

LRPS-2021-9168853 Communication, promotion, and outreach services to GenderTech

Clarifications to Questions from Bidders

Part 1 - 24-Aug-2021

| No | Reference | Question from Bidders | Clarification from UNICEF |
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| 1 | Annex B: Term of Referene (TOR) 1. Background 2. Objectives, Purpose & Expected results | - Is the overall communications strategy for an Oky masterbrand or only the Oky app? | It is for the global English iOS and Android app (as the flagship products) but also for the brand and project generally (as UNICEF expects to add more global products over the next 2 years) |
| 2 | Annex B: Term of Referene (TOR) 3. Description of assignment 4. Deliverables | - Is there an existing brand strategy for Oky? - Will the bidder/vender be expected to develop the brand strategy for Oky, or solely communications activities? | Oky brand guidelines already exist. The bidder/vender will be expected to deliver communications activities only, but there may be a need for a brand refresh at some point over the next 2 years (this will be discussed and agreed with the selected vendor) |
| 3 | Annex B: Term of Referene (TOR) 3. Description of assignment 4. Deliverables | The app was launched in Indonesia and Mongolia in May 2020, - Where can bidder review this existing marketing material and campaign? - Will UNICEF be able to share your learnings and challenges from these marketing activities? | These will be shared with the selected vendor. |
| 4 | Annex B: Term of Referene (TOR) 2. Objectives, Purpose & Expected results 3. Description of assignment 4. Deliverables | To clarify, the app will be launched in various countries by a local implementing partner, but marketing and communications will be informed by the overarching Oky communications strategy that will be designed by the vendor. - Which party does the localisation of the communications strategy to ensure local relevance? - How does the vendor work with the local partners? | Marketing and communications in each new market will be driven by the Oky partner who is responsible for the local Oky version. If they wish, franchise partners can take the global communications strategy for the global English products and adapt it. The selected vendor is expected to work with them and support them as needed. |
| 5 | Annex B: Term of Referene (TOR) 2. Objectives, Purpose & Expected results 3. Description of assignment 4. Deliverables | - What are the KPIs for year 1 and year 2? - Is there an expected app install and retention rate for each country? | There are KPIs for the overall Oky project (as well as for each country version) and will be shared with the selected bidder. These overall KPIs are not the responsibility of the selected vendor. Work packages will be agreed with the selected vendor and deliverable targets set. |

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| 6 | Annex B: Term of Referene (TOR) 2. Objectives, Purpose & Expected results 3. Description of assignment 4. Deliverables | A successful app rollout will need to rely on digital advertising activities like SEO, SEM and app install ads, - Does UNICEF have a point of view on a percentage of the budget that can be spent on advertising/media buys? | UNICEF welcomes suggestions on this from bidders in the technical proposal, if seen as necessary. |
| 7 | Annex B: Term of Referene (TOR) 2. Objectives, Purpose & Expected results 3. Description of assignment 4. Deliverables | - What does community management mean to Oky? - Does it mean social media management or actual community building and creation of a network of partners to work towards a shared vision? - Does bidder understood correctly that social media management (eg. posting on social media pages, monitoring comments) will be run by local partners/Okky Community and Outreach officer? | This means both supporting with community building of a network of partners, as well as social media management for the global apps (if needed). The core Okky team will be responsible for the overall set up and management of these, but the vendor is expected to support as needed, including with social media management for the global English apps / brand if relevant. Local country versions will run their own social media channels and community of practice. The selected vendor is expected to include a strategy for this as part of the Okky communications strategy. |
| 8 | Annex B: Term of Referene (TOR) 2. Objectives, Purpose & Expected results 3. Description of assignment 4. Deliverables | - Can UNICEF provide examples of 'insights and learning products'? - Does this refer to website development, videos or written assets like presentations and PDFs? | Some examples of these can be found both on the Okky website (animation, brochure, blogs etc), and on the UNICEF EAPRO Gender & Technology website: https://www.unicef.org/eap/innovation-and-technology-gender-equality https://www.unicef.org/eap/reports/innovation-and-technology-gender-equality-1 https://www.unicef.org/eap/reports/innovation-and-technology-gender-equality-0 |
| 9 | Others: Budget indication | Given the scope is quite flexible and will be based on a rolling basis of tasks, - Could UNICEF advise an indication of the approximate total budget for this contract? | Kindly be advised to submit your best financial proposal in alignment with all requirements specified on TOR. If bidder wishes to propose different solutions / costing options, please do include these different options in the proposal (ensure to highlight that these are options, not added up to the total lumpsum). The evaluation team will consider the different options and come back with questions or clarifications during the evaluation process if required. |
| 10 | Annex B: Term of Referene (TOR) 3. Description of assignment 4. Deliverables | - How many days from the total assignment of +/- 200 days UNICEF evaluate the 2 work packages A. + B. to quote for this proposal? | UNICEF evaluates based on the budgets presented for the work packages. These are not expected to be part of the 200 days. Please provide a lump sum quote for each of the work packages. |

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| 11 | Annex B: Term of Referene (TOR) 3. Description of assignment 4. Deliverables | For Work Package A., - Should bidder include the content production for a 12-month digital campaign, or should bidder quote only the strategy? | Please quote for only the strategy. |
| 12 | Annex B: Term of Referene (TOR) 3. Description of assignment 4. Deliverables | For Work Package B., - What does UNICEF mean exactly in terms of deliverables for the 5 new avatars and themes? - Should bidder provide the creative concept design? Or the 3D files? Please advise. | The selected bidder is expected to deliver 5 new avatars and 5 new background themes for the Oky app, in PNG and EPS files. |
| 13 | Annex B: Term of Referene (TOR) 3. Description of assignment 4. Deliverables | - What does UNICEF expect exactly and concretely for the technical proposal when asking for the proposed approach? (i.e. Creative concept?, Methodology?, Digital strategy?) | Bidders are welcome to tackle the technical proposal and approach as they see fit, providing all information requested in the ToR. |
| 14 | Annex B: Term of Referene (TOR) 2. Objectives, Purpose & Expected results 3. Description of assignment 4. Deliverables | OKY App, - Will the learning products/assets be published in which mediums/platforms? - Is the team using any Learning Management System for the learning products/assets within the application? - Future planning/strategy execution would require some fee, does bidder include that possibility into this tender (submission)? - or Would it be commissioned as a new project with different cost? | (Please note it is Oky, not OKY. This is an important brand requirement) The learning assets will be published on the UNICEF website as well as other sites / platforms as advised by the winning bidder - this can be discussed with UNICEF after the contract is issued. There is currently no LMS, but bidders are welcome to suggest this if it is needed, and this can be discussed with UNICEF as part of the strategy design (including execution). |
| 15 | Annex B: Term of Referene (TOR) 2. Objectives, Purpose & Expected results 3. Description of assignment 4. Deliverables | Gender Tech, - Who will Gender Tech's global audience be? (persona) - Mind sharing the audience attributes? (Gender, Age cohorts, Occupations, others) - What are the countries targeted for social media outreach? - Does bidder include overall campaign's ads budget in this tender (submission) as well? | The audiences for GenderTech have already been specified in the TOR. Any other characteristics will be shared with the selected bidder. Social media outreach for the global app is for all the countries where the global Oky app has users - this is similar to UNICEF's social media channels. Campaign and budgets can be discussed and agreed with UNICEF on a case-by-case basis. |