

LRPS-2020-9164288 LTA Online Marketing
Clarifications to Questions from Bidders
Part 1 - 8/01/2021

No	Reference	Question from Bidders	Clarification from UNICEF
1	Annex B - Terms of Reference 10. Payment	What is the total given annual budget?	The objective of this solicitation is to establish non-exclusive LTAS (long term agreements for services). The assignments to be contracted under the resulting LTAS will be send to the suitable and awarded LTAS holders with a request for proposal (secondary bidding). At this point it is not possible to confirm an annual budget, as it will depend on the number of campaigns and requirements in the respective year.
2	Annex B - Terms of Reference 3. Description of the assignment 4. Deliverables	What is the budget split for each campaign size S M L / %material production/media?	Depends on nature of campaign and its strategy, usually media budget should be significantly higher than production.
3		Who is the current Agency?	UNICEF cannot disclose this information.
4	Annex B - Terms of Reference 3. Description of the assignment 4. Deliverables	What are the topics of fundraising campaigns to work as samples for the proposal? S/M/L	https://www.unicef.or.th/malnutrition https://www.unicef.or.th/boxoflife https://www.unicef.or.th/covid19
5	Annex B - Terms of Reference 3. Description of the assignment 4. Deliverables	For any invoices,does UNICEF require bidder to prepare or enclose the 3rd party invoice?	This level of detail will be discussed on the individual assignment of the LTA.