

Request for Proposal: Media Buying for the F*Nicotine Campaign

Vital Strategies Organizational Background

Vital Strategies is a global public health organization. Our programs strengthen public health systems and address the world's leading causes of illness, injury and death. We currently work in more than 80 countries, supporting data-driven decision-making in government, advancing evidence-based public health policies, and mounting strategic communication campaigns. Vital Strategies' priorities are driven by the greatest potential to improve and save lives. They include noncommunicable disease prevention, tobacco control, road safety, food policy, overdose prevention, environmental health, and data for health. Our programs are primarily concentrated in low- and middle-income countries in Africa, Latin America, Asia and the Pacific; the Overdose Prevention Program is our first initiative in the U.S. Please visit our website at www.vitalstrategies.org to find out more about our work.

Campaign Overview

The [F*Nicotine](#) campaign aims to mobilize young people, aged 15-22, to expose and resist Big Tobacco's manipulative tactics to addict them to cigarettes, e-cigarettes, heated tobacco and nicotine pouches. The digital phase of the campaign has been led by content creators in Brazil, Indonesia, Mexico and the United States sharing videos on TikTok, Instagram and YouTube.

The next phase of the campaign will be shifting from being aimed at young people to being aimed at policymakers, capturing their emotional appeals around nicotine and the tobacco industry. We will produce a compilation video featuring highlights from the strongest creators developed during the campaign to date. This compilation will bring together key moments, themes, and messages from across markets to create a single piece of content designed for broad digital distribution. The goal of this phase is to significantly amplify the reach and visibility of the campaign by ensuring the compilation video receives maximum viewership and engagement across TikTok, Instagram, and YouTube. Paid media will be used to strategically distribute the video to audiences in the campaign's priority markets: Brazil, Mexico, Indonesia, and the United States—while optimizing for platform-specific performance and audience targeting.

The intended launch date of the next phase is **May 20th, 2026**, and will run through **July 1st, 2026**.

Scope of Work

Vital Strategies is seeking proposals from qualified media buying agencies to plan, execute, and optimize a paid digital media campaign supporting a public health video as part of the F*Nicotine campaign, a global digital initiative aimed at shifting perceptions around nicotine addiction and encouraging audiences to question nicotine industry tactics.

The selected agency will support the campaign by strategically planning, purchasing, and optimizing digital media placements to amplify campaign content, increase reach among priority audiences, and drive engagement with campaign assets across TikTok, Instagram and YouTube. This RFP seeks an agency partner with strong experience in digital media buying, influencer amplification, and performance optimization.

Audiences

- Primary Audience: Policymakers and policy influencers.
- Secondary Audience: Parents and youth.

Geographic Targeting

The campaign will run across the following priority markets:

- United States
- Brazil
- Mexico
- Indonesia

Platforms

The campaign will primarily run across:

- TikTok
- Instagram (Reels, Feed, Stories)
- YouTube (Shorts, In-Stream)

Budget

The total media budget for this campaign is **approximately \$140,000 USD**, including agency fees.

Proposal Requirements

The selected agency will be expected to provide a proposal that includes:

1. **A list of the project team and their roles**
2. **Up to two case studies of past campaigns demonstrating capability and experience to carry out this project.**
3. **Media placement strategy with:**
 - Recommended communication channels that will result in optimal reach for the campaign among its target audience on the specified budget.
 - Rationale for best booking period to achieve best placement at low cost.
 - Best approach to allocating funds to different media based on the campaign objectives, call-to-action, and target audience.
 - A media plan detailing:
 - Social media, SEO, display, search.
 - Broadcast, digital, print and out-of-home outlets to be used to disseminate the campaign including dates, programs, timeslots, and rates.
 - Detailed breakdown of costs including media commissions.
4. **Campaign setup and deployment** – Including platform prioritization by market and any translation or localization considerations.
5. **Ongoing campaign management and optimization** – Including optimal placements and formats based on platform performance.
6. **Timeline** – Including estimated setup period and campaign duration recommendations
7. **Weekly performance reports**
8. **Budget** – Including recommended budget allocation across platforms, budget allocation by country, estimated performance benchmarks, and agency management fees. All costs should be clearly outlined and separated between media spend and agency fees.
9. **Final campaign performance report** with insights and recommendations
10. **Terms and Conditions**
11. **Declaration of no affiliations with tobacco, nicotine or alcohol products or manufacturers.**

Timeline for Selection

Milestone	Date
Agency Q&A Session for anyone interested	April 15 th , 2026
Proposal Submission Deadline	April 22 nd , 2026
Agency Selection	April 28 th , 2026
Project Kickoff	May 4 th , 2026

Selection Criteria

- Strength of Proposal (35%)
- Relevant Experience (25%)
 - Including global media buying experience, with an understanding of regional platform dynamics, audience behaviors, and localization considerations (particularly in Brazil, Mexico, Indonesia, and the U.S.).
- Cost Efficiency and Budget Allocation (20%)
- Measurement and Reporting Approach (20%)

Submission of Proposals

Submissions should be sent no later than **April 22nd, 2026 at 5:00PM EST** by email to Sharan Kuganesan, skuganesan@vitalstrategies.org and should be labeled 'F*Nicotine: Media Buying RFP response' in the email subject line.

Agency Q&A

Interested agencies may register for the Q&A session held on April 15th, 2026 by emailing skuganesan@vitalstrategies.org

Conflict of Interest

TOBACCO AFFILIATION: The Service Provider has not had any business relationship with or knowingly received payment or other support from any tobacco product manufacturer or wholesaler, or from any e-cigarette or vaping manufacturer or wholesaler ("These Industries"), or any parent, affiliate, subsidiary, organization, or foundation with majority support from These Industries, or any person, interest group, advocacy organization, or other business or organization (other than a law firm or accounting firm) that represents the interests of These Industries (collectively, "These Affiliates"). The Service Provider currently does not accept and shall not accept financial or other support from These Industries or These Affiliates until at least one year after the end of this agreement.

ALCOHOL AFFILIATION: The Service Provider confirms that no person performing services under the agreement has an affiliation with the alcohol industry, its agents or associates ("These Industries") and currently does not accept and shall not accept financial or other support from any alcohol product manufacturer or the parent, subsidiary, or affiliate (collectively, "These Affiliates") of an alcohol product manufacturer or distributor until at least six (6) months after the termination or expiration of this agreement. The Service Provider shall promptly disclose to Vital Strategies any services provided to, support received from, or affiliation with These Industries or These Affiliates.