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# **REQUEST FOR PROPOSAL – SUMMARY PAGE**

**VERSION 2**

RFPS-PFP-2015-151225

Launching date: Tuesday, 01 December, 2015

Closing date for the submission of your proposal: Friday, 18 December, 2015

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## **UNITED NATIONS CHILDREN'S FUND (UNICEF)**

Wishes to invite you to submit a proposal for a

**TV media planning and buying for planned giving (bequest)  
campaigns**

Proposals must be submitted via UNICEF Web Bidding Tool:

<https://ungm.in-tend.co.uk/unicef-pfp.aspx/Home>

The purpose of this Request for Proposal (RFP) is to select a suitable contractor for the provision of media planning and buying for a 60 second TV advert to promote leaving a gift in a Will to UNICEF. The RFP is to find a media planning and buying agency that will purchase media space in both the **US and Canada**.

UNICEF is seeking to contract a media agency to provide strategic media planning and buying service plans to test the following propositions:

- i. Channels
  - ii. Regions (within US & Canada nationally)
  - iii. Long Term Viability
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**Should your company be qualified and interested in this bidding opportunity, please return your signed Non-Disclosure Agreement to the following email addresses by extended date COB Tuesday 8 December 2015:**

- **Ms. Noëlle Bouvier:** [nbouvier@unicef.org](mailto:nbouvier@unicef.org)
- **Ms. Isolene Rebello :** [irebello@unicef.org](mailto:irebello@unicef.org)

**Thereafter, IF NOT YET REGISTERED, please register in the UNICEF-PFP e-tendering system and you will be given access to the complete RFP package - please follow the registration procedure attached to this notification.**