

The Clarification Note to Bidders's Queries No 1

REQUEST FOR QUOTATION_RFQ N° UNFPA/KHM/RFQ/24/005_“DIGITAL MARKETING CAMPAIGN FOR GBV SAFE APP”

Reference to the above RFQ, UNFPA has received the below queries from bidders and we would like to provide clarifications as below. Deadline for interested bidder(s) to submit queries is on 28 August 2024, 12:00 PM, local time.

No	Queries	Clarifications
1	Should bidder(s) strictly adhere to the layout of the price quotation form or if submitting the financial proposal in the bidder(s) current format, while maintaining the same content, would be acceptable?	Yes, it is possible to use the bidder's price quotation form; however, please maintain the content of the provided Price Quotation Form as much as possible.
2	Is there any budgetary limitations for this project?	Yes, a budget was already allocated for this campaign.
3	Are there any social media channels yet created and activated?	Using existing UNFPA/CHC/MoWA Social Media Pages.
4	Though all female, the target audiences are quite disparate in terms of values, aspiration, lifestyle and culture. A student, a factory worker and an urban entertainment worker may not have the same views on the issue. Would you therefore allow the bidder(s) to create 3 separate universes?	Bidders have the option to create up to three separate universes, or they can choose to create a single universe if it doesn't impact the overall cost of the campaign. Or you can give the options.
5	Messaging Apps - are there staff (UNFPA or MWA) to handle the calls? Or the team is to be provided by the bidder(s)?	Provide us the options: Agency manage and MoWA/CHC Team manage.
6	Video Testimonials - will UNFPA be able to help pinning point some candidates?	UNFPA/CHC/MoWA will pin points the app users candidates for the video testimonials.
7	Currently, how many app users? And how many active users in last 30 days ?	Currently, we have one App available on Android, another App is under the process with Apple. To date there are around 4,000 users download this App following few outreach activities.
8	Does the app connect to any MMP?	No
9	What is the budget for the entire campaign?	Due to confidentiality reasons, we are unable to share the budget for this tendering process.
10	Point 5, in scope of work deliverables: agency just need to provide the digital screen (LED, any display devices) for display the demo Videos in the event? Or will the UNFPA need agency to produce Demo video of using app? And where will be the display of the demo Video, in event or in the public?	This is a digital Android display device intended for mobile app demonstrations during the Official App Launch only. Demo videos showcasing app usage have already been produced and are ready for presentation.
11	Could you provide example or explain of using the price quotation template?	Please refer to response to Q1. The Price Quotation Form is very straight forward; however if you have questions on any particular line in the form, we can explain, as requested.
12	Will creating social media platforms be responsible by the bidder(s)?	Using existing UNFPA/CHC/MoWA existing SM platforms and we do not plan to create any new SM channels for GBV Safe App.
13	On what social media platform will all of the content be posted?	Using existing UNFPA/CHC/MoWA existing SM platforms
14	Will this campaign launch offline or online?	Online
15	Is SEM period for 2 weeks or for the 4 month campaign?	4 months
16	Please help clarify on "Digital Screen for App Demo"	This is a digital Android display device intended for mobile app demonstrations during the Official App Launch only. Not a public digital screen on the road or at the mall.
17	Is UNFPA looking for communication materials design and production as well?	If design and production are part of the campaign proposal package, then they should be included in the cost estimates.
18	Could UNFPA share with bidder(s) full information of the app demo? Do bidder(s) need to develop content and design?	The screen will be used for the App Demo, if the device can download the app, then we can demo the app to participants during the official launch. Demo videos showcasing app usage have already been produced and are ready for presentation.
19	Is it possible to share the budget for the whole project?	Due to confidentiality reasons, we are unable to share the budget for this tendering process.
20	Please clarify the exact tasks or deliverables expected for this - "Messaging App and/or other digital platforms (Telegram, WhatsApp)"	Create and manage Channels and posting contents on these platforms that can share information and subscriber can share comments and views.
21	Please kindly share the app's functionality, advantages, and how to use it.	You can download the App and review its functionalities. It is the first step after for public use that just available from June 2024.

22	A sentence mentions "Digital Screen for App," does this mean the user interface of the app or anything else? Please kindly share the sample.	This is a digital Android display device intended for mobile app demonstrations during the Official App Launch only. Not a public digital screen on the road or at the mall.
23	Please clarify :	
23.1	<u>App Technology</u> 1. Is it compatible with all mobile devices? Are there any limitations on phone models? 2. What are the security mechanisms in place on the app? 3. How often is the app updated/optimized to ensure a smooth user experience? 4. Is the app available offline? 5. How many users are currently on the app?	1. GBV Safe App is only available on Android device and for iOS, it is under the approval process. 2. There is a safety policy from global and the Ministry also developed a short data sharing policy. 3. The App is under the process of development until end of 2024, so review every three months. 4. No 5. Around 4,000 users
23.2	<u>Budget</u> Is there a separate media budget for ad spend, or should that be included in our financial proposal?	Financial Proposal should be included all relevant expenses based on technical proposal.
23.3	<u>Timeline</u> The timeline for project kickoff, content creation, approvals and launch seems extremely tight for an October launch (especially with Pchum Ben). Is there flexibility on either the launch or the length of the campaign?	Timeline is to be discussed prior to awarding a contract.
24	Based on the delayed deadline for the proposal submission, could we check if the campaign timeline on phase 1 and other phases can be able to delay for deliverables as well?	Subject to discuss.
25	For a technical proposal, could we check if it has to be in detail for the first submission or can it be just the overall concept for the first submission?	Yes, as detail as possible for technical and financial proposal

