

Q&A

ROK/RFP/RBAP/2021/005

Development & Production of Direct Marketing Materials

Tendering Period: 28 June - 27 July 2021



UNHCR

United Nations High Commissioner for Refugees
Haut Commissariat des Nations Unies pour les réfugiés

No.	Questions	Answers								
1	The proposal states the number of samples that must be submitted. But Is it possible to submit more samples than the ones presented in the requirement?	Yes, you may submit more samples than the number stated in the requirement.								
2	In Section 2.2 - Concept and Creative Development, it's mentioned that - Provide graphic and copywriting proposals for the deliverables listed in 2.1 and - Development of compelling creative concepts per copywriting, creative design, and innovative ideas. Is it correct that selected company provides it? <u>2.2 Concept and creative development</u> <ul style="list-style-type: none"> • Provide graphic and copywriting proposals for the deliverables listed in 2.1 • Development of compelling creative concepts per copywriting, creative design, and innovative ideas. • Note: In some cases, creative is adapted from packs developed by UNHCR HQ or other country offices, or from previously produced UNHCR Korea materials 	It depends on the projects. UNHCR Korea may provide a full draft of copies on some projects and for others, may provide concept, ideas, first draft of copies to begin with and ask the selected company to develop further.								
3	In Section 3.2 - Proposed Services, it's mentioned in the 5th year anniversary package that sample of printed material should be provided, Do we have to send the actual sample by air? <u>3.2 Proposed Services</u> During the technical evaluation, in this section, the panel will score (1) the comprehensiveness of the proposal; (2) compliance regarding the required services listed under point 2, including the requested samples; <table border="1"> <thead> <tr> <th>Category</th><th>Material</th><th>Related Requirements</th></tr> </thead> <tbody> <tr> <td rowspan="3">Year 5 Package</td><td>5th Anniversary package</td><td rowspan="3"> <ul style="list-style-type: none"> • Please provide two (2) samples of successful creative pieces from past experiences that is most similar to Year 5 and 10 Package. • Sample format: printed material </td></tr> <tr> <td>5th Anniversary donation certificate</td></tr> <tr> <td>Mini card that explains the meaning of the gift package</td></tr> </tbody> </table>	Category	Material	Related Requirements	Year 5 Package	5th Anniversary package	<ul style="list-style-type: none"> • Please provide two (2) samples of successful creative pieces from past experiences that is most similar to Year 5 and 10 Package. • Sample format: printed material 	5th Anniversary donation certificate	Mini card that explains the meaning of the gift package	Yes, please send your printed material to UNHCR Korea PSP office. [Recipient information in Korean] Address: 서울시 중구 무교로 6, 금세기빌딩 7층, 유엔난민기구 민간협력부서 후원자관리팀 수신인: 장윤희 (010-3271-4128)
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	5th Anniversary donation certificate									
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4	According to the Terms of Reference(TOR), we need to sign on 'Annex D: UNHCR General Conditions of Contracts for the Provision of Services' and 'Annex E: UNHCR Special Data Protection Conditions'. Please, let us know which page we need to sign.	As indicated in the RFP Cover page, submitting an offer is deemed as full acceptance of UNHCR's General Conditions of Contracts for the Provision of Services. As for acceptance of Annex E, please indicate in your offer that your company accept UNHCR Special Data Protection Conditions.								

END OF Q&A