

2016/HCR/HKG/RFP/10040 Communications, Engagement and Production Services in HKSAR & Macao SAR of China

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1	Admin	<p>1. Length of contract UNHCR may award Frame Agreement(s) for an 11-month period, tentatively from February to December 2017, with possibility of up to 2-year extension. Therefore, please provide 3-year financial offer by using the form which can be downloaded from our website.</p> <p>2. Offer submission - Your offers shall be prepared in ENGLISH. - Your technical offer and financial offer must be sent in separate sealed inner envelopes, and the outer envelope should indicate your company name, address and reference number - Please be reminded that no pricing information should be included in the technical offer. Failure to comply may risk disqualification. - Please be reminded that the currency of pricing offer is Hong Kong Dollars only and the price has to be given exclusive of all forms of tax. - You are required to hold your offer valid for 180 days from the deadline for submission. - Please complete and sign the Annex C – Vendor Registration Form with company stamp. And submit with valid business registration certificate. - Please be reminded that the Annex D – General Conditions of Contracts for the Provision of Services is part of the technical offer. Please sign on every single page of the Annex D. - Please be reminded to submit your completed Annex E – RFP Checklist Form. - Your proposals must reach UNHCR Hong Kong's post office box by post only before 29th December 2016 17:00 hours Hong Kong Time. Any proposals reaching the post office box after this date and time or sent to another UNHCR address or email address may be rejected.</p> <p>3. Evaluation - There are two evaluation teams, technical and financial. And the composition of each evaluation team will not be overlapped. - 70% of total score goes to technical offer and 30% goes to financial proposal. - The financial offer will be opened only when its corresponding technical offer has passed 42 out of 70 points.</p> <p>4. Presentation - A presentation section, which will be held before the technical evaluation and tentatively scheduled on 5 & 6 January 2017, will be offered for vendors who submitted proposals. All technical evaluation team members will attend the presentation. - The presentation section is provided for vendors to comprehensively elaborate their technical proposals. All financial information should not be disclosed. - It is optional for vendors to join this presentation section. No marks will be deducted if vendor choose not to present.</p>	
2	Financial	With reference to budget, your RFP states “maintain their quoted price model for the duration of the Frame Agreement”. Does this mean that our pricing structure and rates must be maintained beyond the initial 11-month period?	Vendors are requested to provide their financial offers (pricing model and rates) by using Annex B – Financial offer form. The pricing rates for first 11-month, second year and third year are not required to be the same. Moreover, vendors are requested to hold their financial offer valid for 180 days during evaluation period. Once the financial offer submitted and contract awarded, the pricing model and rates should be maintained.
3	Financial	We would like to get an idea or estimation of an indicative budget as mentioned on the RFP.	Due to the tendering policy, we shall not discuss any financial details with any parties, and please be reminded that no financial information should be mentioned in your submission apart from the Financial Offer. UNHCR has plan to invest in the activities and under a multiple year agreement in a long term vision, and may appoint multiple suppliers if necessary.
4	General	Does UNHCR have any other activities planned in Hong Kong/ Asia for 2017 not outlined in the brief we should be aware of, or which may impact on the Shelter Campaign?	While there may be other activities depending on the global strategy or ad hoc activities due to emergency crisis, Shelter Campaign will be the core campaign in Hong Kong for 2017.
5	General	Do you have any broader communications and/ or policy objectives you are seeking to achieve in Hong Kong, in addition to the specific campaign objectives to increase brand awareness and raise funds?	UNHCR would always like to communicate the attributes that we are a humanitarian organization at the frontline for refugees which 1. gets things done/ 2. makes a difference in people's lives/ 3. can be trusted, to the public. Thus a positive brand awareness need is not just for one specific campaign but the whole year in general. The specific campaign (i.e. Shelter) can be but not limited to being the core/single element to achieve in enhancing brand awareness. In general, we want to increase the level of awareness of UNHCR , to increase positive public sentiments towards refugees and counter the negative rhetoric seen in the market. We also want to encourage more people to voice out for refugees, hear their stories and to empower the connection between the public and refugee issues.

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6	General	The RFP notes you are mainly targeting a Traditional Chinese audience over 25 years of age. Are you able to provide any further details about the target audience, or would you be able to share audience segmentation data of your existing donors with the appointed vendor? To this point, do you expect an entirely Chinese language (Traditional Chinese) campaign?	Campaign will run in bilingual. The donation and lead generation are mainly to aim at age 25 and above which has higher potential to financial contribution based on UNHCR's experience. However we are open to any suggestion.
7	General	If we provide client references, will the UNHCR advise the agency prior to contacting these client contacts?	UNHCR will inform the agency before contacting the client contacts provided. Interested parties are reminded to provide a minimum of 3 client reference and include the relevant contact details in the submission as stated in the RFP p.4.
8	General	Please clarify what is meant by 'Direct TV'?	"Direct Response TV", which sometimes being referred as "Direct TV", is television advertising that asks audiences to respond directly to the call-to-action, i.e. donation, by dialling in/ text to a certain number.
9	General	Is this a year plan for whole year advertising for online and offline?	This RFP covers the period from Feb-Dec 2017 and involves both online and offline platforms.
10	General	The estimate budget range for the whole project.	According to the UNHCR procurement policy, financial information should not be discussed or disclosed by UNHCR or interested parties during the tendering period, nor in the technical offerin submission. UNHCR has plan to invest in the activities and under a multiple year agreement in a long term vision, and may appoint multiple suppliers if necessary.
11	General	Would you provide the login details for the assets for download?	UNHCR SOHK will provide the login details for the assets for download, and reference is available on the UNHCR Refugee Media Platform: media.unhcr.org
12	General	Is it possible to have the KPIs performance last year?	UNHCR SOHK will share the KPIs performance of the previous campaigns as appropriate and as available when working with the successful bidder(s) due to business confidentiality.
13	General	By which format would you recommended for the technical proposal? (e.g. ppt/ pdf)	We do not have preference on any format that can present the requested information in details.
14	General	Is there any deadline of the date of submit for the registration form?	All the requested documents need to be submitted as requested on the RFP document by 29 December 2016, 1700 hrs HKT to the UNHCR PO Box.
15	General	How in-depth do we have to hand in at the proposal ? do we have to submit creative ideas for each campaigns in 2016?	Any information and idea that can facilitate UNHCR SOHK to understand and evaluate your service is welcome to be included in the proposal.
16	General	While we are not a production house, and therefore felt that we are not the appropriate partner for you, I did want to reach out. We specialize in the types of social media campaigns and engagements listed in the RFP.	Since we may award contracts to more than one vendor if necessary, all interested parties are encouraged to submit the proposal covering the service(s) that they can provide.
17	2.1.1 (II) Digital/ Social Media	Please clarify what is meant by 'Copies development" and Copies Editing"?	Copywriting, campaign message, ad content development and editing which may be related to the campaign
18	2.1.1 (II) Digital/ Social Media	Can you explain what a creative testing plan is? (@ p.5)	It is a campaign optimization plan to conduct A/B testings through various creatives, as a result to reach the program objectives.
19	2.1.1 (II) Digital/ Social Media	Can pass us some example on Video adaptation/editing/post-production, is there Voice over needed, duration of the videos? (@p.5)	Please refer to UNHCR HK Facebook page for video reference. Most of the videos are less than two-minute long for digital promotion purpose. It is optional to include voice over in the quotation.
20	2.1.1 (II) Digital/ Social Media	Can you provide database on existing donors, on emails & facebook data for remarketing?	We will work with the successful bidder(s) to create the custom audience together.
21	2.1.1 (II) Digital/ Social Media	Any specific KPI for direct online donation? (@p.6)	Direct online donation KPIs are listed on page 6 with regular and one-time givings specified.
22		Please advise if there is any GA tracking on donation page(@p.6)	Yes GA tracking is available
23	2.1.1 (II) Digital/ Social Media	For KPIs and measurement, does UNHCR already have methods in place to measure average donations raised, donation lead generation etc? Or would these metrics need to be provided by the appointed vendor?	UNHCR does have the standard measurement for donation and lead generation performance. However the appointed vendor may also suggest metrics for measuring campaign effectiveness.
24	2.1.1 (III) PR/Media/Publicity	Engagement type e.g activity/event/endorsement etc.	Celebrity engagement is a new approach in UNHCR SOHK. We are hoping that the involvement could include endorsement and/or participation in activities/events, or any other suggestions that can enhance the effectiveness to achieve the KPIs. There is no preference on the gender of celebrity, and we would like to reach target with donation potential and interest in refugee issues. Specific segmentations to be defined with the successful bidder(s).
25	2.1.1 (III) PR/Media/Publicity	Male or Female celebrity?	
26	2.1.1 (III) PR/Media/Publicity	Which target would like to reach? E.g teenager/Student/OL/elder people etc.	

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27	2.1.1 (III) PR/Media/Publicity	how many press releases in total needed?	While UNHCR HK will prepare the official press releases to align with the global needs and may need the successful bidder(s) to help distribute to outlets, press release(s) that are directly relevant to the activities proposed by the interested vendors are expected to be drafted and prepared according to the proposal.
28	2.1.1 (III) PR/Media/Publicity	materials means that need photo shooting? Visual designing? Etc.	Materials here meant any PR products that the bidder proposes and finds necessary, which may include earned media but not limited to press release, byline articles, advertorials, feature interviews, FB live interviews and so on.
29	2.1.1 (III) PR/Media/Publicity	TV, radio, newspaper, magazine, social media?	Yes, these channels can be included if the interested vendor(s) find applicable according to the proposal.
30	2.1.1 (III) PR/Media/Publicity	Nobody Left Outside Campaign Is event to be expected to be held? If yes, what is the scale you are looking for? (E.g. No. of guest, Venue, duration)	Event is not a core priority of the office. However, you may suggest any event/ activities that you find suitable through your proposal to achieve the objectives. UNHCR SOHK remains open to ideas submitted by interested parties.
31	2.1.1 (III) PR/Media/Publicity	Refugee Film Festival Shall we promote this film festival as a separate campaign? Also, does the whole festival expected to be executed by our side?	Refugee Film Festival is a pillar that can be included under the Multi-channel Campaign / World Refugee Day as a holistic plan, or a separate campaign if you suggest otherwise. UNHCR SOHK remains open to ideas submitted by interested parties. We will be responsible to look for and secure key screening venues, logistic arrangement for film sourcing and ticketing.
32	2.1.1 (III) PR/Media/Publicity	Opening/ Premiere of Refugee Film Festival Is the venue provided by UNHCR? What is the expected no. of guest for this event? Is this a 1-day event?	UNHCR SOHK will be responsible to look for and secure key screening venues, logistic arrangement for film sourcing and ticketing. However, interested vendors are welcome to suggest specific venue or ideas to align with your proposal. The no. of guest may depends on the capacity of the venue. In 2016, the Opening/Premiere took place on the 1st night of the 2016 RFF in IFC Palace Cinema. Around 80 guests had participated, which has met the house capacity.
33	2.1.1 (III) PR/Media/Publicity	Distribution/ placement of marketing materials Please provide the current list in order to avoid duplication.	There is no ongoing distribution/ placement of marketing materials.
34	2.1.1 (III) PR/Media/Publicity	KOL Do you classified Grade A and Grade B KOLs? Do these 3 KOLs need to attend the campaign event offline?	We do not classify Grade A or B KOLs, we focus on the efficiency of the KOLs in delivering our KPIs to the right audience groups. Please feel free to suggest any idea on KOLs engagement which can help meet the objectives.
35	2.1.1 (III) PR/Media/Publicity	Please specify venue, activities scale and target audience for the two campaigns and the film festivals?	Pls recommend activity scale appropriate to meet the specified KPIs . If any events are recommended by a bidder in its proposal, the events are expected to be of mid-small scale. There is no specific venue required by the UNHCR. Target audience of the campaigns are potential donors and the general public. The UNHCR will be able to share with the awarded vendor relevant audience insights from previous campaigns. In 2016RFF, we had a total of 9 screenings in three venues: IFC Palace Cinema, AMC Pacific Place and Broadway Cinematheque in Yau Ma Tei. We plan to maintain a similar scale of public screenings and hope to reach out to mass public instead of limiting to donors or supporters. However, we are open to ideas.
36	2.1.1 (III) PR/Media/Publicity	Any Celebrate has been working for them?	UNHCR SOHK currently do not have any celebrity engagement for specific programs. However, we have engaged a few public figures in delivering our general messages, which included Tony Hung/ Ryan Lau/ Akina Fong/ Stephanie Au.
37	2.1.1 (III) PR/Media/Publicity	Any preference on section & industry of offline media buy?	In 2016, UNHCR placed paid promotion on a couple of printed newspaper and magazines during emergency appeal. Promotion materials were also placed on Tram and Bus Shelter, railway stations, and Digital/LED walls outdoor or in mall. UNHCR is open to explore any promotion opportunity that can benefit the office in locating potential supporters and donors. That said, show-biz is not preferred.
38	2.1.1 (III) PR/Media/Publicity	Which type of placement (e.gTVC, advertisement, advertorial etc.)& the placement size & page/time/spot (e.g 1/4page, 1/2 page, full page, Double pages, ROP, cover, inside front, inside back, back cover, prime time etc.)?	In Multichannel Campaign 2016, we have not placed any paid print advertisement. However, we welcome any idea and suggestion of placement format or platform to achieve the objectives.
39	2.1.1 (III) PR/Media/Publicity	Can you provide previous media coverage for reference?	Links for earned media coverages references have already been provided in Annex A p.17.
40	2.1.1 (III) PR/Media/Publicity	Any preference on type of visuals (e.g billboard, lightbox , posters etc.)?	We are open to any ideas. Reference of 2016 can be found at : https://goo.gl/CwmEba
41	2.1.1 (III) PR/Media/Publicity	How many key visual is needed? Any previous work for reference?	One set of key visual is recommended and could base on the assets provided by HQ. Links of reference can be found in Annex A p.17.

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42	2.1.1 (III) PR/Media/Publicity	Please advise if "Messages and copies" means press release?	"Messages and copies" mentioned on p.5/ p.6 of Annex A are generally referring to the taglines, key promotion messages or relevant write-up which are necessary for promotion materials. "Press release" is specifically mentioned on p.7 under the session "Media Management".
43	2.1.1 (III) PR/Media/Publicity	Any guideline for angle development? For example; the promotion for product, service, activity or selling?	We would share the "Brand Book"/ relevant brand guidelines with the successful bidder(s).
44	2.1.1 (III) PR/Media/Publicity	Campaign A: 10 pieces of coverage on media	The 10 pieces of coverage in media can be any earned media as appropriate.
45	2.1.1 (III) PR/Media/Publicity	1. advertisement/advertorial/editorial?	It can be on any media channels such as TV, newspaper, magazine, social media and so on.
46	2.1.1 (III) PR/Media/Publicity	2. which type of media? E.g TV, newspaper, magazine, social media etc.	
46	2.1.1 (III) PR/Media/Publicity	3. campaign type?	
47	2.1.1 (III) PR/Media/Publicity	Based on your previous experience, what were the key challenges you faced in generating local interest in the Charity Refugee Film Festival in previous years?	In the previous years, since mass public promotion was not a priority, majority of audience were UNHCR's supporters/ donors or club members of the cinemas who paid to attend. RFF is a relatively niche activity because of the theme which the community may not be very keen on or interested at.
48	2.1.1 (III) PR/Media/Publicity	(RFF) Event venue?	UNHCR SOHK will be responsible for finding and securing key screening venues, logistic arrangement for film sourcing and ticketing. However, interested vendors are welcome to suggest specific venue or ideas.
49	2.1.1 (III) PR/Media/Publicity	(RFF) how many expecting guests for the event?	The no. of guest may depend on the capacity of the venue. In 2016, the Opening/Premiere took place on the 1st night of the 2016 RFF in IFC Palace Cinema. Around 80 guests had participated which met the house capacity.
50	2.1.1 (III) PR/Media/Publicity	(RFF) which theme?	The direction of the RFF should be raising awareness to refugee protection and care on those who forced to flee home. In the past, RFF would tag with the World Refugee Day and in 2016, the theme was "Stand with Refugees". While no specific theme has been set for 2017 RFF yet, interested vendors are welcome to suggest.
51	2.1.1 (III) PR/Media/Publicity	(RFF) when for the event? Month & time period(4 hours?) ?	The RFF is usually in June as the World Refugee Day is on June 20. It lasts around 2 - 3 weeks, and the opening/ premiere usually takes place in the evening for 3-4 hours, depends on venue availability and length of movie.
52	2.1.1 (III) PR/Media/Publicity	(RFF) need the production for premium/nametag/trophy etc.?	Interested vendors are welcome to suggest any idea and service according to the RFP.
53	2.1.1 (III) PR/Media/Publicity	(RFF) need performance guests?	Interested vendors are welcome to suggest any idea and service according to the RFP. However, for your reference, we did not have any performance guest in the previous years' opening.
54	2.1.1 (III) PR/Media/Publicity	(RFF) MC Language &Script in Chinese or English?	Bilingual script is preferred.
55	2.1.1 (III) PR/Media/Publicity	(RFF) Venue set up/design/production, only backdrop?stage?audio&video equipment?lighting?	Interested vendors are welcome to suggest any idea and service which may include venue set up/ design/ production/ backdrop. Stage or panel management including audio, video equipment and lighting, would depend on the final venue. interested vendors are also welcome to include services that they find relevant and appropriate according to the RFP. In the previous years, panel management was responsible by the Broadway Cinema.
56	2.1.1 (III) PR/Media/Publicity	(RFF) Need photographer and videographer? Need recording sound also?	Interested vendors are welcome to suggest any idea and service according to the RFP. However, for your reference, we did not have any performance guest in the previous years' opening.
57	2.1.1 (III) PR/Media/Publicity	Ticket Sales Channel(s)?Each Ticket Price?	The tickets were available at Broadway Cinema ticketing and box offices in the previous years, depending on the venue providers. The price of ticket was around HKD100.
58	2.1.1 (III) PR/Media/Publicity	Film Festival: 20 pieces of coverage on media advertisement/advertorial/editorial?	20 pieces of coverage on any earned media.
59	2.1.1 (III) PR/Media/Publicity	No. of video	Since Video production is an optional item as stated on p.7 of Annex A. , interested vendors are welcome to suggest any ideas according to the RFP. We are open to any video format and broadcast platform. Bilingual subtitle and/or Chinese VO would be preferred due to the nature of channels.
60	2.1.1 (III) PR/Media/Publicity	Length of video	
61	2.1.1 (III) PR/Media/Publicity	Type of video (corporate video/ online promo/ event highlight/ interview video, etc)	
62	2.1.1 (III) PR/Media/Publicity	Shooting hour or days	
63	2.1.1 (III) PR/Media/Publicity	Shooting locations (total no. of location)	

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64	2.1.1 (III) PR/Media/Publicity	VO required? (if yes, language? Any translation needed?)	
65	2.1.1 (III) PR/Media/Publicity	Subtitle required? (if yes, language? Any translation needed?)	
66	2.1.1 (III) PR/Media/Publicity	No. of version for each video output	
67	2.1.1 (III) PR/Media/Publicity	Regions/ territories of royalty	
68	2.1.1 (III) PR/Media/Publicity	Platforms of royalty (online/ offline or both?)	
69	2.1.2 Online Public Engagement	Social media posts means Facebook posts or both Facebook and Instagram posts are required?	Facebook is required. For Instagram, we are open to any suggestion.
70	2.1.2 Online Public Engagement	Language of posts (suppose in Chinese only)	We are open to any suggestion.
71	2.1.2 Online Public Engagement	Concept develop by us ?	We are open to any suggestion.
72	2.1.2 Online Public Engagement	Please clarify what is meant by: "10% growth of the investment on a yearly basis."	It means the total media spending increments by 10% each year if the contract extends beyond 2017.
73	2.1.2 Online Public Engagement	As mentioned in the RFP, it's aim to have 10% growth on a yearly basis. Please advise the current public engagement rate for measurement	The current web engagement rate will be shared with the successful bidder(s) due to business confidentiality. For Facebook, number of total fans is at 33,000 with organic engagement rate ranged from 2% to 8%. For Instagram, no figures can be shared since it has not started.
74	2.1.2 Online Public Engagement	Can you please share the current traffic at the website per month and per year? (@ P.9 KPI: 30% increase website traffic (sessions))	Roughly 30,000 sessions per month in 2016
75	2.1.2 Online Public Engagement	Increase of website traffic can count from other source or only counting the source from Facebook page? (@ P.9 KPI: 30% increase website traffic (sessions))	Traffic counting from all sources
76	2.1.2 Online Public Engagement	Can you please share the current post reach average as well as the ad spend to have a better estimation on the reach improvement (@ P.9 : 10 times increase of reach)	Current organic post reach average ranged from 3% to 19%. Ad spend is subject to campaign promotion which we are open to any suggestion.
77	2.1.2 Online Public Engagement	Increase of Fans can be increment by Facebook advertisement? (e.g. FB social ad)	Yes as long as it also fits with the 2.1.2 objectives.
78	2.1.2 Online Public Engagement	Can you please share the current number of fans on FB page? (@P.9, 50% of Fans growth)	Current fans is at 33,000
79	2.1.2 Online Public Engagement	10% growth of the investment means? Investment means the total spending on ongoing public engagement?	It means the total media spending increments by 10% each year if the contract extends beyond 2017.
80	2.1.3 Ongoing FB Ad and Lead Gen	KOL based social media?e.g youtube/facebook/Instagram etc.	For the digital promotion, KOL based on social media i.e Facebook, Instagram, YouTube. We are also open to any suggestion
81	2.1.3 Ongoing FB Ad and Lead Gen	Which type of engagement? E.g product placement/ product testing etc.	Engagement such as co-creating posts, shares, comments, likes and proactive talks about UNHCR. But we are also open to any suggestion
82	2.1.3 Ongoing FB Ad and Lead Gen	1st Lead-Generation and 2nd Lead-Generation May we have more detail for the Global Campaign – Direct TV for our Generic Lead Generation development?	HQ will prepare a global campaign video called Nobody Left Outside to be promoted through local television channels. We would like to adapt the same video to be used in lead generation via social media, email and web channels which allow audience to leave their contact information to support the campaign. And then later these people will be contacted by an external tele-fundraising agency as part of the conversion journey to become UNHCR donors.
83	2.1.3 Ongoing FB Ad and Lead Gen	Any limitation on the media buy platforms? (e.g. Google & Yahoo)	SEM ,CPC channels are already running with our global partner so it is not recommended to media buy through the same channels. However we are open to any suggestion.
84	2.1.3 Ongoing FB Ad and Lead Gen	Regarding video adaption P.13 a. is it meaning to make short version of Direct TV clips? (clip provided by client?) b. which languages for subtitling c. VO required? (if yes, language? Any translation needed?)	a. clip provided by UNHCR and modify the length, call-to-action, sequence to fit for lead generation which will be promoted on social media and digital channels. b. Traditional Chinese c. Optional and we are open to any suggestion
85	2.1.3 Ongoing FB Ad and Lead Gen	May you please clarify the single opt in rate means? (@P.13 KPI)	Agreed to receive enews, phone calls and other promotion materials from UNHCR
86	2.1.3 Ongoing FB Ad and Lead Gen	33% new acquisition committed means 33% from 13,071 leads subscript monthly donation with average gift \$200/ month? (@P.13 KPI)	33% new monthly donors out of the total number of acquisitions, not leads
87	2.1.3 Ongoing FB Ad and Lead Gen	What do you mean by evenly splitting the leads?	Generic lead generation program will run 3 times per year. Therefore 13,071 valid leads need to be divided by 3.
88	2.1.3 Ongoing FB Ad and Lead Gen	KOL need to Social media posts means facebook posts or both facebook and instagram posts are required? (@P.16 KOL)	For the digital promotion, KOL based on social media i.e Facebook, Instagram, YouTube. We are also open to any suggestion
89	2.1.3 Ongoing FB Ad and Lead Gen	KOL Language of posts (Chinese only?) (@P.16 KOL)	For the digital KOL, Chinese only