



Subject: Clarification No. 3

To the attention of potential applicants,

Reference is made to the Request for proposal posted on 31 May 2022 with the subject of “Implementation of “Development and Implementation of Digital and Social Media Campaign as part of Digitally Enabled and Digitally Equipped [GATE]” project”. with the extended deadline of 19 June 2022.

We would like to inform you that we have received the below inquiries about the terms of the Terms of Reference and the RFP package, and hereby the response is explained as below.

**Q1. Shall the Slogans be in Farsi or English language?**

A1. At this stage, it is not required to provide the slogans. However, depending on the offeror's preference to give this, the Farsi version of the slogan is expected

**Q2. Please explain about the banners requested?**

A2. The Outdoor Billboard Advertising has excellent results in front of a massive amount of potential audiences as a means of advertising as long as people as public audiences stay and move in the public spaces. Banner advertising consists of placing banners with smaller sizes and different designs, and e-banners have been considered with the assumption that it would complete control to reach more targeted customers and to place an ad or multiple ads on any relevant webpage or in a city space.

تبلیغات بیلبورد در فضای باز نتایج عالی در مقابل تعداد زیادی از مخاطبان بالقوه به عنوان وسیله ای برای تبلیغات دارد تا زمانی که مردم به عنوان مخاطبان عمومی در فضاهای عمومی بمانند و حرکت کنند.

تبلیغات بنری شامل قرار دادن بنرهایی با اندازه های کوچکتر و طرح های مختلف است و بنرهای الکترونیکی با این فرض در نظر گرفته شده اند که کنترل کامل برای دستیابی به مشتریان هدفمندتر و قرار دادن یک آگهی یا تبلیغات متعدد در هر صفحه وب مرتبط یا در یک فضای شهری است.