

## Marketing & Communications Firm/Production Company RFP

**Project:** Reelworld Reframe: Women in Leadership (Reelworld Women Leadership for Change)

### About the Project

Reelworld Screen Institute is seeking a marketing and communications firm to develop a **Public Service Announcement (PSA)** in support of *Reelworld Reframe: Women in Leadership*, a national systemic change initiative funded by **Women and Gender Equality Canada (WAGE)**.

The project advances the representation of **Black, Indigenous, and Women of Colour** in leadership and decision-making roles within Canada's screen industry. Through collaboration with unions and industry associations, the initiative identifies systemic barriers, develops policy recommendations, and advocates for inclusive change through public awareness and lobbying efforts.

### Project Scope & Deliverables

The selected firm will conceptualize, produce, and deliver a **high-impact PSA** that supports Reelworld's advocacy and lobbying activities targeting industry stakeholders, unions, and federal decision-makers in Ottawa. The PSA will translate research, community consultation, and policy recommendations into clear, compelling public messaging aligned with WAGE objectives.

The successful applicant will be responsible for:

- Creative concept and messaging aligned with systemic change and GBA+ principles
- Scriptwriting, production, and post-production of PSA in multiple formats (30–60 seconds)
  - Final deliverables suitable for broadcast, digital dissemination, stakeholder presentations, and lobbying activities
- Short-form cut-downs optimized for digital and social media advocacy
- Captioning and accessibility features
- Final deliverables suitable for broadcast, digital dissemination, stakeholder presentations, and lobbying activities
- Collaboration with Reelworld to ensure authentic representation of Black, Indigenous, Asian, South Asian, and Women of Colour

All deliverables must be completed within the approved **\$30,000 CAD budget**. Final assets must be delivered by **May 4th 2026**.

### Requirements & Qualifications

Applicants must demonstrate:

- Proven experience producing advocacy, public education, or social impact PSAs
- Capacity to manage full production within budget and timeline
- Strong understanding of gender equality, intersectionality, and systemic barriers
- Experience working with or representing marginalized communities
- Ability to translate policy and research into accessible public messaging

Any real or perceived conflict of interest must be disclosed immediately. To apply, please submit a company overview, examples of relevant past work and a proposed creative and advocacy approach brief to [hr@reelworld.ca](mailto:hr@reelworld.ca) by **February 19, 2026**.