

**INQUIRIES AND ANSWERS\_Request for Proposal RFP/2015/725 for the provision of PAID MEDIA CAMPAIGN SERVICES**

	<b>Questions</b>	<b>Answers</b>
1	Is it possible to participate only for the parts 2 and 3, Social Media marketing and Search engine marketing and display respectively?	Yes, it is possible, it is specified in the TOR
2	List of Items, Schedule of Requirements, Scope of Work, Terms of Reference, Bill of Materials required.	Related documents are available on the following link: <a href="https://www.ungm.org/Public/Notice/40718">https://www.ungm.org/Public/Notice/40718</a>
3	Soft Copy of the Tender Document through email.	Related documents are available on the following link: <a href="https://www.ungm.org/Public/Notice/40719">https://www.ungm.org/Public/Notice/40719</a>
4	Names of countries that will be eligible to participate in this tender.	Any country is eligible to participate as long as they can demonstrate that they can fulfil the criteria listed.
5	Information about the Tendering Procedure and Guidelines	Related documents are available on the following link: <a href="https://www.ungm.org/Public/Notice/40719">https://www.ungm.org/Public/Notice/40719</a>
6	Estimated Budget for this Purchase	Estimated Budget will be shared at award stage.
7	Any Extension of Bidding Deadline?	The bidding is already extended.
8	Any Addendum or Pre Bid meeting Minutes?	There is no Pre Bid meeting Minutes, all the related documents are available on the following link: <a href="https://www.ungm.org/Public/Notice/40719">https://www.ungm.org/Public/Notice/40719</a>
9	Please can you describe the priority factors for the technical response?	There is description in the RFP cover and Terms of Reference.
10	Is it possible to share with us how will the responses be evaluated?	There is description in the RFP cover and Terms of Reference.
11	Who are the decision makers for the technical response?	Technical experts within the UNHCR
12	What are the estimated media billings for the contract year? In total and by market, ideally.	Estimated Budget will be shared at award stage.
13	What has the historic split been between digital vs DRTV?	UNHCR is pursuing a policy of 'Digital First' globally. DRTV as a recruitment channel is used only in a small section of our global fundraising operations.
14	We understand that DRTV is currently not within the agency scope; is this assignment part of this RFP?	We have a different RFP and procurement process for global DRTV agencies - it doesn't fall under this RFP tender. However, within the digital paid media element of this RFP it should be noted that we be wanting to support our DRTV activities with complementary digital media activity to increase reach/conversion/measurement of online activity.
15	Does social media marketing include both paid and organic services e.g. content management, content creation etc.? What social activities will be fulfilled by the internal UNHCR team?	We have internal UNHCR teams/staff members regionally and for our International accounts, who manage our social media accounts. We are predominately looking for support in paid social media activity, but also to help us with the strategy (both paid and unpaid) for UNHCR global and regional fundraising/awareness raising/lead generation campaigns.
16	To what extent are you looking for SEO to be included in this proposal? SEO is mentioned in "to advise UNHCR on how to best optimize web presences for organic search" but this isn't part of the question and SEO isn't a factor in the Annex B costing.	SEO is included in the financial costing sheet under, SEM strategy - Strategic advice for SEO related projects with a column for listing a day rate for this service.
17	Does "Search Engine Marketing and Display" include any media spent on YouTube and/or across the Google Display Network?	Yes, it includes.
18	Does "Social Media Marketing" refer to Facebook only, or does it include Twitter and Instagram?	All social media channels including Twitter, Facebook, Instagram (and any new ones that may appear in the future). However, we do not anticipate that every social media channel will be used in every UNHCR marketing campaign.
19	Does "Social Media Marketing" include both Paid and Organic variants?	Yes, it includes.
20	Under "project related services and any other costs" in Annex B – next to SEM Strategy it says "strategic advice for SEO related projects". Is this a typo? Does the question relate to SEM or SEO?	No, this is not a typo. We are assuming that all strategic advice for paid search activity will be covered under the costs associated with this activity and associated media planning.
21	Please can you clarify what format should the response be in, for example Word or PPT?	We are happy to receive responses in either Word or PPT.
22	Is there a limit on the number of pages?	No limit
23	How long would you recommend the response to each cases study be in length? We are working towards approximately 1 page per case study to keep the overall document length manageable.	This sounds reasonable - the main thing to consider is not the length but the content in relation to how it responds to the TOR.
24	How many agencies are involved in the review?	As requester, there is only one agency: UNHCR, the tender is openly advertised
25	Is the preference for one-agency solution globally or will markets still have autonomy in agency appointments?	This RFP is concerned with selecting one primary global agency and one possible backup agency. PSFR regional markets have the autonomy to either use this agency/cies or procure their own regionally.
26	Will any local agencies have notice served to them as a result of this tender?	No local agencies would have notice as the result of this tender, however all UNHCR office will have the opportunity to use the chosen agency of this RFP.
27	Can we assume it is ok to use our UNHCR work for some of the case study responses?	Yes, it is possible.
28	Can you advise for when the presentation dates will be rescheduled?	Expected to be held on the 3rd week of February 2016
29	Please can you confirm the timeframe of the agreement? (it is stated as two years plus a possible year's extension in the RFP cover letter and three years plus a year's possible extension in Annex A document pg. 7	This agreement is for an initial 2 x years with the possibility of extending for 1 x year.