

LRPS-2020-9164288 LTA Online Marketing
Clarifications to Questions from Bidders
Part 3 - 26/01/2021

No	Reference	Question from Bidders	Clarification from UNICEF
1	Annex D - Financial Response Sheet	Regarding extra media budgets, for other channels should bidder include this as well in "Annex D Financial Proposal" under point 2 Other costs? Or will this be separate from bidder's agency fees?	The last column for comments (if any) in the Financial Proposal Template (Annex D) provides space for bidder to propose any cost details with breakdown for that sample event (e.g. strategic planning, creative, production, media, agency fee, etc.). These cost will be considered as benchmark for evaluation of each bidder's proposal whereas the successful bidder will be requested to submit actual cost against TOR for specific assignment when the campaign is planned.
2	Annex D - Financial Response Sheet	As mentioned in Annex D "Kindly note to fill in also the second sheet in this file", in the downloaded file there seems to be only one tab, is this correct?	Please disregard the phrase "second sheet in this file" as this was to be removed.
3	Annex B - Terms of Reference 3. Description of the assignment 4. Deliverables 6. Location and Duration	As per TOR, there is no specific notation for the duration, so bidder assumed this will be for 12 months which bidder have to fill in the financial proposal.	The intent for Long Term Arrangement (LTA) is actually 3 years with initial period of one year (12 months) and will be renewable under the same terms and conditions upon needs be and satisfactory performance. Thus, it is expected that the fees will be maintained at the same rate throughout 3 year period.