



- 1. How many people worldwide does Mother to Child Transmission of HIV affect?**
Every year, 1.4 million women living with HIV become pregnant. Each year, around 220,000 babies get infected with HIV.
- 2. Are there any specific target audience demographics for this campaign?**

 - Clients of our corporate partner
 - High net worth individuals
- 3. Who is the corporate partner mentioned throughout the RFP?**
Unfortunately, we cannot mention the name of the corporate partner at this stage, because we have not yet launched the partnership.
- 4. Where in the world is this campaign being targeted at?**
We intend to use the promotional materials mainly in Switzerland and if successful we might roll out to other countries.
- 5. Is there a budget for this contract?**
Yes, there is a budget for this contract, however we cannot disclose it. We are asking bidders to provide their best offer that matches our requirements and the financial proposal evaluation counts for 40% of the total points to consider value-for-money principle.
- 6. Will the printing be done in house by UNAIDS or in house by the supplier? If printing is to be done in house by UNAIDS then why are printing costs specified in the financial proposal requirements?**
Printing will be done in-house. If printing costs were specified in the financial proposal requirements then that was a mistake from our side.
- 7. How will the relationship with the UNAIDS Project Management work? Will there be regular catch up meetings or an equivalent system of operation?**
There will be regular catch up meetings.
- 8. Are you able to send the UNAIDS brand guidelines to suppliers?**
Yes, please find them enclosed.
- 9. What is your expected delivery date for completion of this project?**
The products need to be ready by 22 November.
- 10. Will the campaign be run in phases or just one long burst of material?**
The promotional materials will be used for at least one year and then we might expand to other markets.