

Questions & Answers
RFQ#1903-044 - Digital Marketing & Design Agency

This document provides information on a variety of topics which offerors should be aware of. These questions arose during solicitation and written requests for clarification which were submitted via email.

1. How many CVs are required, do you need all the CVs or 1 of each Major or Position. [1 of each major position.](#)
2. Do we need to submit legal documents other than the Registration's. [Company Registration is sufficient.](#)
3. Do we need to submit the registration document in English or can be accepted in Arabic. [Arabic is accepted.](#)

4. Short promotional video

- Will the script be provided by DT Global team? [We will provide initial script and brainstorm with your creative team to rewrite](#)
- Will there be any footage provided by DT Global or we should get from stock library? [Both](#)
- Do we need to count the cost of subtitle translation? [No](#)
- Can we put the cost of voiceover separately since it costs a lot? [Yes](#)
- Voiceover should be male or female and what language? [It depends on the video, and language depends on the video but mainly Arabic, possibly in English.](#)

5. Infographics

- How big will be the "complex information"? A4 full page or just a small article? [A4](#)
- Shall we count for a poster like infographics or 1 small unit? [Yes](#)
- Will it be animated infographics? [Both static and animated, we did request both in the RFQ](#)
- If animated, what will be the duration? [Up to 20 seconds](#)

6. Animations GIFs or short video clip

- what will be the maximum length of these animations/GIFs? [Up to 20 seconds](#)

7. Photography & videography

- Will these take place inside Beirut or outside? [Provide both pricing options.](#)
- What is the expected number of events to be done in outdoor venues vs. indoor venues? [Since the Contract resulting from this award is envisioned to be a Blanket Purchase Agreement \(BPA\), therefore the expected number of events is irrelevant. Please consider both indoor and outdoor venues.](#)

8. Static infographics

- How big will the content be? Will it be 1 unit of graphics for single social post? [As mentioned A4 and for social post](#)

9. INARA Lebanon is present on the following social media platforms: Facebook, X, Twitter, LinkedIn and YouTube. Please confirm if the project expects to join additional platforms such as Threads, Instagram Channel, WhatsApp Channel, or other. [No additional platforms](#)
10. Following a review of the INARA social media accounts, we have noted that both captions and designs are done in 2 separate versions: English and Arabic. Are you aiming to keep the same style of posting? [Mainly in Arabic for the designs unless necessary to have English, and captions in both.](#)
11. Develop short promotional videos up to 1 min, including editing, subtitles and adding appropriate music or voiceovers: will all audio-visual assets be provided by DT Global / INARA? If not, do we need to source some of the content from royalty-free libraries or arrange for video shoots? [Most audiovisuals will be provided by INARA. No library content or shoots needed.](#)
12. Design infographics that convey complex information in a visually accessible manner: Do you expect infographics to be static documents (.jpeg/PDF), please confirm. As for content, will the final texts be provided by INARA or is the agency expected to do research as well? On which platforms will the infographics be published and in how many languages will they be developed? [Text will be provided by INARA, some research may be expected from agency, in Arabic mainly and some in English. We have both options requested static and gif or motion graphic. Some will be A4 and some for social media posts](#)
13. Create animated content for social media, such as GIFs or short video clip: what is the expected length of the video clip? Can you please provide us with animation examples that we can refer to? [Gifs are expected to be up to 20 seconds. Please check our SM pages for Gif samples](#)
14. **Design for Print:**
 - Banner: what is the approximate size? [Regular roll-up banner size](#)
 - Flyer design 1 page: size(s) and in how many languages. Shall final content/photos be provided by INARA, or is the agency expected to edit the content? [Yes final content provided by INARA, in Arabic and possibly English](#)
 - Static infographics: size(s) and in how many languages? [English Arabic](#)
 - Poster: size(s) and in how many languages? Final content to be provided by INARA or is the agency expected to edit the content? [Final content by INARA, creative design by agency, regular poster size](#)
 - Trifold brochure: size(s) and in how many languages. Shall final content/photos be provided by INARA, or are we expected to edit the content and source assets from Royalty-free libraries? [Normal trifold brochure, size as folded A4, final content and photos by us and design by agency, possible source assets if needed](#)
 - Signage: types of signage and approximate size(s) signage [Signs for events to be posted at entrance, up to 3 meters by 2 meters approx.](#)
 - What are the other print materials that you would most likely want to design? E.g., promotional materials (totebags, notepads, folders, mugs, pens... etc). [none](#)

15. Are there specific tools, software, or platforms that we should ensure compatibility in order to effectively deliver content as part of this project? **none**
16. Could you please provide us with an estimate of the number of events per year that require photography and coordination services? This information will help us better plan and allocate resources. **Since the Contract resulting from this award is envisioned to be a Blanket Purchase Agreement (BPA), therefore the expected number of events is irrelevant.**
17. Is the responsibility for printing materials included in our scope, or will DT Global handle the printing of materials separately? **DT Global will handle printing**
18. Can you specify the expected number of posts, videos, infographics, or other pieces of content to be produced and delivered per month for this project? **Up to 12 posts**
19. We would appreciate it if you could share the brand guidelines for this project to ensure that our content aligns with the branding standards and requirements. **The branding will be shared upon agreement USAID and INARA branding**
20. Is there a budget allocated for paid advertising, and should we include it in our quotation? **No**
21. As stated, INARA through the help of DT Global aims to: **INARA project is implemented by DT Global and funded by USAID**
- Maximize access to power for the largest number of beneficiaries possible
 - Increase Lebanon's supply of renewable energy
 - Propagate renewable energy systems in Lebanon
 - Increase the supply of electricity
 - Increase the power supply's cost-effectiveness, eco-friendliness, sustainability, and reliability
 - Clarify and strengthen the enabling environment for renewable energy
- So, our angle would be highlighting DT Global's efforts in the implementation or focusing on INARA where our agency will come up with Social Media posts, Videos, Infographics, animations, photography, videography, printing materials, content creation and brand consistency in regards to the above points? Therefore, we would enhance brand visibility, audience engagement, consistency, and versatility for DT Global? **Yes**
- So the angle would be highlighting INARA project, implemented by DT Global and funded by USAID**
22. Do we need to submit the quotation with all the services' fees in page 10 (as there are many choices and alternatives of each one) so the total will be huge and thus inconvenient. **Yes**
23. Estimated costs proposed to exceed ceilings imposed by USAID or Federal procurement policy must be fully explained and justified: can you please direct to a reference for the ceilings imposed by USAID or Federal Procurement Policy? **<https://www.usaid.gov/sites/default/agency-policy/aidar.pdf>**
24. Page 7, clause 2. Technical Proposal: The technical proposal should be divided into three sections following the same order of the technical evaluation criteria mentioned in Attachment III: in the said attachment the technical evaluation criteria (100 points) is divided into 2 sections - Capabilities and Experience (50 Points) and Past Performance (50 Points). Can you please highlight the 3rd section? **Typo mistake, the technical proposal should be divided into two sections.**

25. What specific services fall under the category of "covered telecommunications services" as mentioned in the RFQ tender? Refer to [FAR 52.204-25](#).