

LRPS-2020-9164288 LTA Online Marketing
Clarifications to Questions from Bidders
Part 2 - 21/01/2021

No	Reference	Question from Bidders	Clarification from UNICEF
1	Annex B - Terms of Reference 4. Deliverables	Regarding the period, the period is starting from 12 months. When the campaign is planned to start?	Earliest could be March. It depends on UNICEF's work plan, next iteration could be June.
2	Annex B - Terms of Reference 3. Description of the assignment 4. Deliverables	Media budgets: Google Grants is only for google search ads and not for display ads or YouTube. Would UNICEF like bidder to estimate a media budget for the other campaign types and for social media ads? Is there any predetermined budget that bidder can work with?	Yes, other media ads can be proposed in addition to Google Grant. In terms of media budget, bidder is requested to propose based on nature of campaign which should be significant proportion from total budget in order to achieve the optimum campaign result.

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3	Annex B - Terms of Reference 3. Description of the assignment 4. Deliverables	<p>Services:</p> <p>What is the main difference between the two service options: 1. Full-service online marketing for Digital fundraising and 2. Campaign strategy, creative and production service for Digital fundraising campaign?</p> <p>From the title, it seems to be different but, in the description, it seems the same services are described. The main difference is all tasks, but they seem to be described as well in the second retainer. Does this include Seo for the website or any other specific services?</p>	Second option does not including media buying, only strategy / creative / production service. Full service, is everything mentioned including media buying.
4	Annex B - Terms of Reference 3. Description of the assignment 4. Deliverables	<p>Seo: it is mentioned in the description of the assignment to run Seo, would this be part of the service option 1 (full service)?</p> <p>Would this mean bidder can take care of the Seo of https://www.unicef.org/thailand/? or from the campaign page campaign.unicef.or.th?</p> <p>Unicef.org is the worldwide website, which is a large project to do Seo for, therefore, bidder assumes that is not the intention of this scope, right?</p>	<p>SEO could be proposed as part of option 1</p> <p>This would rather focus on optimizing for digital fundraising purposes.</p> <p>It is correct that not SEO for entire org site.</p>
5	Annex B - Terms of Reference 3. Description of the assignment 4. Deliverables	<p>Adapting materials for offline use: In the 3 service options, there is a mention of adapting materials for offline use, how can bidder best interpret this?</p> <p>Does this include creating new video's or changing images for print for example?</p>	<p>For example, adapting master video file used for digital campaign to proper format on PLAN B media.</p> <p>Adapting key visual artwork to dimension on print material, if needed.</p>

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6	Annex B - Terms of Reference 3. Description of the assignment 4. Deliverables	<p>Social Media Management:</p> <p>From the brief, it was not completely clear if the scope of service option includes social media management. Thus, would bidder create the post, strategy, visuals for organic posting?</p> <p>Is this already managed, or it is expected bidder to quote on this as well in the service option "1 Full-service online marketing"?</p>	<p>Social media management for organic posting could be part of the proposal, if it supports result of digital fundraising - as well as ads.</p> <p>Besides content for Digital fundraising, UNICEF also has advocacy campaign that there will be content planned for organic posting already.</p>
7	Annex B - Terms of Reference 3. Description of the assignment 4. Deliverables	<p>Control/influence website & landing pages:</p> <p>Besides the Seo service, will there be some level of control or influence to optimize the landing pages for the campaigns?</p> <p>Bidder noticed that UNICEF is using the campaign.unicef.or.th for the local campaign pages. In any of the service options, will bidder create these pages with UNICEF?</p>	<p>UNICEF Thailand has our own CMS donation platform. For special campaign, vendor may propose to special microsite. However, it needs to be under UNICEF security guideline and under UNICEF domain.</p>