



Call for Tender

Rare Disease Day (RDD) International Awareness campaign:
Request for creative concept, materials and video for 2025-2028 campaigns

Publication date: 31 March 2024

Budget: 25 000 EUR (tax included; for the 2025 campaign)

Deadline for submission: Friday 3 May 2024

1. About Rare Disease Day

Rare Disease Day is the globally coordinated movement on rare diseases, initiated in 2008 and led by EURORDIS and its 70+ national alliance patient organisation partners working towards equity in social opportunity, healthcare, and access to therapies for people living with a rare disease.

Rare Disease Day is held on the last day of February, the rarest day of the year, to highlight the challenges faced by **300 million people worldwide** living with a rare disease. Over the last 17 years, Rare Disease Day has played a critical part in building an international rare disease community that is multi-disease, multicultural, and multi-lingual, but united in purpose.

Rare Disease Day speaks for 300 million people worldwide living with a rare disease, as well as their families and carers. Events and activities take place in over 100 countries, banging the drum and building momentum for the rare disease community.

The campaign works in partnership with individuals and patient groups, policymakers, governments, foundations, NGOs, pharmaceutical and biotech companies around the world to raise awareness of rare diseases. It uses innovative approaches to build community, create empathy and advocacy for those with rare diseases.

The forthcoming editions are scheduled for 28 February in 2025, 2026, 2027, and on 29 February in 2028.

2. Purpose of the campaign

Rare Disease Day is about raising awareness for those living with rare conditions. It unites the community and serves as an occasion to celebrate the collective spirit of those involved in the Rare Disease community.

The campaign does this through highlighting the narrative (stories) of a) those living with rare disease and their families and carers at a local, national and international level; as well as b) rare

disease communities, foundations, friends, researchers, doctors, health care professionals and Industry.

Rare Diseases are generally perceived as being scarce, infrequent and remote. Rare Disease Day invites the entire community to **come together as one, to highlight stories, strengthen community and demand equity**, i.e. equitable access to diagnosis, treatment, health and social care and social opportunity.

The campaign calls on individuals and organisations to adapt its materials to reflect their unique priorities, thereby maintaining the campaign's momentum. This allows for active participation, as people customise these materials to resonate with their own messages.

We want the rare disease community to use digital and visual communication tools to champion our key messages, raising the profile of their story, contributing and supporting other parts of the community, and challenging perceptions.

Additionally, the global campaign for Rare Disease Day is geared towards effortlessly increasing awareness across all borders and languages, highlighting the importance of accessibility. It seeks to involve a wide audience, guaranteeing that everyone, no matter their location, can understand and engage with the cause.

Thus, the messaging ought to be straightforward, welcoming, and easy to grasp, encouraging those impacted by rare diseases to join a wider, global dialogue.

3. Key audience for Rare Disease Day

The Rare Disease Community: There are 300 million people worldwide living with a rare disease, as well as their families and carers. EURORDIS has contacts across this network. Our research tells us that they are ready to talk about rare disease and Rare Disease Day *if given the correct tools*.

Policymakers, industry, institutions, healthcare professionals: These groups also act as a communication channel to the rare disease community and a gateway to improving the quality of life of those with rare disease.

4. What do we need?

The campaign seeks to identify and commission a creative agency to develop and produce all visual elements and materials for the global Rare Disease Day campaign.

In the past, this role was filled in-kind by Publicis Health Paris and on a fee basis by Shape History.

Our goal is to partner with an agency committed to ongoing conversation about the campaign, helping us craft innovative and creative materials. These should effectively convey the campaign's core messages and significantly boost engagement with our target audiences as Rare Disease Day approaches.

Given the audience size we feel Rare Disease Day is under-leveraged and we are now inviting proposals for production of creative concepts and key digital outputs.

4.1 Learnings from the past

During previous campaigns we have offered audiences a suite of communications tool and collateral to support the promotion and delivery of Rare Disease Day ([See here](#)):

- 1) Social media and digital tools, which have become increasingly important to transmit messaging through partners, members and other stakeholders. We've previously developed a number of social media cards and graphics.
 - a. In recent years Rare Disease Day has also seen an increase in world landmarks ['lighting up for rare'](#). This is something we will continue to push during 2025-2028.
- 2) The [campaign's poster](#) features individuals from our community, showcasing the diversity and unity of over 300 million people globally living with rare diseases.
 - a. Member and non-member patient organisations also generate awareness by promoting and delivering family, educational and community events at a local level. To do this they use the centrally provided posters and other materials that they can adapt locally.
- 3) The [campaign's video](#) highlights the diverse and global community of people living with rare diseases, featuring individuals from around the world sharing their stories, and serves as a powerful tool in raising awareness for the 300 million affected and their families, available in multiple languages and shared worldwide.

A global strategy is essential to embrace the diverse rare disease community fully. Overcoming cultural, linguistic, and political barriers, and adopting a more inclusive messaging approach, will be essential to enhance the campaign's worldwide reach and impact.

If we are able to develop materials that support our messaging and speak to patients across diseases, borders, cultures and languages, there is large scope to increase the impact and reach of Rare Disease Day.

4.2 Messaging and visual style

The Rare Disease Day campaign underscores the importance of recognising **rare diseases as a global public health priority, advocating for the rights of individuals living with a rare disease to equal opportunity and the realisation of their potential**. This essence is captured in the campaign's Call to Action: **"Share Your Colours."**

Visually, the campaign embodies strength, unity, and pride, confronting challenges directly. Its outgoing and inspirational personality is communicated through bright, unique, and fun colours, ensuring the message is **accessible and jargon-free**. The [well-established logo and identity](#), reflecting these values, are detailed in the provided style guidelines.

To effectively resonate with **people across diverse diseases, borders, cultures, and languages**, and recognising the challenges of text-heavy materials, we prioritise visual storytelling and the use of data points to ensure our message is universally accessible and adaptable.

We are also committed to representing the **diversity of the rare disease community** – encompassing a wide range of diseases, nationalities, races, ages, genders, and sexual orientations. By integrating our campaign messaging within these visuals, we aim to create a universal narrative that all members of the rare disease community can identify with.

Additionally, our visuals maintain a strong identity and a clear connection to the Rare Disease Day brand, featuring the recognisable logo, colours, and the **symbolic use of hands** from the logo as a

central element. This approach ensures immediate recognition and recall among our target audiences.

Promoting the hashtag #RareDiseaseDay is another key component of our strategy, further uniting our community under a single, powerful message. Our strong visual identity, paired with a clear linkage to the Rare Disease Day branding, logo, and colours, is designed to enhance recognition and support for those living with rare diseases worldwide.

4.3 Suggested deliverables and formats

The deliverable and formats should include:

1. A creative concept that aligns with our campaign's purpose, target audience, objectives, and messaging, as defined by the patient organisation partners and campaign communications plan.
2. A proposal for the production and execution of a campaign video that highlights people with rare diseases and/or their families across all world regions (Europe, Africa, Asia-Pacific, South and North Americas). The campaign will cover 6 regions in total, targeting 3 continents in 2025, and another three in 2026. See [example of 2024 campaign video](#).
 - a. In 2025, our aim is to feature three patients or their family members from three different world regions (one per region). We will identify the subjects, but the supplier (i.e., the creative agency) will be responsible for all logistics and associated costs.
 - b. The entire video should not exceed 1 minute, with a shorter version available that lasts 20 seconds.
 - c. The video must be available in both horizontal and vertical formats to accommodate broadcasting on TV and social media platforms.
 - d. The video should be produced in, or compatible with, Adobe Premiere to allow for minor edits as necessary.
 - e. The agency is required to include subtitles in approximately 50 languages, which we will supply.
3. Suitable digital visual elements. These visual elements support promotion of Rare Disease Day via social media and digital channels, online advertising, video (to be refined). [See previous materials](#)
4. A campaign's poster as well as templates for fliers and other promotional materials to be adapted locally. [See previous RDD posters](#)
5. Any other creative concepts, executions or treatments based on agency skills and expertise.

5. Key milestones and timeline

We are now inviting proposals from agencies on materials for a visual campaign and creative concept that will help significantly increase engagement with target audiences in the lead up to Rare Disease Day 2025.

The proposals should be submitted via email in PowerPoint, Word or PDF formats to stanislav.ostapenko@eurordis.org and lise.pernin@eurordis.org by **23.59 on Friday 3 May 2024**.

These should explain the proposed materials, format and creative concept. Please also explain how many resource will be made available to the campaign to support development and delivery.

These proposals will then be assessed, and we would like to have a short Zoom review with shortlisted agencies to discuss the proposals in more detail and talk through the visual materials.

A final decision will then be made.

5.1 Key dates

Application deadline: 23.59 Friday 3 May 2024.

Agency shortlisting: Week of 6 May 2024

Agency meetings: Week of 13 May 2024

Selection of Agency: 17 May 2024

First briefing meeting: Week of 20 May 2024

Second briefing meeting: TBC

Agree video format and specifications: June

Finalised digital collateral and other visual materials: ready for dissemination from August

Finalised video: ready for web dissemination in early September

28 February 2025 - the 18th edition of Rare Disease Day. Media activity, social media, Community events, Webinars etc.

Further information

For further information and to discuss this call to tender in more detail please contact Stanislav.ostapenko@eurordis.org and Lise.pernin@eurordis.org before **4PM (Central European Time) on Friday 26 April**.

Background information

Since Rare Disease Day was first launched in 2008, by EURORDIS and its Council of National Alliances, thousands of events have taken place throughout the world reaching hundreds of thousands of people, including all types of events such as fun runs, events at hospitals, events at national parliaments, monument light ups etc.

Visit the [Rare Disease Day website](#) to find out more information.

EURORDIS' role is to lead and coordinate the global campaign by co-creating (with our international partners – over 70 national alliances from around the world) key campaign messages and adaptable

visual campaign materials for all rare disease community stakeholders to adapt at national or local level.

EURORDIS owns the intellectual property for Rare Disease Day globally.

EURORDIS makes all elements of the campaign openly available online (i.e. visual elements, video and website) to all rare disease non-profits and patients around the world to use and adapt for their local, regional or national events.

We then act as the global relayer of what is happening around the world by collecting all of the event information on our website (rarediseaseday.org) and then publishing information throughout the year on RDD social media, website and newsletter communication.