

RFP-2014-16 Production of HIV Testing campaign

Answers to question from potential bidders

10-April-2014

1. Is the UNAIDS intention to use this campaign material across all territories listed on the UNAIDS website or will specific countries/regions be targeted and if so which?

It is a global campaign. Therefore the aim is to reach as many countries as we can (we work with our UNAIDS country offices). For events and street marketing, regions will be selected in agreement with the elected company and the defined strategy.

2. Who is the target market? As it stands the RFP only refer to young people. Any demographic information would be most helpful.

We would like to reach young people (15-24 years) around the world by creating a digital movement. We want this generation to stand up and occupy this cause in their communities and the world at large. In the beginning the main focus will be the US, Brazil and South Africa.

3. Our understanding is that UNAIDS does not require a selection of creative outputs as part of the proposal submission and that these would be worked on together with UNAIDS once the firm is selected. Please confirm if our understanding is correct?

The creative output isn't required as part of the proposal submission. Please note that a creative concept already exists and will be used as a basis to develop graphic design and tools.

4. In terms of the UNAIDS deliverables and specifically in relation to part#2 (Campaign Strategy). Our assumption is that this is a request for fundraising campaign material that consists of a toolkit to raise funds to activate the creative outputs. Please confirm if our understanding is correct?

This RFP focuses on the development of creative outputs. The campaign strategy needs to be developed alongside the creative materials.

5. The RFP mentions that 2 companies may work together to develop a proposal. Is it possible for two or more individual consultants to do the same?

Yes.

6. Is it a requirement for short listed candidates to travel to Geneva to present?

No.

7. Also could you tell us which countries are being targeted for this campaign?

We would like to reach young people (15-24 years) around the world by creating a digital movement. We want this generation to stand up and occupy this cause in their communities and the world at large. In the beginning the main focus will be the US, Brazil and South Africa.

8. Paragraph 1.3.1 Key Requirements: What is the desired timeframe for the project (estimated start date and desired launch date)?

We want to start working with the selected company as soon as possible, i.e. May. We want to have all the creative materials ready by end August. We are still debating whether the launch should be in September or in December for World AIDS Day.

9. Paragraph 1.3.1 Key Requirements: What is the desired geographic reach, and are there specific countries/regions that are key?

We would like to reach young people (15-24 years) around the world by creating a digital movement. We want this generation to stand up and occupy this cause in their communities and the world at large. The first phase will focus mainly on the US, Brazil and South Africa.

10. Paragraph 1.3.1 Key Requirements: Aside from "young people", do you have any additional specifics on the desired target audience? How does UNAIDS expect to promote and distribute the campaign materials to the desired audience(s)?

We would like to reach young people (15-24 years) around the world by creating a digital movement. We want this generation to stand up and occupy this cause in their communities and the world at large. The promotion and the distribution of the campaign materials will be decided with the elected company and the defined strategy.

11. Paragraph 1.3.1 Key Requirements: What data and background information on the issue and target audiences will UNAIDS be able to supply to inform the campaign strategy development? What people and organizations will we have access to when collecting background to inform the strategy?

http://www.unaids.org/en/media/unaids/contentassets/documents/pcb/2013/pcb33/agencyitems/20131121_Thematic-segment-HIV-%20youth-adolescents%20.pdf

http://www.unaids.org/en/media/unaids/contentassets/documents/unaidspublication/2014/20140130_UNAIDS_YouthBrochure_en.pdf

UNAIDS is working closely with young people worldwide and has youth officers in different parts of the world.

12. Paragraph 1.3.1 Key Requirements: We will estimate costs based on the listed deliverables; but is UNAIDS looking for and/or open to recommendations for alternate deliverables, as part of the strategic phase?

Yes.

13. Paragraph 1.3.1 Key Requirements: Who within UNAIDS will be managing the project and chosen vendor, and are they located in Geneva or elsewhere? For firms outside Geneva, is travel expected; and if so and how would you like it detailed in the price estimate?

The project managers are located in Geneva. Travel is expected from the elected company for meetings like brainstorming, workshops, etc. Project managers from UNAIDS will also travel to meet the elected company.

14. project Deliverables section under 1.3.1: Does the "design of a campaign web page" include any programming or other production, or just design layout?

Design layout with creative/innovative ideas and programming included. Programming needs to be in sync with UNAIDS website requirements.

15. project Deliverables section under 1.3.1: For estimating purposes, can you provide additional detail on the scope/items to be included under "event promotional materials"

Flyers, programs, banners, save the date, invitations, etc. All the materials required for the promotion of an event.

16. Paragraph 2.8: For electronic submissions, what is the maximum size limitation per email?

Email has a limitation of 5MB per email; bidders are advised to split their submission in separate email in order to accommodate this restriction

17. Paragraph 2.12: How many firms were invited to this RFP directly, and how many proposals are anticipated?

This is an open international bidding, there was no direct solicitation of bids, any bidder complying with the requirements is eligible to bid

18. Paragraph 2.7.4, Price Proposal: Do you have specific budgetary restrictions, or anticipated project budget expectations that you can share?

No. UNAIDS is not sharing its internal budget in accordance UNAIDS Procurement process and bidders are requested to propose the most cost effective solution to satisfy UNAIDS requirements. Financial offer has a weight of 40% of the total available points.

19. Paragraph 3.4: The technical evaluation allots 25 points to "the quality of the technical solution proposed" - can you clarify what you are looking for in terms of solutions in the proposal?

We are looking for innovative, cutting edge, creative campaign tools which speak to the young people of today and that have the ability to go viral. Tools need to be action focused; we want people to do something.

20. Will all materials need to be produced in three languages?

No, only the campaign web page in 4 languages.

21. Is there a PR component to the campaign?

The PR component will be managed by UNAIDS.

22. Could you clarify requirements on

1. 11. Campaign strategy,
 2. "Develop tailor made pitches to engage commercial and corporate partners?" Is the requirement here to produce the visual materials and tools to support the campaign strategy, or is the requirement to develop the pitches, and strategy for same.
23. Paragraph 1.3.1 I. Graphic design and production of tools: Which regions and/or countries in the world are the main target groups for:
1. i) English;
 2. ii) French;
 3. iii) Portuguese?

In the beginning the main focus will be the US, Brazil and South Africa.

24. Please confirm if the language of production of the PSA is in English only.

Yes.

25. Please confirm that all other graphic design aside from the campaign web page will be in the English language.

Yes.

26. 2.7.4. Does UN Aids have a ballpark figure on the budget in mind?

No. UNAIDS is not sharing its internal budget in accordance UNAIDS Procurement process and bidders are requested to propose the most cost effective solution to satisfy UNAIDS requirements. Financial offer has a weight of 40% of the total available points.

27. 2.7.4. Any additional costs i.e. media-use/placements, photography, and illustration etc. will be separate from estimate bidder provides?

Yes. These costs are not to be included in the proposal.

28. 1.3.1 Where does UN Aids see the scope of the project: small, medium, or large:

1. In which countries will you launch the campaign?
In the beginning the main focus will be the US, Brazil and South Africa.
2. As for the website: microsite on already existing site or separate external?
Campaign webpage hosted by UNAIDS on the existing website.
3. Who will be implementing/building the site: internal UN-Aids team or the bidder?
The bidder in collaboration with UNAIDS
4. Which exact age group of youth is the target-audience?
15-24 years
5. What is the schedule and timeframe for this project: i.e. by when should it be published and how long should the campaign run?
Regarding the start date, the sooner the better. The launch date will be decided regarding the defined strategy in agreement with the elected company. The campaign should run as long as possible: the idea is to engage young people and let this campaign become "their" own campaign.
6. Is UN Aids sponsor of any big annual events and/or co-working with other big organizations?
UNAIDS works closely with co-sponsors (other UN agencies) and civil society.

7. Where will dissemination of the campaign mainly take place? UN Aids-site and its partner-sites/organizations or will outside outlets (i.e. media-outlets, events...) also be used?

Digital and offline outlets will be used.

29. 2.7.3. To which extent does UN Aids wish to see final concepts (written or visual) in the submission?

You can send the final concept in the extent you wish.

30. 2.5. Is the information of firm/organization as stated in 2.7.2 needed if submitting/applying as a "Joint Proposal"?

Yes, but only the details on the leading firm/organization are needed. Information about the partner can be more limited but declared in the proposal

31. Once the proposals have been evaluated will there be a short-list? If so what is the process afterwards?

The evaluation process is described in the RFP, Section 3. There is a technical evaluation that accounts for 60% of the overall number of points. Proposals with at least 42% of the overall number of points are eligible to be considered for financial evaluation that includes the remaining 40% of the overall score.