

Updated April 18, 2011

No.	Inquiries	Response / Clarification
1	Please can you provide an indication of budget range for the project?	Budget elements will vary depends up on task.
2	<p>At the time of the RFP being awarded will it be possible to get detailed background information on:</p> <ul style="list-style-type: none"> - Prevention of Mother to Child Transmission + expert brief (ideally from the advocacy group) - UNAIDS 2011-2015 Strategy (Getting to Zero) + expert brief - Agenda/Program of the High-Level Meeting in June and what is the objective of this meeting? 	<p>Yes. Some background materials of the issue can be found at:</p> <p>UNAIDS 2011-2015 Strategy: http://www.unaids.org/en/strategygoalsby2015/</p> <p>Agenda/Program of the HLM in June: http://www.unaids.org/en/media/unaids/contentassets/documents/document/2011/20110204_HLM_Brochure_en.pdf</p>
3	Can you please clarify what you mean by 'messaging' within the RFP?	Developing positioning, communication ideas and concepts on key issues.
4	Is there an approved set of images that we can work with from the beginning?	Yes.
5	What does success looks like for you? Is the aim of the campaign to raise as much money as possible or to raise awareness about the elimination of new HIV infections among children or indeed is it both?	Varies and can be a combination of both.
6	<p>Geographical campaign focus is:</p> <ul style="list-style-type: none"> - Markets that have the highest rates of people living with HIV such as South Africa, Mozambique, Nigeria, Brazil, Russian Federation, India <p>OR</p> <ul style="list-style-type: none"> - Western world <p>The key difference here is whether the aim is to speak to people affected by HIV (most likely younger 15-24 with a special focus</p>	Global and tailored to Western and developing countries.

	on women) or to develop a fundraising campaign to the West. Given the focus on digital and social	
7	Please can you clarify what exactly you expect from the agency in terms of "key elements" and "implementation". What are the products you are expecting or is this something you want us to provide a recommendation on?	Contracts can be given to individual elements of a campaign separately or collectively, i.e. PSAs, posters, web applications, organizing events, press conference, etc.
8	Given the apparent importance of this communications, why is it coming to the agencies so late? Was there a specific delay that impacted this that would be helpful for the agencies to know about?	There is no delay in the planning of the launch. The timing of releasing RFP is strategic.
9	A colleague from your fundraising team has contacted us about developing a similar albeit potentially smaller in scope campaign for virtually the same timeframe, audience, needs, events – is there a reason why the two aren't being built together? Surely an overall campaign could house both advocacy and fundraising if done properly?	The objectives of respective campaign are different.
10	What is the date for the project to be awarded?	We aim to award the project during the first or second week of May.
11	What are the language expectations for the delivery of the campaign materials? Who will manage the translation process?	The main language of the campaign will be in English. Translation into other UNAIDS official languages can be done by UNAIDS' resources
12	In this RFP, you mention the Launch event and press conference for the High Level Meeting on AIDS in the second week of June 2011 (under section 1.3.1 bullet No. 3.). Kindly let us know the proposed venue for this launch events and any specific requirement(s) for this event.	Please refer to the following website: http://www.unaids.org/en/media/unaids/contentassets/documents/document/2011/20110204_HLM_Brochure_en.pdf for available information.
13	The new campaign is to be rolled out at the High Level Meeting on AIDS and	One example of the other related campaign events would be the

	subsequent events. Can you share any more information about the other related events--location, timing, focus, type?	“World AIDS Day”, as the focus.
14	Who would the chosen vendor be working with on a daily basis? Reporting to? What is the approval process like? How many meetings/conference calls do you foresee for this project?	The chosen vendor(s) will be working closely with the Director, Communications, Head of Communications Unit, and personnel designated by them at UNAIDS.
15	As a privately owned firm, we do not typically have our financial statements audited. Is there something else we can include here instead? A letter from our bank, turnover from the past 3 years, or unaudited statements?	If audited financial statements are unavailable, then an official financial statement certified by your CFO would be adequate.
16	The RFP asks for details on Certifications and Certification status. Please describe what types of certifications you are looking for.	Such information can be one of the following: The professional affiliation with, membership of, licensed by or incorporation with an authoritative organization for your industry.
17	Would the additional communications campaigns also happen within 2011?	Yes.
18	Do we also need to send a hard copy of the proposal along with the email, or is the email version acceptable?	The email version is sufficient.
19	Can you share with us what the overall budget for this scope of work is?	We are aiming to establish unit costs and campaign budgets will vary according to our need.
20	Section 1.1 ‘Objective of the RFP’ - - It mentions that the campaign may cover ‘various AIDS related issues’. Should our proposal cover any aspects or issues apart from the PMTCT campaign? - What should be the geographical reach of the campaign by the time of the High Level meeting in June and afterwards? Are there priority markets?	Detailed briefs will be provided at the time of awarding contract.

	<p>- With the final goal to eliminate new HIV infections among children by 2015, what would success look like for you between now and then? Do you have any interim measures? Are there any specific policy (or other) milestones in mind or should we need to establish these as part of our proposal?</p> <p>- The Global Fund recently ran a successful campaign which they hailed as a success – millions of people watched, engaged, signed up, etc. How does this campaign differ, complement, build on that, etc?</p>	
21	Section 1.3 'Work to be Performed' – Do you envision partners will be included in this campaign? If so, will the agency's client be UNAIDS, the secretariat, a representative of the coalition, a steering committee, etc?	The chosen vendor will be working closely with the Director, Communications, Head of Communications Unit, and personnel designated by them at UNAIDS.
22	1.3.1 – 'One of the first communication campaigns will be a multi-platform campaign for the elimination of new HIV infections among children by 2015...' - Will this campaign be aimed largely at donors, or at in-country audiences? Is it intended to address funding issues, policy issues, or behavioural issues?	Funding and policy issues.
23	1.3.1 – 'Campaign strategy that covers messaging for each of the audiences defined....' - Do you have a list or matrix of the identified target groups/stakeholders in priority order or shall we make assumptions based on our own strategic planning process?	Please refer to the UNAIDS website at: http://www.unaids.org/en/strategygoalsby2015/ for more details.
24	Section 2.1 – Do you prefer British or American English spelling?	For RFP proposals both are equally accepted; for final products UNAIDS style guide will be given.
25	Section 2.3 – Could you possibly indicate a budget range that might be available for	We are aiming to establish unit costs and campaign budgets will vary

	this campaign through December 2011?	according to our need.
26	Section 2.4 – Is there a page limit for the technical proposal?	No.
27	Section 2.5 – We have sister agencies within our brand that have a different name but are part of a wider legal entity. May we include them in our submission if they bring relevant skills and experience?	Yes.

END]