

ITB UKR/2014/62

Q&A including minutes of the pre-bidding conference held at the UN Office on November, 12

Important amendment to the bidding document:

Please note there is a translation mistake on p.33 of the Russian version of the bidding document (“Розміщення рекламних плакатів у маршрутних таксі/автобусах. 7000 маршрутних таксі/автобусів (2 рекламних плаката в маршрутному таксі/автобусі) 60 містах з населенням більше, ніж 500000 осіб), which should be corrected to “60 містах з населенням менше, ніж 500000 осіб)

Important clarifications to the description of the task for Lot 2:

As per multiple questions received, we have specified/clarified the broadcasting timeframes:

- placement time of the video commercial on EEL on the TV channels:
on weekdays: off prime: 7.00-9.00; prime: 18.00-22.00
at the weekend: 8.00-11.00; 18.00-23.00
- placement time of the video commercials on the digital screens of the Kyiv subway stations’ passages: 8.00 - 20.00

Q&A:

1. Q: Lot 1: Can you provide the estimated budget of the video commercials?

A: This information is not disclosed at the bidding stage.

2. Q: Lot 1: Can we see the budget of the past commercials made for UNDP?

A: We will not share the budget but you can get an indication on the costs involved by checking the past works online at lampochki.org.ua

3. Q: Can you provide vector logo and the brand book?

A: Yes, the winning company will be provided with the design materials.

4. Q: Lot 1: Do we need to suggest scenarios at the bidding stage or only indication of the budget/financial calculation?

A: Winning company will develop scenarios. No creative part required at the submission stage.

5. Q: Does UNDP already have a concept of the campaign? Can we get familiar with it at the current stage?

A: UNDP does not have a concept for the campaign. The service provider may either develop a concept for the campaign based on the results of the 1st phase of 'All-Ukrainian EEL Public Awareness Campaign' (www.lampochki.org.ua) or suggest new own concept.

6. Q: Requirements of the video commercials are very schematic, can you provide more details? Specifically, there is 3 different methodologies, which can be suggested, with different price ranges: 1) infographics, 2) video, 3) shooting involving actors. Which one do you need?

A: Animated graphics; 3d animation; time-lapse animation clips; color correction; composing (cleaning, tracking, effects).

7. Q: Lot 1: Is the brief description of the screenplay available for video commercials?

A: The 3 different 30-second video commercials.

Target audience: population of cities/towns of Eastern, Western, Northern, Central and Southern Ukraine populated by less than 500,000 people; age 18+.

Aims: to increase demand for the EE lighting products in Ukraine through raising awareness and forming of positive opinion to the EEL products and technologies.

Focuses: the advantages of energy efficient lighting - the system of environmental, economic, social values of energy efficient bulbs (contribution to significant reduction of GHG emissions, less consumption of coal and electricity, consumers' savings on costs etc.)

The 15-20 second video commercial.

Target audience: population of Ukraine, age 18+;

Aims: to increase demand for the EE lighting products in Ukraine through raising awareness and forming of positive opinion to the EEL products and technologies.

Focuses: integration the advantages of energy efficient lighting into All Ukrainian Energy Efficiency Programme/Strategy declared as a result of present economic chaos; the system of environmental, economic, social values of energy efficient bulbs

8. Q: How did you calculate effectiveness of previous media campaign (39% social effectiveness)? Can we get familiar with the methodology in order to understand how this campaign and our work will be evaluated?

A:

Criteria

Results	Level of public awareness on EE lighting and its dynamics
	Extent of coverage provided by the content of All Ukrainian Public Awareness Campaign EE lighting for social, emotional, economic and functional advantages of EE bulbs
	Customers' loyalty to EE lighting
	The image of the «All Ukrainian Public Awareness Campaign EE lighting»
Efforts	Did the «All Ukrainian Public Awareness Campaign EE lighting» provide any incentives to the public
	Level of attraction of tools used for the «All Ukrainian Public Awareness Campaign EE lighting»
	Degree of conformity of the Campaign's products to the targeted audience
	The scale of the «All Ukrainian Public Awareness Campaign EE lighting»

9. Q: Lot 1: Can you provide reference videos of what is required?

A: <http://lampochki.org.ua/a5/>

10. Q: Lot 1: Why does price schedule list 3 lines for video commercials price quotation?

A: UNDP is requesting 3 different video commercials, please list the price for each of them.

11. Q: Lot 1: Do the 3 video commercials have to be a series?

A: Can be. They must be of one conceptual framework/one style.

12. Q: We know UNDP is exempt from VAT. In case we involve subcontractors, how do we pay to them?

A: Yes, UNDP is tax and duty exempt. We will, however, release the full VAT-inclusive payment to you and afterwards reimburse VAT from the government via the established procedure.

13. Q: Lot 2: Technical specification says "placement of 15-20 sec video". Shouldn't it be specified exactly if that will be 15 or 20 sec?

A: No, please quote as per ITB requirements.

14. Q: Lot 2: Can you clarify the total broadcasting time?

A: It has been mentioned in the Technical Specifications (Section 3A): 22 or 30 minutes on each TV channel in compliance with the 15 or 20 sec video.

15. Q: From the specification, we do not understand the TRP, target groups and their size, "message" of the campaign on energy efficient lighting. Could you clarify?

A: TRP has been included into all tasks of Technical Specifications (Section 3A).

There are some clarifications:

- placement time of the video commercial on EEL on the TV channels:
on weekdays: off prime: 7.00-9.00; prime: 18.00-22.00
at the weekend: 8.00-11.00; 18.00-23.00
- placement time of the video commercials on the digital screens of the Kyiv subway stations' passages: 8.00 - 20.00

Target audience:

- age 18+;
- population of cities/towns of Eastern, Western, Northern, Central and Southern Ukraine populated by less than 500,000 people;
- population and tourists of summer and winter recreational tourism areas of Ukraine (cities/towns/villages);

- population of the following Ukrainian oblast cities: Kiev, Kharkiv, Dnipropetrovsk, Odessa, Lviv.

“Message”: the advantages of energy efficient lighting - the system of environmental, economic, social values of energy efficient bulbs (contribution to significant reduction of GHG emissions, less consumption of coal and electricity, consumers’ savings on costs etc.)

Q: When do you plan to make decision on contract award?

A: Preliminarily within 3 weeks after the submission deadline.

16. Q: We understand when the contract will be signed but won’t you announce the results before that?

A: We will notify on the results after the contract has been signed with the winner.

17. Q: Shall we quote Donetsk and Luhansk areas in our bids? Shall we quote Crimea?

A: Donetsk and Luhansk are to be included (only places which are under control of Ukrainian government); Crimea should not since it is a temporary occupied territory.

18. Q: Lot 2: What should be size of the branding on the cars/buses?

A: 10 sqm.

19. Q: Lot 2: As per specification, we should provide price quotation for advertisement placement on 14 city lights and 100% stations need to be covered. There is, however, approx.. 30 stations with city lights. What is correct, 14 city lights or 100% coverage?

A: Both statements are correct. Based on the information provided by the owner of the city-lights only 14 cities- lights (out of existing 20) are currently available.

20. Lot 2: As per specification, we should provide price quotations for car/buses branding for 2 months while the typical period is 3 months. Wouldn’t you want to revise this?

A: Please quote 2 months as a base case scenario. In parallel, you can suggest alternative scenario which might be considered by UNDP if you win on the base case.

21. Lot 2: During the period of placing advertisement, shall all posters/pictures be the same or d you want to change the subject?

A: All the same.

22. Should the cost of printing of posters to be place on the city lights be included into financial proposal?

A: Yes.

23. Lot 3: Do the scarves need to be sewed with overlock sewing machine?

A: Yes.

24. Q: Lot 3: Should the hats be cuffed?

A: No, just the standard hats.

25. Q: Can you provide a sample logo to be printed on souvenir products? How many colours?

A: See the sample of designed souvenir products:



26. Q: Do we need to develop 4 screenplays and provide the cost of them by November, 19?

A: No, only the budget. Screenplays/creative part will be developed by the winning company.

27. Do you want the video commercials be ready by December 25?

A: Yes, this is the preliminary timeframe. Final deadlines may be slightly shifted depending on how fast evaluation of the bids is finished.

28. Q: Are there any graphics concepts or images which will be placed according to media campaign?

A: Yes, there are:



ЗАОЩАДЖУЙ
ЗАРАДИ СВИТЛОГО
МАЙБУТНЬОГО!



Лампа розжарювання



Енергозберігаюча КЛЛ

ЗБЕРЕЖИ ГРОШІ ЕЛЕКТРИКУ ДОВКІЛЛЯ



ЗАОЩАДЖУЙ
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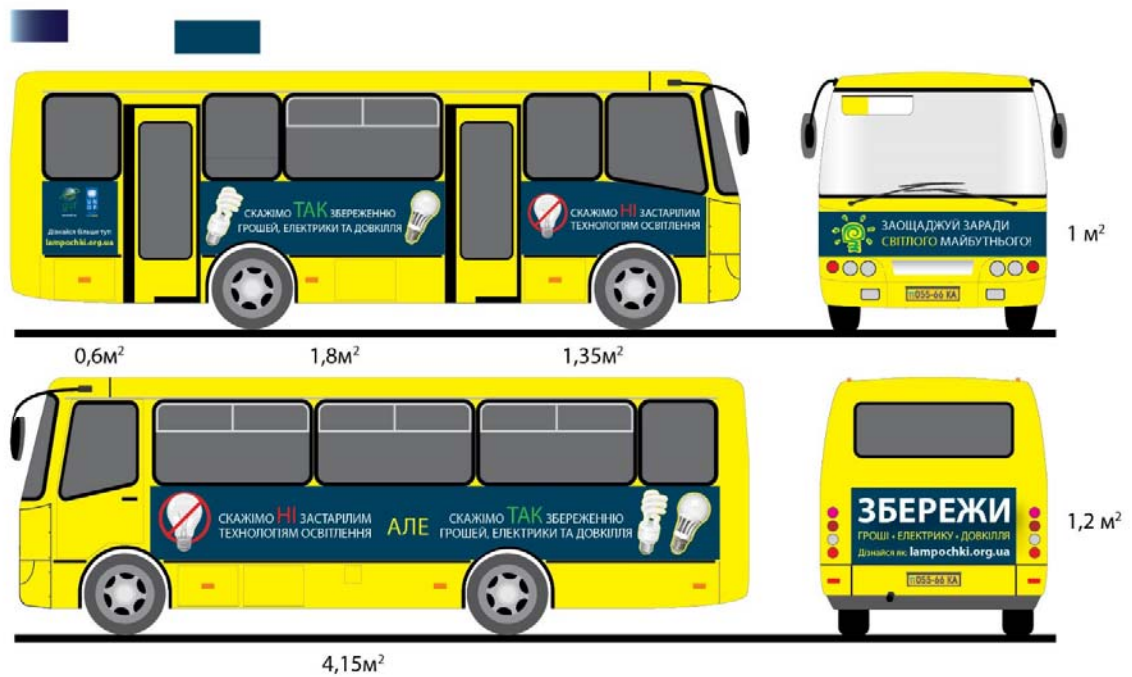


Лампа розжарювання



Світлодіодна лампа (LED)

ЗБЕРЕЖИ ГРОШІ ЕЛЕКТРИКУ ДОВКІЛЛЯ



Итого: 10,1 м²

29. Q: Are there any key-concepts and/or references on video clips creation?

A: <http://lampochki.org.ua/a5/>

30. Can we submit the bid in one language only (e.g. Russian), or both English and Russian are mandatory?

One language out of the choice of English, Russian or Ukrainian is sufficient.