



CORRIGENDUM – RFP – APPOINTMENT OF A DIGITAL MEDIA AGENCY TO CONCEPTUALISE, PLAN, DESIGN AND CREATE CONTENT FOR THE LOCAL ORGANISING COMMITTEE OF THE FIFA U-17 WOMEN’S WORLD CUP INDIA 2022

This is with regards to the release of the invitation of proposals “to appoint a Digital Media Agency to conceptualise, plan, design and create content for the Local Organising Committee of the FIFA U-17 Women’s World Cup India 2022” on the website – www.the-aiff.com

Annexure II – SCOPE OF SERVICES, Previous LOC Work for reference revised as below with working links:

CONTENT TYPE	EVENT	LINK
Marquee Event	Official Emblem Launch	Video
	Official Slogan Launch	Video
	Official Mascot Launch	Video
Events	IWD 2020	Video
	IWD 2022	Video
	Coach Education Scholarship Programme	Video
Catching Up With the Seniors	Aditi and Dalima Car Video Interaction	Video
	Bala Devi Lunch Interaction Video	Video
Fan Interaction	Five Female Fans Talk about their Football Support Journey	Video
Legacy	Shabana Qureshi	Video
Parents with daughters	Bhaichung Bhutia with his daughters	Video

Image Creatives	Sam Kerr quote on Indian heritage	Post
	Introducing Official Mascot	Post
	IWD 2022	Post
	AFC WAC Fan Banner submission	Post
	AFC WAC Know Your Teams - India	Post
Venue Announcement	AFC WAC Venues	Video
Broadcaster Announcement	AFC WAC Broadcasters	Post
Stakeholder Engagement	NMSA Training Ground story	Video
Moving on from FIFA to AFC	Story Continues	Video

For,
LOC, FIFA U-17 Women's World Cup India 2022



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