**TENDER NOTICE - FOR THE PROVISION OF**

**DESIGN A CREATIVE MESSAGE FOR AN PROTECTED SONGBIRD AND PARRORT CONSUMER BEHAVIOUR CHANGE CAMPAIGN**

Location: China

Contract: 6 months

Apply by: 6th December 2025, 1700h BJT

This tender invites the provision of services for TRAFFIC Chinato design a behaviour change campaign targeting consumers of protected songbirds and parrots in Chinese Mainland. The campaign aims to reduce demand for protected native songbirds and exotic parrots among Chinese consumers through targeted interventions that address the underlying motivations and social drivers of bird keeping.

Applicants are invited to outline their conceptual approach to the Scope of Work, covering key aspects such as Creative Approach, Visual Concepts and Budget Indication, Media Delivery Channel Strategy, Evaluation Approach, and Conceptual Insight and Experience. Additionally, include any other content that applicants deem necessary. Please provide high-quality overviews, insights, and broad estimates without detailed breakdowns, considering the absence of specific survey data at this stage.

The detail information including the scope of work, tender submission, and tender selection can be found through the Tender Notice attached.