IDEA's standards.

Jonah Jackson
Head of Post-Production

Jonah Jackson is an experienced post-production lead whose work spans reality competitions, documentary series, and broadcast programming for BBC and Ebony Life TV. His training under BBC World Service Trust experts and editing credits on major productions demonstrate strong expertise in narrative shaping and broadcast-compliant delivery.



Polum David
Compliance, Visibility and Risk Management Specialist

Polum David is a broadcast journalist and communications professional with experience supporting governance-focused communication under international editorial standards for networks including TRT World, RTÉ, and RFI. Her expertise in factchecking, regulatory compliance, and sensitive political reporting positions her to oversee broadcast compliance, visibility requirements, and content integrity across governance and justice sector communication assignments.

Compliance & Standards

EU Visibility & Strategic Communication

Emblem, funding statement, co-branding rules, and data-driven communications plans ere requested

ARCON/Nigeria Advertising Law

Licensing and pre-exposure approvals; conpliance with ARCON Act 2022

Data Protection

Compliance with NDPA 2023, NDPR 2023, NDPR 2019, and NDPC guidance (consent, minimal disclosure, secure storage, DPO oversight)

Costing Approach

This framework proposal will be evaluated per Lot using the indicative activity schedule in Section 3, with cost efficiencies achieved through multi-state batching and negotiated media volume agreements. A detailed Financial Proposal is provided as an annex, with budget categories aligned to the scope of services defined in the Terms of Reference.

Personnel/Technical Staff

Professional fees for media, production, event, animation, SLI and rapporteur specialists including planning, execution, quality control and reporting.

Production Costs

Filming, photography, lighting, animation rendering, editing, color grading, sound design, motion graphics and other production-related expenses.

Equipment & Technology

Camera gear, audio equipment, lighting rigs, drones, editing suites, animation software, LED screens and virtual meeting technologies.

Events Logistics

Venue hire, stage setup, décor, media walls, registration systems, ushers, sound and lighting for hybrid events.

Costing Approach

Broadcast Placement

Airtime purchases for TV/radio, newspaper placements, sponsored content and digital amplification.

Travel & Transportation

Transport, vehicle hire, accommodation and logistics for state-level events, filming and stakeholder engagement.

Communication & Stakeholder Engagement

Press briefings, script development, consultations, translations, communication materials and stakeholder coordination.

Data Protection & Compliance

Secure data storage, consent forms, legal compliance and privacy safeguards.

Administrative & Overhead Costs

Office support, utilities, software licenses, administrative personnel, insurance and accounting services.

Contingency (5–10%)

Reserved funds for unforeseen circumstances to ensure continuity and mitigate risks.

Our Unique Value Offer

Visual Flow Media (VFM) brings a strong institutional commitment to safeguarding, gender equality, and disability inclusion, ensuring all project activities are designed and delivered in a manner that protects participants, amplifies marginalized voices, and leaves no one behind. This commitment is embedded across our internal policies, staff training systems, creative processes, and field operations.

Our Safeguarding Approach

VFM maintains a robust safeguarding framework that prioritizes the safety, dignity, and rights of all individuals we interact with, particularly women, youth, and persons with disabilities. We integrate safeguarding considerations from planning to delivery, using clear role definitions, incident-reporting channels, and a risk register that is reviewed before, during and after activities.

Gender Inclusion and Women's Empowerment

VFM integrates gender inclusion into content and operations to ensure women's representation is meaningful, respectful and transformative. From concept notes to final outputs, we use gender analysis to identify barriers, tailor engagement approaches, and set participation targets that translate into measurable outcomes for women and girls.

Disability Inclusion and Accessible Project Delivery

VFM ensures full participation of persons with disabilities through accessibility measures built into planning, production, and events. We use the principles of universal design, engage with DPOs (Disabled Persons' Organizations) when appropriate, and budget for reasonable accommodations from the outset.

VFM's integrated safeguarding, gender, and disability-inclusion model strengthens trust among women and persons with disabilities, improves ethical quality of outputs aligned with International IDEA's values, mitigates operational and reputational risks, and supports compliance with donor and international best practices. These commitments ensure that the project not only meets its technical objectives but also contributes to a safer, more inclusive and equitable environment for all participants, stakeholders and beneficiaries.

Conclusion

VFM offers an integrated, compliant, and creative delivery model across all seven LOTs of these terms of reference, grounded in Nigeria's media/event ecosystem, responsive to RoLAC II outcomes, and attentive to safeguarding and data protection. VFM is ready to mobilize immediately upon favorable review of this proposed project delivery framework award.

Contact Information

Website	www.visualflowmedia.com
Phone	+234 816 720 8660
E-mail	okikiola@visualflowmedia.com
Address	TF-C26, Mall of Dubai, Opposite H-Medix, Area 11, Abuja, FCT