

**TENDER NOTICE - FOR THE PROVISION OF
AFRICAN GREY PARROT CONSUMER BEHAVIOUR CHANGE CAMPAIGN DELIVERY**

Location: China

Contract: 3 months

Apply by: 20 March 2025, 1700h BJT

This tender invites the provision of services for TRAFFIC China to deliver a behaviour change campaign targeting parrot consumers in mainland China. The goal is to reduce demand for illegally-sourced African grey parrots (AGP) and other endangered African parrots among Chinese consumers.

Applicants are invited to outline their proposed campaign delivery plan, including timelines, budget allocation, and strategies for optimal campaign performance, with a focus on precise audience targeting and conversion-driven outcomes. Additionally, any other information that applicants deem necessary should be included. Please provide high-quality insights into reaching the target audience and achieving the desired effects through campaign message dissemination, in line with the campaign objectives.

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