

RESPONSES to CLARIFICATION REQUESTS RECEIVED FROM PROSPECTIVE BIDDERS:

RFP-TURA-2021-15EE (LRPS-2021- 9168651)

**LONG-TERM ARRANGEMENT
NATIONAL INSTITUTIONAL CONSULTANCY**

(3+2 years)

“Develop materials for the ‘Increasing Quality of and Access to Early Childhood Education Services (ECE) Project’ National Campaign”

Question (Q): *We need an overall clarification for campaign viewership targets and how and by whom the dissemination and advertising costs will be covered.*

OUTDOOR

Q-What are viewership targets estimated for the outdoor implementations?

Response (R): *The estimated target for outdoor implementations is 50 million.*

Q-Are the renting costs for the outdoor installations/implementations going to be covered by the consulting company? if so,

R: Yes.

Q-How should we reflect outdoor renting costs in the financial proposal? Should they be placed under incidental costs or reflected together with expert fees?

R: The outdoor renting costs should be separately submitted/provided by companies (Kindly check the revised financial proposal template).

SOCIAL MEDIA

Q-Are there reach/engagement targets for the social media campaign? If so,

R: The estimated target for outdoor implementations is 20 million.

Q-How should we reflect the social media advertising costs in the financial proposal? Should they be placed under incidental costs or reflected together with expert fees?

R: The advertising costs should be separately submitted/provided by companies. (Kindly check the revised financial proposal template)

TV SPOTS

Q-What are viewership targets estimated for the TV spots?

R: The estimated target for outdoor implementations is 20 million.

Q-Are TV time broadcasting costs to be covered by the consulting company? if so,

R: No.

Q-How should we reflect TV time costs in the financial proposal? Should they be placed under incidental costs or reflected together with expert fees?

R: TV time costs should not be place in the proposals as the company is only responsible from producing the TV spots.

Q-What are other specific guidelines that might affect costs?

R: The cost of producing 2 TV spots should not cause any extra costs as the company itself will produce the TV spots.

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Question (Q): *We need clarification on the number of human interest stories. Would you please clarify if we have to produce 4 videos in total of different durations varying between 1 to 3 minutes OR whether you expect 2 versions (short/long, 1/3 min) of each film, thus the production of a total of 8 videos?*

Response (R): **4 short videos between 1-3 minutes are expected. The contractor will be informed if different versions of the video will be needed.**

Q: Could you please confirm the questions listed under the qualitative and quantitative studies described below (copied from the ToR)? We suspect that there might be a mismatch as qualitative study is better suited for the second set of guiding questions and vice versa.

Q-In-depth interviews for the qualitative study will provide guidance on;

- 1) The sources of information of the target audience;*
- 2) The preferred language/media products for them (for example the participants can be asked what was the most effective behavioral change campaign from their point of view);*
- 3) The hours they use different communication mediums/channels (when they watch TV, when they check social media, etc.).*

Q-The quantitative assessment will cover;

- 1) Opinions/interest of parents and grandparents in sending their children/grandchildren to preschool;*
- 2) What are the main concerns, limitations that prevent them from sending the children to preschool;*
- 3) How can these concerns be overcome from their point of view;*
- 4) Their opinions about the benefits/disadvantages of sending children to preschool education.*

R: Confirmed. The typo in the Terms of Reference (ToR) is corrected and shared on UNGM (Kindly check the revisions in Terms of Reference).

Question (Q): *For the Social Media; Does the task include social media management or is it limited to content production?*

The task described in the ToR requires us to only produce 10 gifs (Social Media GIFs: (minimum 10 GIFs) Production of social media GIFs - 15-20 seconds each-to be used on the social media accounts of the Project.); Social Media Expert is expected to produce social media materials and manage its dissemination.), and the table in section 5 of ToR (Description of the Assignment) assigns only 10 days for the task.

Production of a minimum of 10 GIFs to be used on project social media channels

Design and production of GIFs

English & Turkish

10 days

Response (R): **The task only includes the production of 10 social media GIFs.**

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Question (Q): *If the consultant should produce gif content for already existing social media accounts;*
Response (R): Ministry of National Education (MoNE) and UNICEF website and social media accounts.

Q-which social media channels are we expected to use;

R: MoNE and UNICEF website and social media accounts.

Q-which channels will be used to disseminate the videos;

R: MoNE and UNICEF website and social media accounts.

Q-if the content production/dissemination would be limited to 10 gifs and posts concerning produced videos;

R: The ToR mentions minimum 10 GIFs so more than 10 might be requested from the consultant.

Q-if the consultant will also produce additional content, photographs, graphics etc.;

R: The consultant will be informed if any additional content, photographs, graphics etc. will be needed.

Q-if the task includes creation and management of social media accounts as well as content production and dissemination including and not limited to 10 gifs requested in the ToR;

R: The task only includes content production.

Q-if the consultant is also responsible for answering comments and questions related to shares on social media channels;

R: No.

Q-seeing that consultancy may be extended for 3+2 years, what will be the duration of the social media campaign for this assignment;

R: It will be limited to 10 days. The GIF production for social media task is not included in the LTA part.

Question (Q): *The description of the PR&Advertising Expert states that he/she "will lead the design and implementation of the campaign branding toolkit and TV & outdoors campaign."*

Q-if there is an existing toolkit and brand concept or whether it will be created from scratch;

R: It will be created from scratch – in accordance with the UNICEF's visual guidelines.

Q-if there is an agreed upon visual guide or visibility rules that needs to be followed;

R: There is a visual guide and visibility rules which will be shared with the consultant.

Q-if the consultant is expected to provide finalized drafts of communication plan and branding toolkit by the end of the baseline assessment.

R: Yes, the consultant is expected to design and share a communication plan and a branding toolkit in accordance with the baseline assessment results.

Q-For Digital Advertising; Can our communication strategy include digital advertising?

R: It can, but it should be shared in the technical and financial proposals.

Q: For Outdoor Campaign, Since solutions for outdoor applications will be based on local resources can the consultant suggest various creative alternatives? If so, how should we reflect that in our financial proposals?

R: The consultant is welcome to share creative alternatives. It should be included in the outdoor campaign task in the financial proposal.

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Question (Q): *For Baseline Assessment, What is the sample size expected for the baseline assessment? Can this be revised?*

Response (R): While a minimum sample of 120 participants is expected for the qualitative study, there will be also a quantitative section, which makes up 30 per cent of the baseline assessment. Thus, more than 120 participants are expected.

-Are there any requirements for location (which cities/towns?), or method (telephone/zoom/face to face)?

R: The locations, formats and dimensions of the outdoors will be guided by the outcomes of the baseline assessment, the available format in each province and will be decided by UNICEF & MoNE.

Question (Q): *Could you please elaborate that an NGO that is carrying out the “Supporting the Access of Syrian and Turkish Children to Community and Home-Based Early Childhood Education (ECE) Services” Project, be a consortium partner without any conflict of interest?*

Response (R): The NGO carrying out the “Supporting the Access of Syrian and Turkish Children to Community and Home-Based Early Childhood Education (ECE) Services” Project might have a potential of conflict of interest and may be disqualified from further evaluation. The technical evaluation team will examine the conflict of interest issue when the proposals will be received.

Question (Q): *September 6, 2021 is specified as the tender submission deadline in the RFP document. However, the expected start date is stated as September 1, 2021 in the ToR. Could you please kindly elaborate that the updated start date of the Project and confirm all other dates given are correct?*

Response (R): The submission deadline is updated as 20 September 2021 and the expected start date is updated as 31 October 2021 in Terms of Reference and shared on UNGM.

Question (Q): *Could you please elaborate if the TV Spots should be broadcasted and if so will the consultant be responsible for broadcasting process and the related costs?*

Response (R): The consultant will not be responsible for broadcasting process and the related costs.

Q-Could you please clarify if the contractor is responsible for the media buying of the outdoor campaign advertisement rentals such as billboards, racquets etc.?

R: The consultant will be responsible for the media buying of the outdoor campaign advertisement rentals such as billboards, racquets etc.

Q-As the consultant we consider the number of people to be reached (120) is dramatically high for a qualitative study. Could you please elaborate if other methods such as focus groups etc. in addition to the in-depth interviews would be suitable for the baseline assessment?

R: While a minimum sample of 120 participants is expected for the qualitative study, there will be also a quantitative section, which makes up 30 per cent of the baseline assessment. The quantitative section of the assessment must include a representative sample of participants covering all the primary and secondary target audience of the campaign. Thus, more than 120 participants are expected, while these are the expected methods for the baseline assessment.

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Question (Q): *Could you please elaborate how we should specify the unit cost of the visibility materials in the given budget template as there is no section to specify such data?*

Response (R): You are expected to specify the unit cost of the visibility materials in the first sheet of the Financial Proposal Template, under the Incidental Expenses tab, C. MISCELLANEOUS EXPENSES, Other expenses (administrative costs, stationery, photocopy, printing, translation etc.). You may give detailed information in this part regarding the visibility materials.

Q-The ToR states that “The campaign will be conducted by a national media production and PR agency.” Does this mean only the application of media production and PR agencies eligible for the bid or the proposed campaign will be conducted by another firm?

R: This means that mean only the application of media production and PR agencies eligible for the bid.

