

Subject: RFP. 22.077 Perception Study for UNDP

Date and time: 31 August, 2022, 10 am NY time

UNDP (5)

1. Raul Espinosa, Procurement Specialist
2. Mariam Mkhitarian, Procurement Officer
3. Rodrigo Domingues, Team Lead, Brand and Marketing
4. Adriana Mullor, Market Intelligence Analyst
5. Christina Ceccon, Brand and Marketing Associate

List of Participating Companies (6)

1. Ultravirgo
2. Publicis General
3. Lab Brand
4. Inca Consulting
5. Blvr
6. Deloitte

Annex 1

Minutes of Pre-bid meeting for RFP. 22.077

Subject: L Perception Study for UNDP

Date and time: 31 August, 2022, 10 am NY time

To: All bidders

From: Procurement Unit, MSU

1. A non-mandatory pre-bid teleconference via ZOOM was held on Wednesday, August 31 at 10:00 PM NY time. The duration of meeting was one hour. The participant companies list is attached for reference.
2. The pre-bid session was organized as per the following agenda:

- Project Background
- Procurement instructions: evaluation process, evaluation criteria
- E-Tendering
- Q&A

3. The minutes are a synopsis of the entire meeting. Nothing referenced in the minutes is intended to change the meaning of the solicitation documents unless, and until, specifically amended by a formal, written addendum.

4. Questions and Answers

The bidders were given the floor to raise their questions and concerns during the Q&A session.

Question 1

- **Question:** Can you provide us information on the key audience primary versus secondary audiences and the market as we need this to design our methodology and price accordingly. What are some of the biggest markets that we need to target?
- **Answer:** We can't disclose all the information we have this point but we can give you some ideas and hints. The key here even if we are trying to have a very holistic perspective is to be smart on the way we are going to segment and categorize to have a representative sample. One of the biggest things to be watching out here is UNDP and its translation to PNUD, as they are the same brand, but they go to different geographical market. We are aiming to address all main target audiences and go bigger than just partnership area so in that sense we are not just going to funding market but rather trying to do broad review of the market by going to any other area where UNDP works (programme countries, funding countries, general audiences, youth...) . We will disclose the information when we select the agency as we have already mapped our target audience but your proposal should be a draft how you see we could do and we will discuss together and refine before we start working.
- **Question:** If we understood correctly the proposal and the financial bid is based on our recommendation and afterward if the vendor is selected we can discuss and update the bid or the price.
- **Answer:** Price proposal is not a matter of change and must remain valid through the lifespan of the bid validity and later the contract.
- **Question:** Are you able to give us any guidance on budget for the project
- **Answer:** Unfortunately UNDP cannot disclose any budget related information. We expect that the scope of the work, the requested personnel and the timing will guide you accordingly when preparing your price proposal.
- **Question:** At the completion of this project how will you measure the success , what are the soft or hard matrix that you will using to know that the project was successful.
- **Answer:** Overall and on the bigger picture what we are looking for is a positive change in perception. To make sure our key audiences are perceiving us the way they should be for long time success. We hope that this will impact on funding level in the future. Regarding this brand audit, as you know in Output 5, we have we have one of the last lines that says providing us

steps to go further. These steps as result of the brand audit will be one of the key items to evaluate for success. Since this brand audit is a stage of a bigger brand audit, one of the most important items is going to be the advice to move forward as consequence of overall perception analysis results. If is this something that we could be implementing in the future, and how. And then we will rely on you to define together what are the indicators relevant for this project and mostly on the overall view we expect a positive change in perception among key audiences and stakeholders.

Question 3

Question: What you hope this project to lead into. Is there already a desire for brand refresh and what are the expectations there or you want to identify if there are gaps. Do you hope this to lead into other projects and decision making to separate this into different stages and RFPs.

Answer: This is the first time UNDP does a brand exercise. We have always relied on United Nation's umbrella and brand equity and we will evaluate the pros and cons of that approach with the company selected. Historically, brand updates have been limited and with unstructured intelligence. This project will ensure we listen to our key audiences to understand their perception so that we can shape it strategically to reach our long-term goals. On why the separate stages: 1. funding is not released all at once, , so we have to phase them out our plans for the brand. 2. we need to get approval stage by stage to move with the process. As the company works on external audiences we have a lot of work to do with internal audiences to ensure the organization is aligned internally.

Question: Do you hope to have separate vendors for these projects, or you want the same vendor to carry it through different stages?

Answer: For this particular project the contract will be awarded for one vendor only. For future cases if there is a need for standardization UNDP might consider hiring the same vendor to implement the project otherwise an open competitive process will be initiated.