



## **QUESTIONS AND ANSWERS REPORT**

<b><u>To:</u></b>	Offerors
<b><u>From:</u></b>	UNDP Lebanon
<b><u>Subject:</u></b>	Request for Proposal (RFP): 2013 Voter Registration Public Awareness Campaign – Design and Media Coverage Services
<b><u>Reference:</u></b>	LEB/CO RFP/106/12
<b><u>Date:</u></b>	14 January 2013

UNDP Lebanon Procurement Unit has received several questions regarding the subject Tendering Procedure. All questions received to-date are documented below with respective answers.

Questions and Answers		
1	Q.	<p>We would like to inquire about the various dates mentioned throughout the various documents:</p> <p>For instance, the date of submission as mentioned below doesn't match the date mentioned in the proposal (January 18); ref the below print screen from the PDF</p> <p>If the submission of technical and financial proposals is on Wednesday 9th, we will manage to put all the info together, but the production budget estimate would really depend on the Creative concept; so we will be able to submit a range of estimation at this stage, when it comes to production (not Agency's fees).</p>

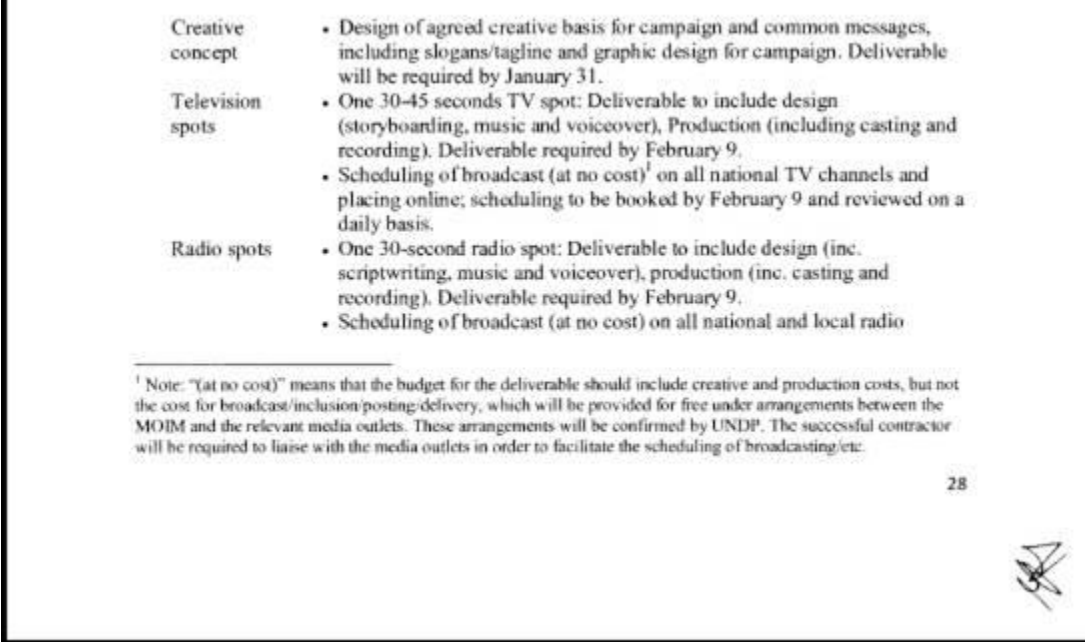
17	B.10.1	Contact Details for submitting clarifications/questions	Focal Person in UNDP: Procurement Team Address: UNDP Lebanon Country Office  E-mail address dedicated for this purpose: Procurement.lb@undp.org
18	B.11.1	Manner of Disseminating Supplemental Information to the RFP and responses/clarifications to queries	<input checked="" type="checkbox"/> Direct communication to prospective Proposers by email, and Posting on the website: www.undp.org.lb
19	D.23.3	No. of copies of Proposal that must be submitted	Original : One Copies : Two
20	D.23.1 D.23.2 D.24	Proposal Submission Address	United Nations Development Programme Lebanon Room # 310, 3 <sup>rd</sup> Floor Arab African International Building Riad El Solh Street Nejmeh, Beirut 2011 5211, Lebanon
21	C.21 D.24	Deadline of Submission	Date and Time : January 18, 2013 3:00 PM <i>Beirut, local time</i>
22	D.23.2	Allowable Manner of Submitting Proposals	<input checked="" type="checkbox"/> Courier/Hand Delivery
23	D.23.2 D.26	Conditions and Procedures for electronic submission and opening, if allowed	Not Allowed
24	D.23.1	Date, time and venue for opening of Proposals	Date and Time: January 18, 2013 3:00 PM Venue : UNDP Lebanon Country Office
25	E.29.2 E.29.3 F.34	Evaluation method to be used in selecting the most responsive Proposal	<input checked="" type="checkbox"/> Combined Scoring Method, using the 70%-30% distribution for technical and financial proposals, respectively

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A.

- January 18, 2013 at 3:00 pm is the deadline for proposals submission as required in the RFP.
- January 9, 2013 is the date for submission of the acknowledgement letter and to confirm participation in the RFP

2	<p><b>Q.</b> If the submission of technical and financial proposals is on Wednesday 9th, we will manage to put all the info together, but the production budget estimate would really depend on the Creative concept; so we will be able to submit a range of estimation at this stage, when it comes to production (not Agency's fees).</p> <p>On another note, in the PDF, page 25, you are requesting the production to start on January 20th, to be on air February 10; whereas not matching with the timeline mentioned on page 28 (concept required by January 31st, TVC and Radio required by February 9 (see below print screen).</p> <div data-bbox="354 667 1432 1306">  <p>Creative concept</p> <ul style="list-style-type: none"> <li>• Design of agreed creative basis for campaign and common messages, including slogans/tagline and graphic design for campaign. Deliverable will be required by January 31.</li> </ul> <p>Television spots</p> <ul style="list-style-type: none"> <li>• One 30-45 seconds TV spot: Deliverable to include design (storyboarding, music and voiceover), Production (including casting and recording). Deliverable required by February 9.</li> <li>• Scheduling of broadcast (at no cost)<sup>1</sup> on all national TV channels and placing online; scheduling to be booked by February 9 and reviewed on a daily basis.</li> </ul> <p>Radio spots</p> <ul style="list-style-type: none"> <li>• One 30-second radio spot: Deliverable to include design (inc. scriptwriting, music and voiceover), production (inc. casting and recording). Deliverable required by February 9.</li> <li>• Scheduling of broadcast (at no cost) on all national and local radio</li> </ul> <p><sup>1</sup> Note: "at no cost" means that the budget for the deliverable should include creative and production costs, but not the cost for broadcast/inclusion/posting/delivery, which will be provided for free under arrangements between the MOIM and the relevant media outlets. These arrangements will be confirmed by UNDP. The successful contractor will be required to liaise with the media outlets in order to facilitate the scheduling of broadcasting/etc.</p> <p>28</p> </div> <p><b>A.</b> The campaign must be launched on Sunday 10 February 2013 and run for one month, closing on 9 March 2013. Production is thus expected to start by 28 January.</p>
3	<p><b>Q.</b> In addition, the latest date for signing off the contract is January 31st, and the campaign is on-air 10 days after. This is also confusing, as the deadline for production is super tight to deliver everything.</p> <p><b>A.</b> 31 January is the latest date to sign the contract, efforts will be made to award the contract and to have it signed prior to this date.</p>

**Q4 -** In relation to the delivery of a media schedule, as the Vote Registration will be requested free of charge, it would be up to the courtesy of the media channels to decide if they wish to release our ads, if so, by which date and at which hour (location for outdoor) ; therefore building up a media schedule with predefined dates, frequencies and timing of the releases is very difficult to secure; would it be possible to share a general media plan



mentioning the targeted media with an approximate frequency? While keeping the flexibility open?

**A -** A fixed media plan is required where the company should prepare a tentative schedule for airing/publishing the advertisement. Please note that the Ministry and UNDP will provide assistance in pushing the TV stations to broadcast the advertisement during peak time.

**Q 5 -** Concerning the Social Media strategies for Facebook and Twitter, could you please specify what is meant by “strategy”?

**A -** The selected company will be using an existing Facebook and Twitter accounts for the elections, therefore a plan is expected of how to use these channels to share the info with the public at large.

**Q 6 -** When it comes to the release of Facebook ads, these cannot be secured free of charge, therefore should be paid to Facebook; could you please confirm your agreement of this aspect?

**A –** The selected company should include the Facebook ad as an additional option and allocate a budget for it, noting that this service might be used. UNDP LEAP will decide later if there is a need to use it or not.

**Q 7 -** Mentioning the flyer that should be quoted for printing, could you please share with us the required technical specifications in addition to the number of flyers you wish to have?

**A –** Please note that the services of Liban Post will not be required and the flyer will only be distributed to the ministries, municipalities, public schools and official governmental offices. The specifications of the flyer should be as follow:

- Length: 21cm
- Width: 13.5cm closed, 27cm opened
- Full color
- 4 Recto Verso folded
- Paper: Coated 250g
- Quantity: 100.000 (One hundred thousand)



**Q 8-** In relation to the press event, can we understand that the request is for a public relations advisor to coordinate with the Ministry of Interior and support in writing the press release? Or the agency should be responsible of the organization, in terms of venue, logistics, invitation of media, dispatching of the release to the media and monitoring where and when it was published?

**A -** The press event will take place at the Ministry of Interior and Municipalities, therefore what is needed is a media advisor who will coordinate with UNDP/LEAP and the Ministry, and the later will decide his/her role and involvement in the press events. This service should be within the budget and not to be added as an option.

**Q 9-** As the monitoring data for the released ads in media is collected by the research companies is available before every 15<sup>th</sup> of the month, the requested Final Report deadline cannot be secured by March 31<sup>st</sup> in a comprehensive manner; full data can be shared by no earlier than April 20<sup>th</sup> onward; therefore is it possible to push forward the initial March 31<sup>st</sup> deadline?

**A –** UNDP/LEAP will expect a draft final report (including key facts/figures and the lessons learned) to be submitted by 31<sup>st</sup> of March; the final version of the final report (including final data) to be delivered no later than 20<sup>th</sup> of April.

**Q 10-** Can you please provide us with the sources/locations where voters can check their data?

**A-** The voters can check their data at the municipalities, mukhtars, muhafazats, qadas and embassies. You find this info in the request for proposals document page 32 under the “Relevant Background Description” section.

**Q 11-** Are there any guidelines to follow? Mandatory logos and specific corporate identity?

**A –** A dual corporate identity that includes the logos of the Ministry of Interior and Municipalities and the elections 2013 will be used. Similar examples can be seen in the materials produced in 2009 and 2010. There are no specific guidelines to share at this point, this matter will be discussed once a company is selected.