
***REQUEST FOR PROPOSAL FOR SERVICES (RFPS)
LONG TERM ARRANGEMENT (LTA)***

RFPS-PFP-2017-171154

SUMMARY PAGE

Launching date: **Thursday, 31 August, 2017**

Closing Date: **Friday, 22 September, 2017, 16:00 GENEVA TIME**

THE UNITED NATIONS CHILDREN'S FUND (UNICEF)
Wishes to invite you to submit a proposal for the provision of:

**Market Research
Identifying the Right Celebrities for UNICEF Partnerships and
Public Attitudes towards Celebrity Partnerships
Quantitative Research using "System 1 Approach"**

Proposals must be submitted via the UNICEF Web Bidding Tool:
<https://ungm.in-tend.co.uk/unicef-pfp.aspx/Home>

The purpose of this Request for Proposals for Services ("RFPS") is to establish a long term arrangement for services (LTA-S) with one (1) qualified company for the provision of **Market Research Identifying the Right Celebrities for UNICEF Partnerships and Public Attitudes towards Celebrity Partnerships Quantitative Research using "System 1 Approach"**.

The objective is to:

- analyse the equity fit between UNICEF and selected celebrities, and thereby, identify potential celebrity ambassadors;
- identify the most relevant partnership activities for celebrities judged to be appropriate for partnering with UNICEF (segmentation celebrity/activity);
- understand how celebrity endorsement of charities is perceived;
- establish awareness of, and attitudes towards, current UNICEF ambassadors and potential partnerships.

Should your company be qualified and interested in this bidding opportunity, please register in the UNICEF-PFP e-tendering system to access the complete RFP package - please follow the registration procedure attached to this notification.