

RFP-TURA-2021-17E (LRPS-2021- 9169596)

SHORT TERM NATIONAL INSTITUTIONAL CONSULTANCY:

“Promotion of the SSE Programme Youth Tales Initiative products and Live Youth Sessions targeting EU audience in 3 EU Countries.”

1- Clarification on ToR and Assignment:

It has been stated by UNICEF in ToR as follows:

“II. METHODOLOGY:

The consultancy company will design and implement a targeted social media campaign to reach EU social media users. The company will be responsible for posting and boosting the already produced content through paid advertisement on Facebook and Instagram over the period of 30 days. In addition, the company will also be responsible for the promotion of 3 live discussion sessions for young people in Europe through paid advertisement on YouTube. The company will be also responsible to adapt the content, designs and visuals in 3 languages including; English, and French. **The third language will be decided and shared with the bidders in September.”**

We would like to state that the third language of the materials will be French.

2- Responses to Clarification Requests received from Prospective Bidders:

Question (Q)-*How many photo, audio-visual, news-article based content you are planning to post? Because the number of **different** content will effect the graphic design and advertisement budget. Thus, could you please give approx. number for the content? For example: 5 different human stories-portrait photo; 4 short videos; 5 news-article, etc.*

Response (R): While there will be a certain number of content to be shared within the frame of the project – which will be shared by the selected company, you may plan your budget in accordance with sharing the boosted content in accordance with our target audience reach of 15 Million and engagement of 25K EU audience.

Question (Q)- *Do you have any number for the total post in one-month campaign for all of the social media platforms?*

Response (R): The number of the posts for the campaign will be shared with the selected company.

Question (Q)-How long will be the short films? As you know, social media platforms are not convenient for the short film (for example 5 min). But, if you want to share the link of short films, are you going to give the shorter version of them (for example 30-40 seconds). Or can we do revisions on them and produce the shorter version?

Response (R): The short films will have a duration of 2-3 minutes, while the production of shorter versions for social media platforms might be discussed with the consulting company.

RESPONSES to CLARIFICATION REQUESTS RECEIVED FROM PROSPECTIVE BIDDERS:

Question (Q)-Methodology section emphasized that studies should be arranged remotely. Does this mean that we have to work everything on desktop and stock images without shooting on-site for the content we will produce?

Response (R): There will be no extra shootings for the content to be shared, but only the already-produced content will be shared.

Question (Q)-If there is a "Brand Policy Guide" covering the technical standards set by UNICEF, we may ask you to share it.

Response (R): The Brand Policy Guide will be shared with the selected company after the bidding process ends.

Question (Q)-As far as we can see, there is a 20-day content production process between the signing of the contract and the start of the 30-day campaign. It seems that all content should be produced in this section and submitted for UNICEF's approval. In the document, Unicef stated that it would operate an approval process for each content. We need to know more about the approval processes. Especially with the timing of the approval processes. For example, if a content is approved in 7 days, it will be required to significantly shorten our production time and compress the calendar.

Response (R): We will be doing our best to speed up the approval process, as we are also aware of the tight schedule of the project.

Question (Q)-No information is specified whether voiceover or subtitles are preferred in three different languages for content. It is useful to clarify if they have a preference in this regard.

Response (R): The sub/dub choice might depend on the material, while almost all of the materials are expected to have a sub adaptation.

Question (Q)-We had difficulty understanding the demand for the short film. Does a minimum of 3 of the contents have to be short films? And can we get information about short film time? Will these films be documentaries?

Response (R): Minimum 3 of the contents will be short documentaries, they will have a duration of 2-3 minutes.

Question (Q)-Finally, is there a mandatory number of content to be shared in 30 days? Or is it just the total number of people that are being reached?

Response (R): While there will be a certain number of content to be shared within the frame of the project, it is very important for us to obtain our target audience reach of 15 Million and engagement of 25K EU audience.