

DATE: 13th of FEBRUARY 2020

REQUEST FOR PROPOSAL: RFP/2020/UNHCR/PSP/MEX/002

**FOR THE ESTABLISHMENT
OF A FRAME AGREEMENT FOR THE PROVISION OF
TV MEDIA BUYING SERVICES IN MEXICO**

CLOSING DATE AND TIME: 15TH OF MARCH 2020 – 23:59 pm GMT-6 (Mexico time)

INTRODUCTION TO UNHCR

The Office of the United Nations High Commissioner for Refugees was established on 14 December 1950 by the United Nations General Assembly. The agency is mandated to lead and co-ordinate international action to protect refugees and resolve refugee problems worldwide. Its primary purpose is to safeguard the rights and well-being of refugees. It also has a mandate to help stateless people.

In more than five decades, the agency has helped tens of millions of people restart their lives. Today, a staff of some 8,600 people in more than 125 countries continue to help more than 33.9 million globally displaced persons. To help and protect some of the world's most vulnerable people in so many places and types of environments, UNHCR must purchase goods and services worldwide. For further information on UNHCR, its mandate and operations, please see <http://www.unhcr.org>.

1. REQUIREMENTS

PSP Mexico is looking for the establishment of Frame Agreement with one or more TV media buying agency/ (ies) to support in the purchase of media across stations in Mexico, in order to:

- Air spots which procure for UNHCR regular and one-time gift donors at a positive ROI (return on investment);
- Maximize cost efficiencies (cost per spot and cost-per-thousand) and deliver converted response at the lowest possible cost;
- Develop test matrices (time-length, ask amount, response mechanism) in order to optimize the performance of the program
- Recommend a media spend plan that help us grow a set of core stations through thoughtful station testing

The agency/ (ies) goal is to develop, implement, execute, test and optimize the most effective media-buying strategy/ (ies), in order to achieve the greatest possible impact for a given fundraising budget.

Overall PSP Mexico expects from the company to deliver on or exceed annual budget goals whilst maximizing ROI.

The Frame Agreement will be signed with the successful bidder(s) for a period of two years (2) with the possibility of further extension of one (1) year each:

Phase 1: May 2020 – April 2021

Phase 2: May 2021 – April 2022

Phase 3: May 2022 – April 2023

In order to indicate the volume of the work, please find hereunder PSP Mexico projected media spend in Mexican pesos:

- 2020: \$3, 000,000 (pilot test)
- 2021: \$6, 000,000
- 2022: \$8, 000,000

These budgets include taxes and can change and also are subject to the performance we are able to achieve. There is capacity to grow the program if performance exceeds projections. The budget is inclusive of all fees to the media agency but exclusive of fees paid towards creative production, response handling, production, dubs and detailed reporting.

Performance is primarily measured through ROI. Minimum performance levels are indicated as following:

- Year 1: 0.7
- Year 2: 1.5
- Year 3: 2.3

The successful bidder(s) will be requested to maintain their quoted price model for the duration of the contract.

Agencies are also requested to indicate in their bids **their maximum capacity and availability**, as well as to give feedback on the expected percentages and KPI's in order to get a realistic indication. In addition, the agencies are also required to present their overall strategy for delivering innovative media-buying strategies. Agencies should also provide a minimum threshold is applicable, for monthly and annual media spend in the case that you do not take projects below a certain spending threshold.

Joint venture, sub-contracting

Please be informed that joint venture, or contractor/subcontractor relationship are allowed. In either case, bidder needs to confirm which company is the project lead to take responsibility of the commercial relationship. The bid is to be submitted under one company, as leader. The winner bidder will be the contracted party, responsible for performance. UNHCR will deal with only one party (as single legal entity) for the administration of the contract, in case of selection. Please read carefully UNHCR General Terms and Conditions (Annex D, page 3, clause 5) about subcontracting.

Pre-selection criteria (mandatory to fulfil with this criteria)

In order to be eligible to participate at this bidding, your company must have local office in Mexico and your company must be authorized to work / do business in Mexico. In order to establish compliance with this criteria, company profile and registration certificate are to be sent. Failure to comply with these pre-selection requirements, will result in disqualification. Only offers compliant with this Yes or No criteria will be considered for evaluation.

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2. BIDDING INFORMATION:

2.1. RFP DOCUMENTS

The following annexes form an integral part of this RFP:

Annex A:	Terms of Reference (TORs)
Annex B:	Financial Offer Form
Annex C:	Vendor Registration Form
Annex D:	UNHCR General Conditions of Contracts for the Provision of Services
Annex E:	UNHCR Special Data Protection Conditions
Annex F:	eTenderBox Supplier User Manual
Annex E:	eTenderBox Registration Guide

2.2 ACKNOWLEDGMENT

We would appreciate your informing us of the receipt of this RFP by return e-mail to Erzsebet Gal, galer@unhcr.org as to:

- Your confirmation of receipt of this invitation to bid
- Whether or not you will be submitting a bid

2.3 REQUESTS FOR CLARIFICATION

Bidders are required to submit any request for clarification or any question in respect of this RFP by e-mail to Erzsebet Gal, Ass. PSP Officer, at galer@unhcr.org. **The deadline for receipt of questions is the 28th of February 2020 23:59 p.m. GMT-6 Mexico time.** Bidders are requested to keep all questions concise.

IMPORTANT: Please note that Bid Submissions are **not** to be sent to the e-mail address above.

UNHCR will compile the questions received and the corresponding Q&A file will be posted and sent to all bidders.

2.4 YOUR OFFER

Your offer shall comprise the following two sets of documents and to be submitted in English:

- Technical offer
- Financial offer

2.4.1 Content of the TECHNICAL OFFER

IMPORTANT: No pricing information should be included in the **Technical Offer**. Failure to comply may risk disqualification. The technical offer should contain all information required.

The Terms of Reference (TORs) of the services requested by UNHCR can be found in **Annex A**. Your technical offer should be concisely presented and structured in the following order to include, but not necessarily be limited to, the following information:

- a) **Company qualifications**

IMPORTANT: Please make sure your proposal is sent through your company's legal registered name and not the commercial or advertising name. The winner bidder will be the contracted party,

responsible for performance. UNHCR will deal with only one party (as single legal entity) for the administration of the contract, in case of selection.

During the technical evaluation, in this section, the panel will score your company`s (1) financial soundness and stability, (2) TV media buying service provision experience in the private (i.e. for profit) sector; and (3) TV media buying service experience in the non-profit sector:

Financial soundness and stability:

- Your offer should come from a legal registered company, not the commercial name.
- Last balance sheet, last year audit reports or any financial statement, public audit, risk scores given by qualified companies to enable UNHCR to assess your company`s financial soundness and stability.
- Year founded
- If a multi-location company, please specify the location of the company`s headquarters, and the branches that will be involved in the project work with founding dates;
- ***It is mandatory*** to list all clients (current and previous) from private and non-profit sector. Please provide three references (reference letter, email address, contact person, phone number) from your current/previous clients to be contacted in case of selection.

TV media buying service provision experience in the private (i.e. for profit) sector:

- Proven track record on the number of years working in media buying sector. Please list the number of years in media-buying experience and your clients, past and present.

TV media buying service experience in the non-profit sector:

- Proven track record on the number of years working in the non-profit sector or with conversion or performance campaigns. Please list the number of years in DRTV media-buying within the non-profit/charity sector.

b) Proposed services

During the technical evaluation, in this section, the panel will score (1) the comprehensiveness of the proposal, (2) your company`s compliance regarding the required services listed under section 2 (requirements) and the capacity to manage the proposed budgets and (3) account management, reporting provisions, as well as any innovative strategies to maximize the ROI on the program:

- Your proposal is to be tailored as per requirements and information requested under different points of section 2, to ease the evaluation process. General company profile will not be accepted.
- Describe your strategy to deliver on or exceed on annual budgets whilst maximizing ROI
- Please explain any innovative suggestion your company has, in terms of campaigns, reporting, spot purchasing (including non-linear TV media purchasing) or any other strategy aimed to acquire quality, long-term committed high life-time value donors and reduce the attrition rate through our media buying strategy.
- Please provide the following samples:
 - ✓ One (1) sample media plan
 - ✓ One (1) testing plan
 - ✓ One (1) sample campaign management report
 - ✓ One (1) sample of an analysis report;

c) Staff qualifications, account management

Account management is crucial for running a successful DRTV campaign. This section is dedicated to measure the proposed customer service towards PSP Mexico team. During the technical evaluation,

in this section, the panel will score the experience of the core people who will work on UNHCR project (based on the number of years and demonstration expertise in the area):

- Please provide short biographies of core staff who will be working on the account with a clear indication of the number of years of relevant work experience they have.
 - Please make sure you elaborate on this section properly, to understand the level of support proposed for managing our account.
- d) **Vendor Registration Form:** If your company is not already registered with UNHCR, you should complete, sign and submit with your technical proposal the Vendor Registration Form (**Annex C**);
- e) Please indicate your acknowledgement of the **UNHCR General Conditions of Contract for the Provision of Services (Annex D)** and include it in your submitted Technical Proposal.
- f) Please indicate your acknowledgement of the **UNHCR Special Data Protection Conditions (Annex E)** and include it in your submitted Technical Proposal.

2.4.2 **Content of the FINANCIAL OFFER**

Your separate **Financial Offer** must contain an overall offer in MXN (Mexican peso)

The financial offer must cover all the services to be provided (price “all inclusive”).

The Financial Offer is to be submitted as per the Financial Offer Form (Annex B). Bids that have a different price structure may not be accepted

You are requested to hold your offer valid for 90 days from the deadline for submission. UNHCR will make its best effort to select a company within this period. UNHCR's standard payment terms are within 30 days after satisfactory implementation and receipt of documents in order.

The cost of preparing a bid and of negotiating a contract, including any related travel, is not reimbursable nor can it be included as a direct cost of the assignment.

2.5 **BID EVALUATION:**

2.5.1 **Supplier Registration:**

The qualified supplier(s) will be added to the Vendor Database after investigation of suitability based on the submitted Vendor Registration Form and supporting documents. The investigation involves consideration of several factors such as:

- Financial standing;
- Core business;
- Track record;
- Contract capacity.

2.5.2 **Technical and Financial evaluation:**

Only offers compliant with the pre-selection criteria will be considered for evaluation.

For the award of this project, UNHCR has established evaluation criteria which govern the selection of offers received. The Technical offer will be evaluated using inter alia the following criteria and percentage distribution: 70% from the total score (on a 100 points scale, i.e. max 70 points obtainable for the technical offer). Please find hereunder the detailed scoring breakdown:

Company Qualifications (max 20 points)	Documents, information to be provided to establish compliance with the set criteria
Financial soundness and stability (5 points)	Last balance sheet, last year audit reports or any financial statement, public audit, risk scores given by qualified companies to enable UNHCR to assess your company`s financial soundness and stability.
Number clients (current and previous) from private and non-profit sector (2.5 points)	It is mandatory to list all current and previous clients from non-profit and for-profit sectors. The scores will be allocated for the number of clients listed (in total).
TV media buying service provision experience in the private (i.e. for profit) sector (7.5 points)	The scores will be allocated for the number of years in DRTV media-buying experience, based on the evidence provided.
TV media buying service experience in the non-profit sector (5 points)	The scores will be allocated for the number of years in DRTV media-buying within the non-profit/charity sector, based on the evidence provided.
Proposed Services (max 40 points)	Documents, information to be provided to establish compliance with the set criteria
Demonstrated capacity and experience to deliver quality services in Account Management/Strategic Media Planning (15 points)	Comprehensive proposal to be presented including all services listed under point 2.1.1. Please include into this section <ul style="list-style-type: none"> ○ one (1) sample media plan ○ one (1) testing plan <i>Please note that without samples, 0 points will be given.</i>
Demonstrated capacity and experience to deliver quality services in Media planning, buying, implementation and management (15 points)	Comprehensive proposal to be presented including all services listed under point 2.1.2. Please include into this section: <ul style="list-style-type: none"> ○ one (1) sample campaign management report. <i>Please note that without sample, 0 points will be given.</i>
Demonstrated capacity and experience to deliver quality services in Reporting and Analysis (10 points)	Comprehensive proposal to be presented including all services listed under point 2.1.3. Please include into this section: <ul style="list-style-type: none"> ○ one (1) sample of an analysis report. <i>Please note that without sample, 0 points will be given.</i>
Staff Qualifications, account management (max 10 points)	Documents, information to be provided to establish compliance with the set criteria
Experience of core people who will work on UNHCR project. (Including experience with similar projects)	The scores will be allocated based on the average years` of relevant experience of the core people working UNHCR account.

The minimum passing scores of the evaluation is 40 out of 70; if a bid does not meet these minimums it will be deemed technically non-compliant and will not proceed to the financial evaluation. Companies may be requested to deliver a presentation based on their technical proposal via WebEx. The dates for the presentations will be communicated in time.

The **Financial offer** will use the following percentage distribution: **30%** from the total score.

The maximum number of points (30) will be allotted to the lowest total price calculated based on the prices offered on Annex B. All other offers will receive points in inverse proportion to the lowest price; e.g. $[\text{total Price Component}] \times [\text{lowest}] / [\text{other}] = \text{points for other supplier's Price Component}$.

2.6 SUBMISSION OF BID:

Bids should be submitted by file upload to eTenderBox, the online bid registration tool of UNHCR. The eTenderBox can be accessed via the following URL:

<http://etenderbox.unhcr.org>

In order to use eTenderBox, registration on the website is required. This registration is exclusively for eTenderBox and does not replace any other registration for UNHCR applications. One supplier should have only one registered email account in the system. Therefore, the supplier must use only one eTenderBox account for managing its offers to UNHCR. In case the password is forgotten, that account cannot be used anymore, and new registration is required. Registration Guide (Annex G) and Use Manual of eTenderBox (Annex F) are available at the above URL and attached this cover page.

IMPORTANT: The technical and financial offers shall be clearly separated by uploading them to the appropriate category in the system. Failure to do so may result in disqualification.

Allowed extension for files to upload are .doc, .docx, .xls, .xlsx, .rtf, .png, .jpg, .jpeg, .pdf, .txt, .zip, .ppt, .pptx, .mbp, .rar, .gif, .tif and .tiff. Executable files (.exe, .bat, .cmd, etc.) should not be uploaded. The maximum size limit per file is 10MB.

Uploaded files can be amended by the Supplier while the tender is open. The selected files for upload are submitted when the 'Save & Submit' button is clicked on. Therefore, this button must be clicked before the deadline expires. If done so, the selected files will be submitted and uploaded successfully even if the deadline expires during the file upload. It is the Supplier's responsibility to ensure that all files of the final offer are submitted by the tender expiration deadline.

Once the deadline for submission is expired, the bid will be automatically closed after which the uploaded files can be reviewed but options for additional upload and deletion of previously uploaded files are not available anymore. In order to ensure the safe submission of the full and final offer, it is recommended to have all files uploaded well before the tender deadline.

DEADLINE: 15th of March 2020 23:59 GMT-6 (Mexico time)

2.7 BID ACCEPTANCE:

UNHCR reserves the right to accept the whole or part of your bid.

UNHCR may at its discretion increase or decrease the proposed content when awarding the contract and would not expect a significant variation of the rate submitted. Any such increase or decrease in the contract duration would be negotiated with the successful bidder as part of the finalization of the Purchase Orders for Services.

UNHCR may, at its discretion, extend the deadline for the submission of bids, by notifying all prospective suppliers in writing. The extension of the deadline may accompany a modification of the solicitation documents prepared by UNHCR at its own initiative or in response to a clarification requested by a prospective supplier.

Please note that UNHCR is not bound to select any of the firms submitting bids and does not bind itself in any way to select the firm offering the lowest price. Furthermore, the contract will be awarded to the bid considered most responsive to the needs, as well as conforming to UNHCR's general principles, including economy and efficiency and best value for money.

2.8 CURRENCY AND PAYMENT TERMS FOR PURCHASE ORDERS

Any Purchase Order (PO) issued as a result of this RFP will be made in the currency of the winning offer(s). Payment will be made in accordance to the General Conditions for the Purchase of Services and in the currency in which the PO is issued. Payments shall only be initiated after confirmation of successful completion by UNHCR business owner.

2.9 UN GENERAL CONDITIONS OF CONTRACTS FOR THE PROVISION OF SERVICES

Please note that the General Conditions of Contracts for the Provision of Services (**Annex D**) will be strictly adhered to for the purpose of any future contract. The Bidder must confirm the acceptance of these terms and conditions in writing.

Yours faithfully,



Anu Surendran

Regional Manager PSP Americas